



Described & Captioned  
Media Program

COVID-19 Response

Content Creation

Media Delivery

Outreach

Technology

User Feedback

Award #H327N110002

# Year 4 in Review



October 2019—September 2020

[dcmp.org](https://dcmp.org)



**Described & Captioned  
Media Program**

This communication was developed under a grant from the U.S. Department of Education, Cooperative Agreement #H327N110002. However, those contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government. Project Officer, Glinda Hill.

The DCMP is administered by the National Association of the Deaf.

***The mission of the DCMP is  
to promote and provide equal  
access to communication and  
learning through described and  
captioned educational media.***

**dcmp.org**





Described & Captioned  
Media Program

## COVID-19 Response

As a single source for the acquisition and delivery of accessible educational content, DCMP was able to respond quickly to remote learning needs.

## Content Creation

DCMP partnered with content creators and employed state-of-the-art methods for the captioning, description, and delivery of educational video.

## Media Delivery

DCMP provided on-demand videos and returnable DVDs to families and educators who registered for membership.

## Outreach

DCMP's Learning Center, eLearning Resources, and Outreach provided accessibility information, training, and advocacy.

## Technology

DCMP continued to develop technology and streamline processes for the creation, delivery, and utilization of accessible media.

## User Feedback

DCMP solicited feedback from its members to improve services and develop new features to help provide equitable learning environments.



**Described & Captioned  
Media Program**

## COVID-19 Response

DCMP is a single source for the identification, acquisition, delivery, and technology development of accessible educational content. This enabled DCMP to rapidly respond during the sudden transition to remote learning by teachers and families across the country due to COVID-19.



As teachers began depending more heavily on remote learning resources, DCMP increased communications and outreach through virtual presentations, monthly newsletters, eBlasts, Learning Center posts, social media, and educational websites. DCMP saw the number of new memberships nearly double from the previous period.

### Focus on Remote Learning

Remote learning led to a substantial increase in the number of DCMP Student Accounts created by teachers. DCMP quickly developed and implemented a new tool that allowed for the creation of several, even hundreds, of Student Accounts with just a couple of clicks.

More videos were streamed in 2020 than any previous time in DCMP's 30 year history. DCMP was able to handle this increase with no interruption in service; in fact,

DCMP improved services by rapidly transitioning to higher-tier services that support increased website traffic and player-based accessibility features.



Recognizing the need for accessible video content covering COVID-19 and related topic areas, DCMP quickly acquired relevant videos and made them accessible.

Additionally, DCMP worked with its current and most popular content partners to make many videos temporarily openly available. These Open Education Resources (OER) were available to anyone to help ensure no students were left behind.





## COVID-19 Response

COVID-19 created an immediate and unprecedented demand on teachers to find a comprehensive collection of streaming, high-quality, and reliable accessible educational media, for which DCMP is the primary resource.



## Positioning

### Prior to the COVID-19 outbreak:

- Core services supported remote learning
- Teachers could create Student Accounts
- DCMP began transitioning to new CDN supporting player-based accessibility
- DCMP established strong newsletter audience and social media presence

## Response

### DCMP was in position to rapidly:

- Increase communications
- Expedite new accessible player
- Develop multiple Student Account creation tool
- Survey member needs
- Acquire COVID-related videos
- Improve communication and follow up with new members
- Reach out to content partners to make 3,200 videos temporarily available as Open Education Resources (OER)

## Results

### DCMP's response resulted in:

- 190% increase in new members
- 1,000% increase in Student Accounts
- Valuable teacher feedback
- 38% increase in demand for described content
- Improvement of service
- Increase in awareness of DCMP's free services
- Demonstrated need for accessible content by other disability groups

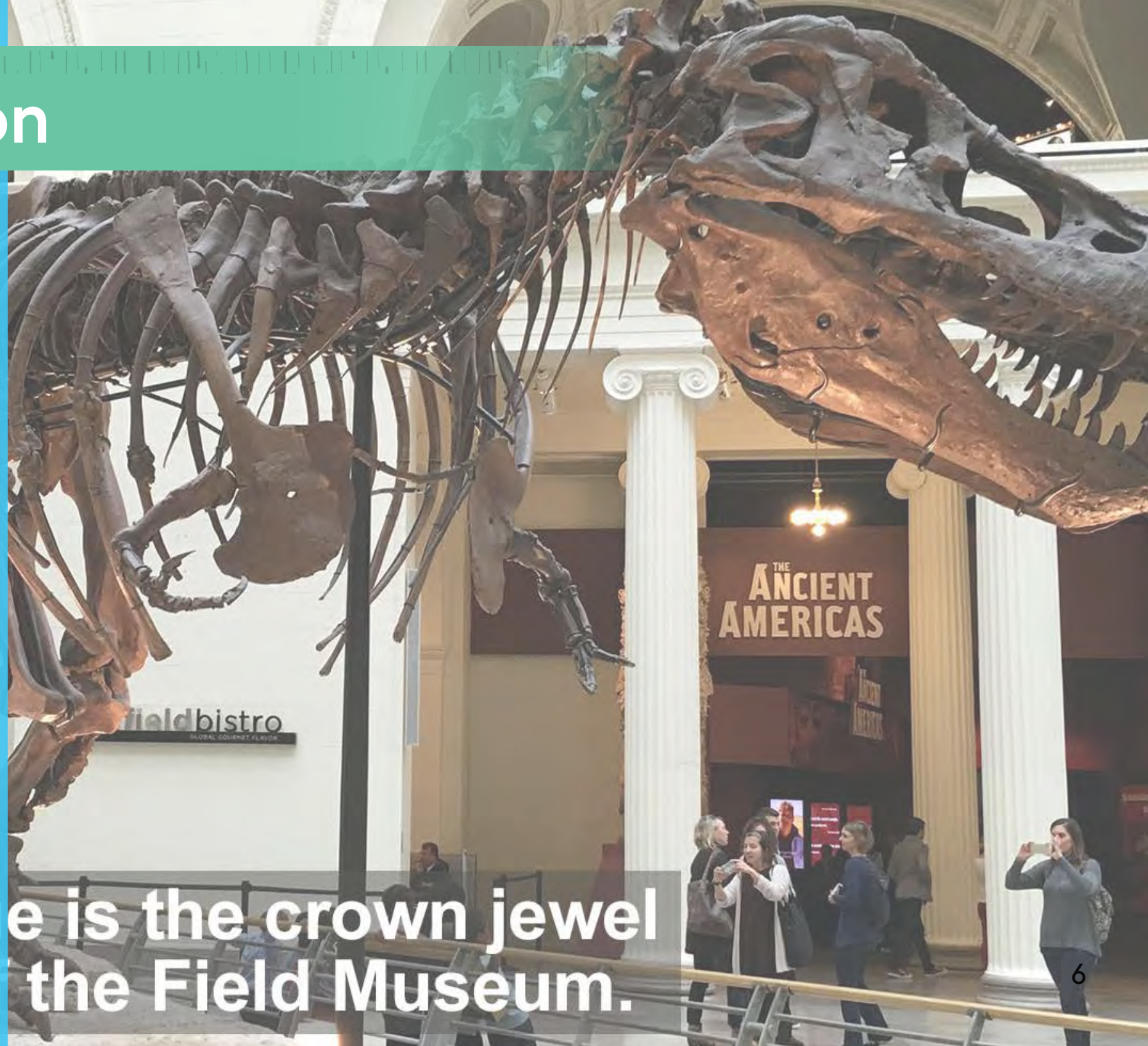
## Next Steps

- Continue development and testing of Clips and Lessons, new tools for teachers
- Complete transition to player-based accessibility features
- Engage new members and recognize their needs
- Expand outreach efforts
- Continue development of new features and improved service



# Content Creation

DCMP partnered with world-class content creators and employed state-of-the-art methods for the captioning, description, and delivery of accessible educational video. Early learners through Grade 12 students with disabilities were provided streaming video services on multiple platforms at no cost.



Sue is the crown jewel  
of the Field Museum.



# Content Creation

## Media Accessibility

Every minute of educational media made available through DCMP is accessible. Captions and descriptions were created using rigorous guidelines and were subject to quality control measures.



**46,695,960**  
minutes viewed of educational  
content made accessible through  
captions and audio description

is the crown jewel  
the Field Museum.



# Content Creation

## Media Selection

DCMP carefully screened hundreds of hours of content for potential inclusion in its media collection. Special attention was paid to Science, Technology, Engineering, and Math (STEM) content.



**1,262**  
media items added

**426.5**  
hours of accessibility  
produced

**115**  
hours of STEM  
content  
added

is the crown jewel  
the Field Museum.



# Content Creation

## Equal Access Partners

DCMP partnered with educational video producers and distributors to keep its media library current and relevant. High-quality caption and description files created by DCMP were shared with these partners to help ensure a wide distribution benefit for students.



**FIELD.**  
MUSEUM



**1,262**  
Videos Added From  
**34**  
New and Existing  
Content Partners



hhmi | Tangled Bank Studio



FROM EXECUTIVE PRODUCER LEONARDO  
**THE MEN WHO BUILT AMERICA**  
FRONTIERS



# Content Creation

## Quality Control

DCMP's guidelines for captioning and describing media ensured the high quality required to provide equal access in educational settings. These guidelines were also made available for use by professionals, teachers, and the public.



Description Key

315,461

Pageviews

Captioning Key

1,931,906

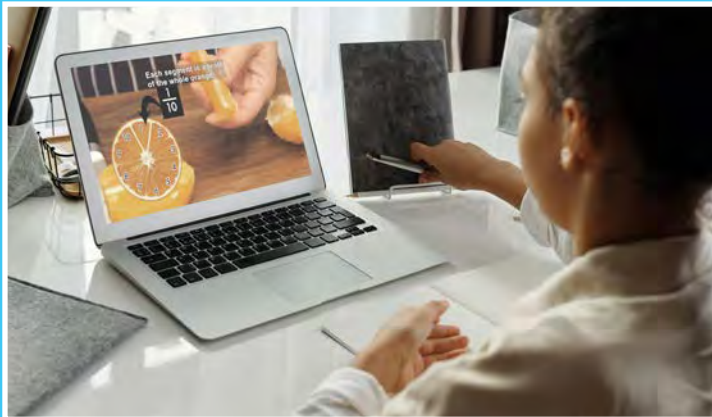
Pageviews



# Media Delivery

DCMP provided streaming video services to qualifying families and educators who registered for membership. To ensure service to rural areas, members also had the option of borrowing videos on DVDs.

DCMP's website, media, apps, and content delivery methods are all accessible.





# Media Delivery

## Memberships

New member registration continued to increase each year as more students benefited from equal access in the classroom. Year 4 saw a dramatic increase as teachers sought accessible videos for remote learning.



**26,546↑**  
New Members - Year 4

**13,954↑**  
Year 3

**11,884↑**  
Year 2

**5,757↑**  
Year 1

**38%**  
Increase in  
New Member  
Applications for  
Students Who Are  
Blind or Visually  
Impaired



# Media Delivery

## Audience

DCMP helped ensure equity in the classroom for over a million students around the nation, from early learners through Grade 12 students with disabilities, both in the classroom and at home.



**2,147,200**  
students viewed  
DCMP accessible media



Members in rural areas or  
with unreliable internet  
borrowed videos on DVD



# Media Delivery

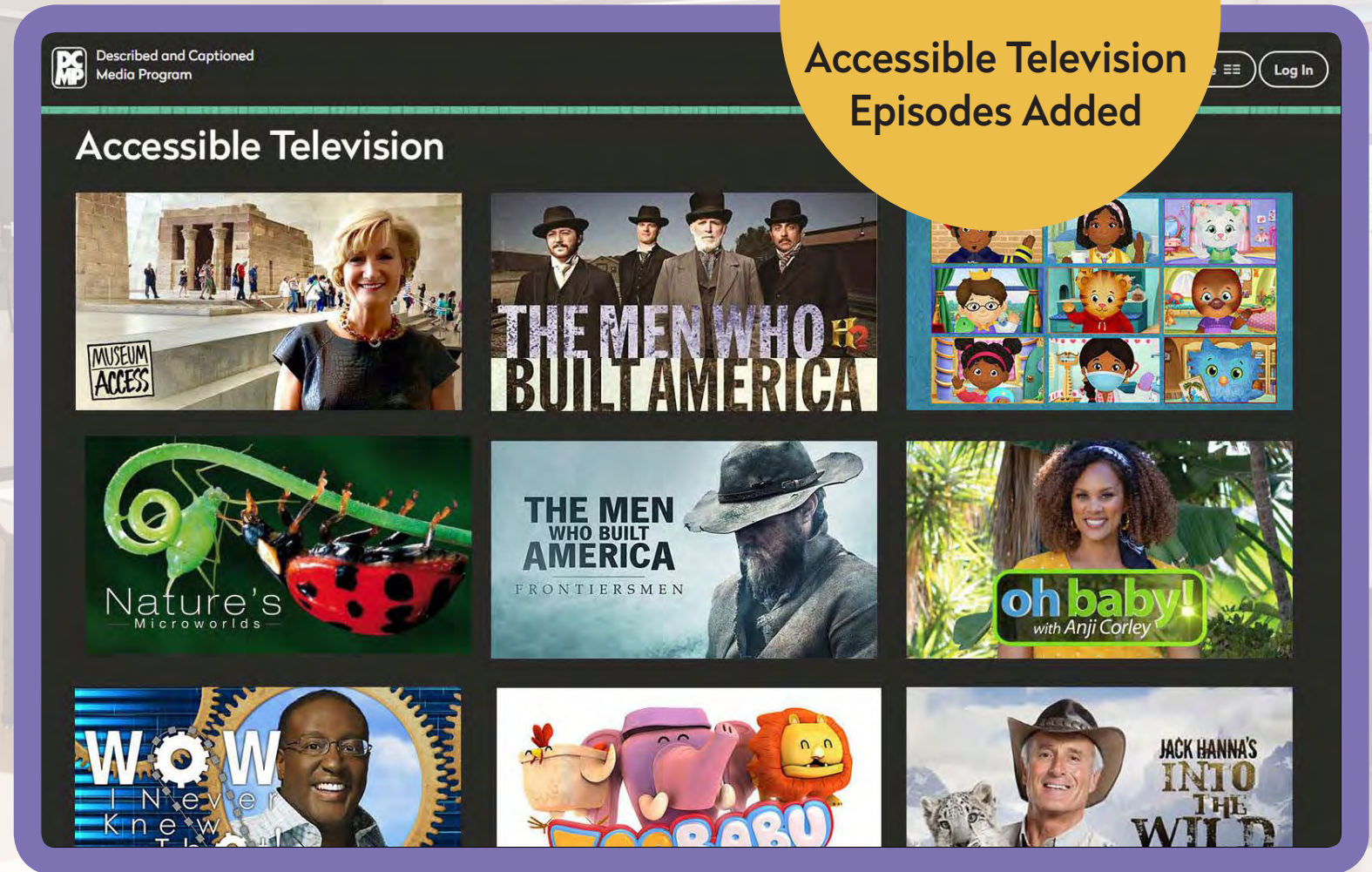
## Accessible Television

DCMP provided on-demand access to educational television series, including episodes that were made accessible through U.S. Department of Education Television Access grants. A total of 120 television series with 1,752 episodes were available on-demand to fit any classroom schedule.



# 63

Accessible Television  
Episodes Added





# eLearning, Learning Center, Outreach

DCMP utilized its Learning Center, eLearning Resources, and Outreach Activities to engage families, educators, administrators, interpreters, mobility specialists, and video creators and distributors.





# eLearning, Learning Center, Outreach

## eLearning

DCMP offered free online trainings, workshops, modules, and QuickClasses to help educators, interpreters, and support personnel learn how to use accessible media in the classroom.

eLearning participants had the opportunity to earn Continuing Education Credits through RID (Registry of Interpreters for the Deaf) and ACVREP (Academy for Certification of Vision Rehabilitation & Education Professionals).

### New Module

**“Getting a Job! for  
Students Who Are Blind  
or Visually Impaired”**

### Modules

**107,860 Hits**

**1,439.5  
CEU Hours**

**Processed Through  
RID & ACVREP**

### Trainings

**5 Trainings  
Conducted**

### QuickClasses

**13 Classes  
83 Participants**



# eLearning, Learning Center, Outreach

## Learning Center

DCMP's Learning Center is a repository of hundreds of articles and research papers with media accessibility information, guidelines for creating captions and description, research about captions and description, and articles on how to use DCMP's services in the classroom and at home.

11,328,637  
Pageviews of  
Accessibility Information

### DCMP: A Valuable Media Resource for Educators and Parents



### Self-Advocacy is Important at Any Age

Self-advocacy has become a buzzword in special education. It is the ability to make one's own decisions and learn how to speak up for oneself. While it may sound simple, it can be a difficult concept to teach.

### Parents' Vital Supporting Role in Deaf/Hard of Hearing Education

Definitely NOT "One Size Fits All!"  
Parenting a deaf or hard of hearing child was never simple, but raising the child with a hearing loss today presents a dizzying array of choices, settings, communication methods, philosophies, and regulatory procedures.



### Benefits of Audio Description in Education (BADIE) Contest

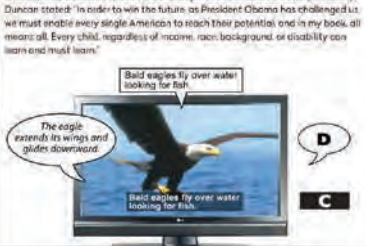
Young People Who Are Blind Write Reviews of Film and Video



### The Importance of Accessible Video



### Description + Captioning = Access



### Recognize and Reinforce Social Skills Programming





# eLearning, Learning Center, Outreach

## Outreach

DCMP exhibited and presented at regional, state, and national conferences, both in-person and virtually, due to COVID-19. Presentations were held for the utilization and creation of accessible media, and for how to use DCMP as a remote learning resource.



**18**  
Conferences and  
Virtual Events

**13**  
Presentations/  
Trainings

SERID  
University of Central AR  
CEC  
SD Special Education  
ATIA  
Education Service Center TX  
EDHI  
Closing the Gap  
CASE  
RMTC-D/HH  
Statewide Consortium of  
AT Specialists in ND  
AASL  
AER  
KY Special Ed Coordinators  
ASDC  
TN School for the Deaf  
ACE/DHH  
EHDH



# eLearning, Learning Center, Outreach

## Outreach

DCMP sponsored campaigns to increase awareness of accessible educational media. Teachers used DCMP media to participate in Read Captions Across America, Listening is Learning, and (in partnership with American Council of the Blind) the Benefits of Audio Description in Education (BADIE) contest.

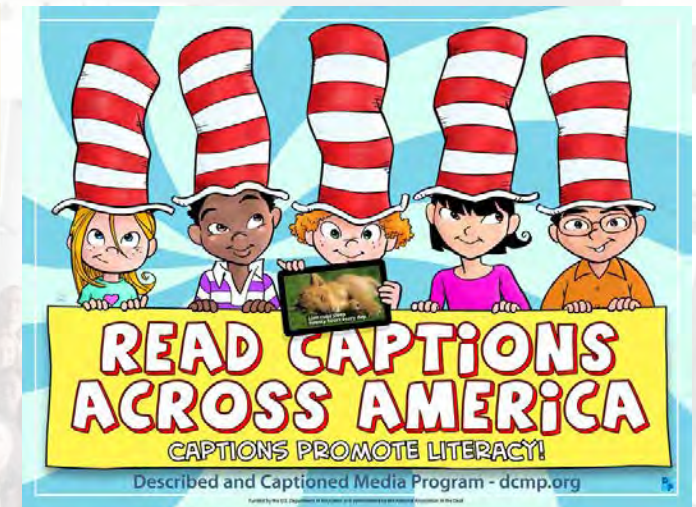


# 4,844

Early Learners thru Grade 12  
Students Participated

# 100%

Teachers surveyed agree  
accessible media improves  
comprehension, literacy,  
& language skills





# eLearning, Learning Center, Outreach

## Outreach

DCMP utilized social media and email to increase awareness of its free services available to teachers and families, including information on how DCMP's streaming videos can be used during remote learning.



### Social Media

**48,861↑**  
followers and subscribers



### Monthly Newsletter

**28,896↑**  
Subscribers

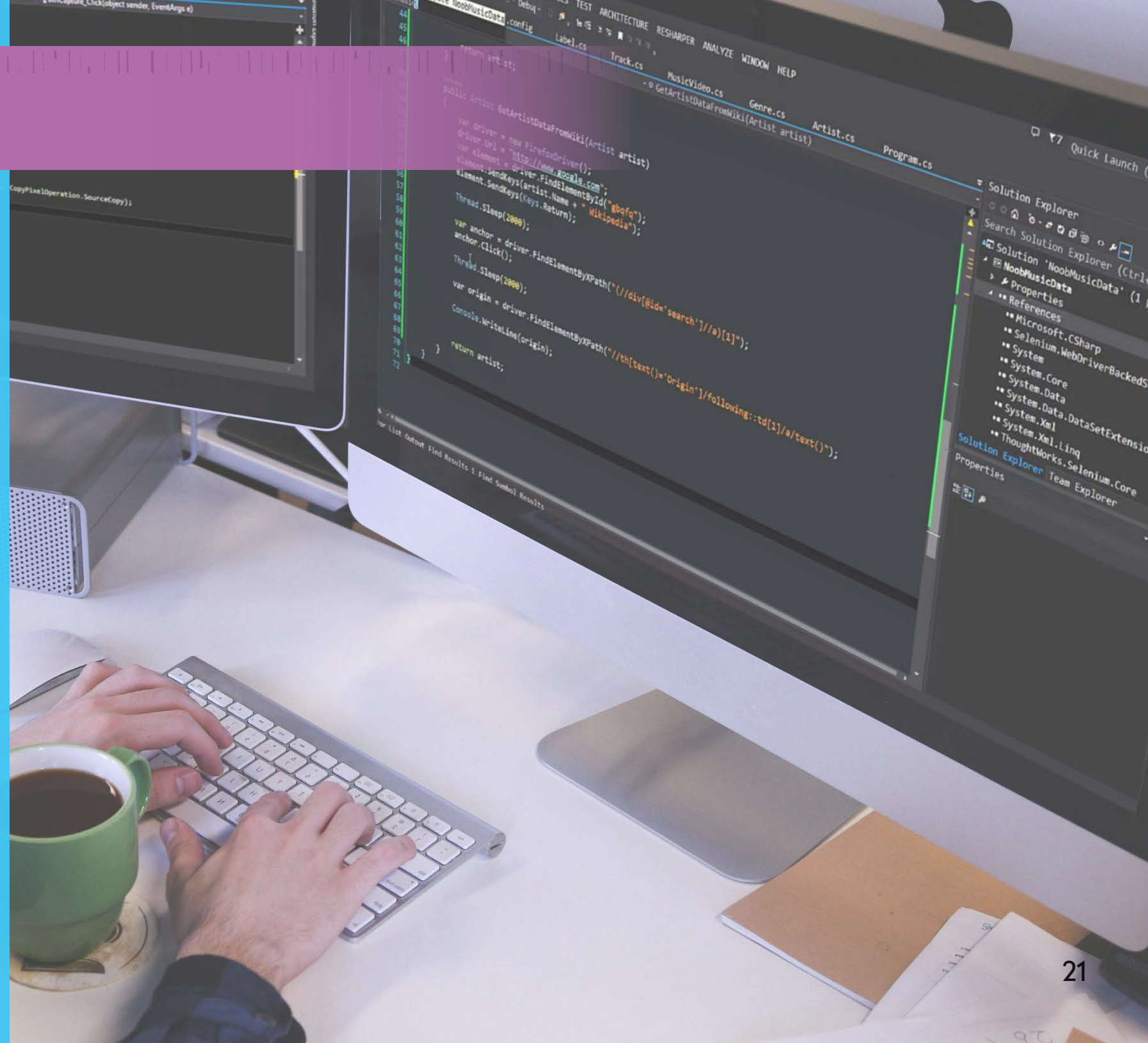
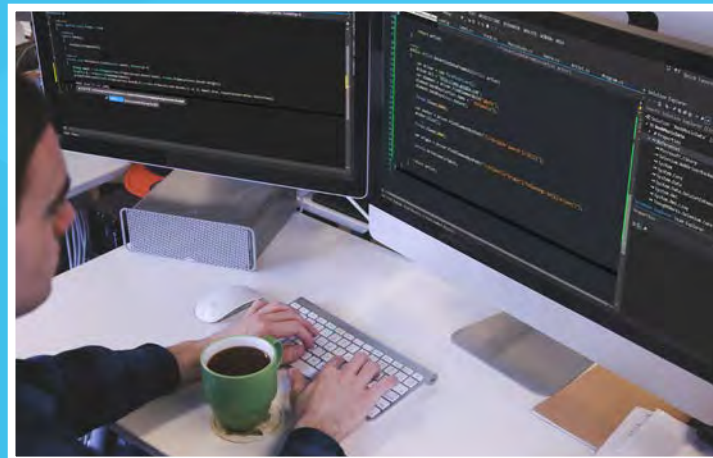
**23%**  
Annual Growth

Shared  
**45,456**  
times



# Technology

DCMP continued to set standards and implement cutting-edge digital and assistive technology to improve access to media and to increase learning opportunities for students with disabilities.

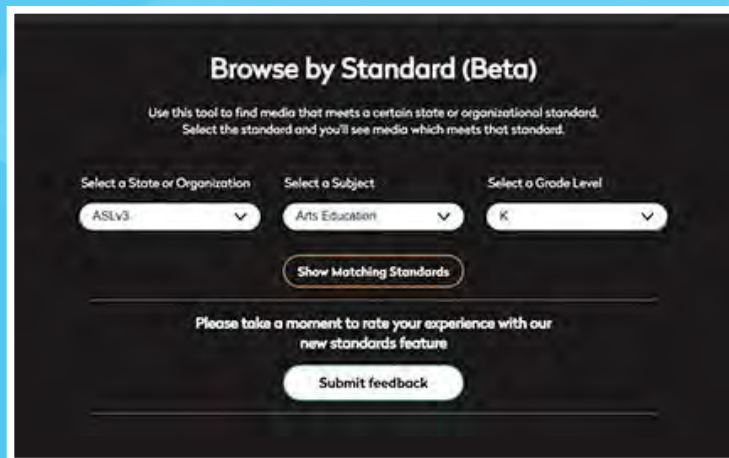




# Technology

## Standards Alignment

DCMP partnered with EdGate to correlate all DCMP videos to state and national standards. DCMP members can browse videos by specific standards, and results automatically default to the state in which each teacher lives.



The screenshot shows a web interface titled "Browse by Standard (Beta)". It includes instructions: "Use this tool to find media that meets a certain state or organizational standard. Select the standard and you'll see media which meets that standard." There are three dropdown menus: "Select a State or Organization" (set to ASLV3), "Select a Subject" (set to Arts Education), and "Select a Grade Level" (set to K). Below these is a "Show Matching Standards" button. At the bottom, there is a feedback section with the text "Please take a moment to rate your experience with our new standards feature" and a "Submit feedback" button.

## SUBJECTS

Arts Education

Health and PE

Language Arts

Library Media

Mathematics

Science

Social Studies

Technology Education

World Languages

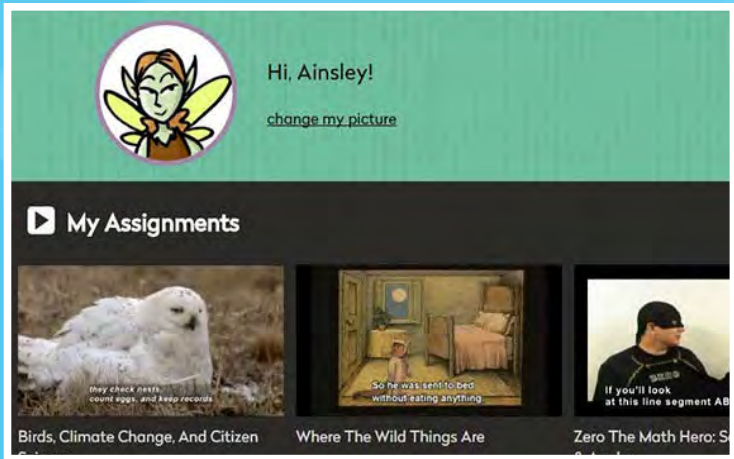
**6,848**  
educational videos  
correlated to State  
and Common Core  
standards



# Technology

## Student Accounts

In March, schools began transitioning to remote learning due to the pandemic. DCMP quickly developed and implemented a tool allowing teachers to create several, even hundreds, of Student Accounts with just a couple of clicks. A walk-through video was created.



8,590  
New Student Accounts  
1,000%  
Increase Over  
Year 3

Described and Captioned Media Program

### Create Multiple Students

Please enter the names of your students one at a time. Usernames and passwords will be automatically generated for you.

If you would like to enter the passwords yourself, you can uncheck the password checkbox below. You can also edit the generated usernames and passwords.

☒ I'd prefer to copy and paste a list of student names

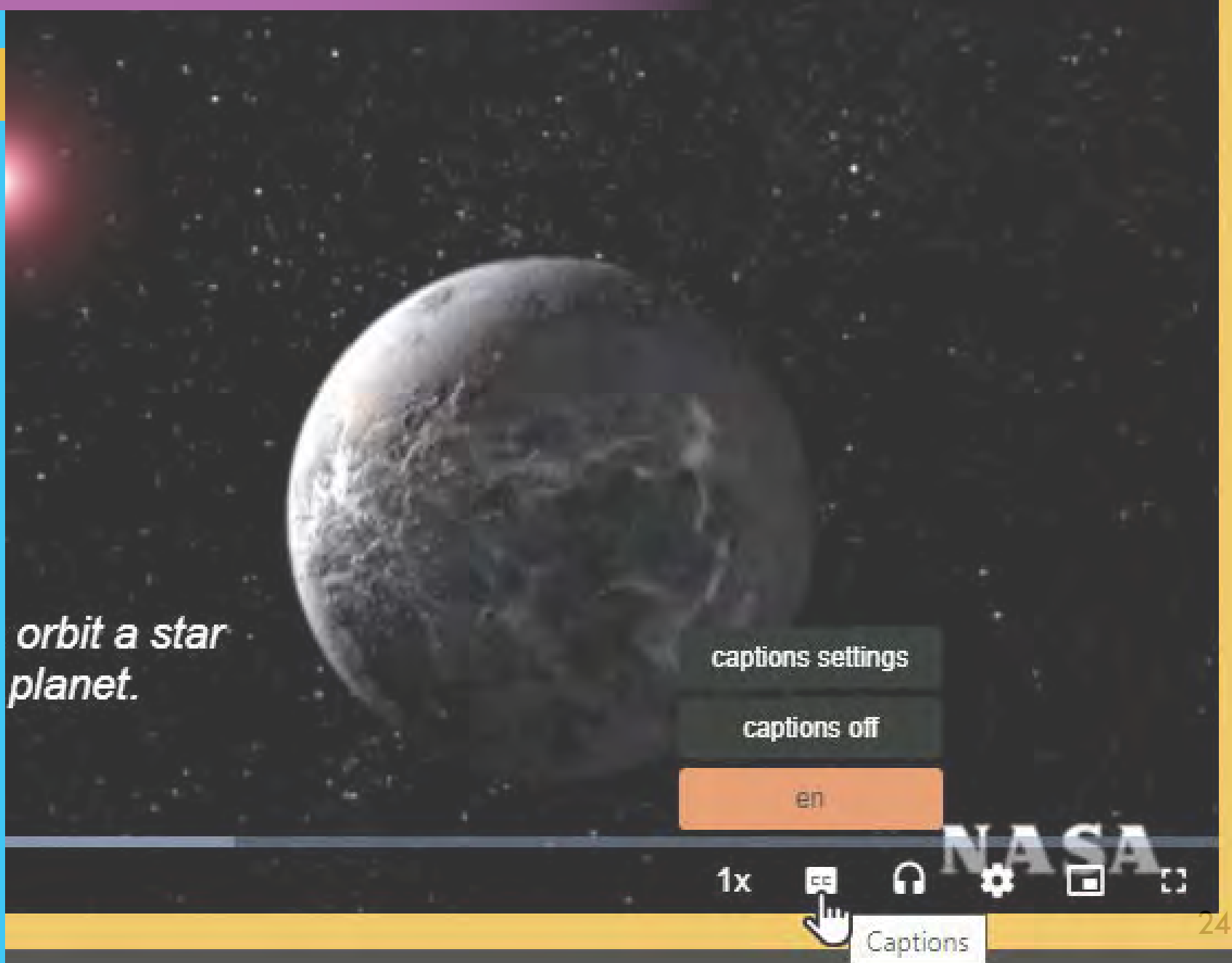
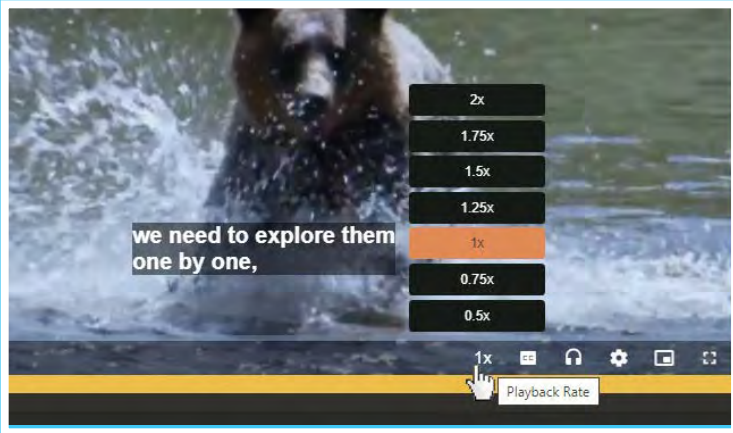
First Name	Last Name	Username	Password <input checked="" type="checkbox"/>
<input type="text" value="Mike"/>	<input type="text" value="Mulligan"/>	<input type="text" value="mikemulligan"/> ✓	<input type="text" value="8zhgs6p"/>
<input type="text" value="Miranda"/>	<input type="text" value="Perez"/>	<input type="text" value="mirandaperez"/> ✓	<input type="text" value="477w54t"/>
<input type="text" value="Callie"/>	<input type="text" value="Wibbenmeyer"/>	<input type="text" value="calliewibbenmeyer"/> ✓	<input type="text" value="gsg8k6t"/>
<input type="text" value="Gwamaka"/>	<input type="text" value="Abeley"/>	<input type="text" value="gwamakaabeley"/> ✓	<input type="text" value="odxao39"/>



# Technology

## Content Delivery

DCMP selected Brightcove as its new content delivery network (CDN) partner in order to improve service and implement player-based accessibility features that allow for viewer customization of captions, description, language, and playback speed.

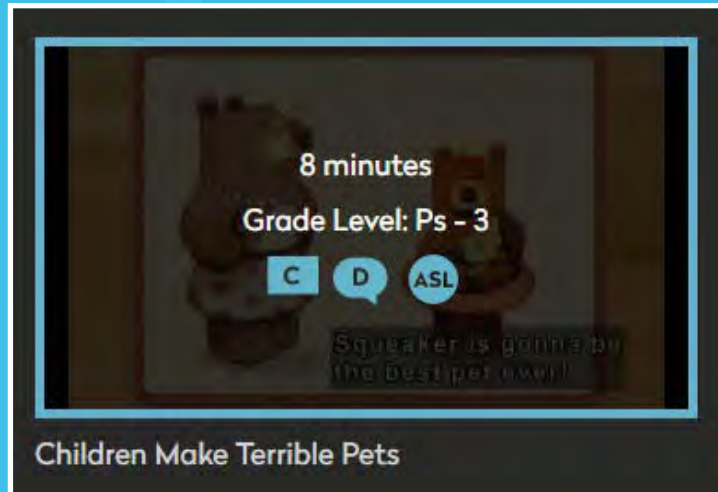




# Technology

## Language Support

DCMP began development of a synchronized player that displays American Sign Language interpretation. Additionally, "ASL" was added as an access type for easier identification of sign language videos.



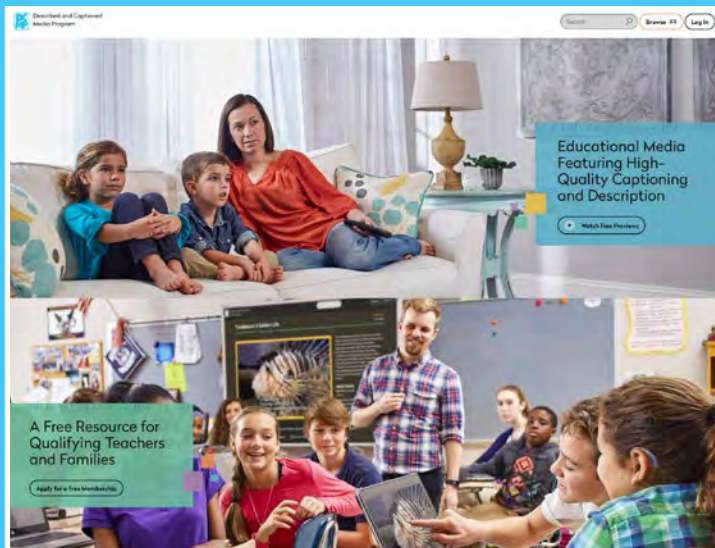
A screenshot of a video player interface. The main video frame shows a cartoon of a boy and a dog. A black box with white text 'Don't you know that terrible pets?' is overlaid on the video. To the right of the video frame is a smaller window showing a woman signing. Above this window is a green bar with the text 'Drag to Position'. Below the video frame is a control bar with '1x' speed, 'CC' (Closed Captions), a microphone icon, a settings gear, a full screen icon, and a share icon. On the right side of the interface, there is a sidebar with a search bar, a 'USER SURVEY INTEREST: HIGH' badge, and icons for 'C' (Caption), 'D' (Described), and 'ASL' (American Sign Language). Below these icons, the sidebar lists: 'Topic: Counseling and Self-Help', 'Subtopic: Children's Literature, Relations, Pets', 'Grade/Interest Level: Ps - 3', 'Release Year: 2011', and 'Producer/Distributor: West'. At the bottom of the interface, there is a 'Now Playing As: English (Described) (change)' button and three buttons: 'Cinema Mode', 'Transcript', and 'Report a Problem'. A 'Language / Accessibility' menu is also visible at the bottom left.



# Technology

## Website

DCMP's website and database servers were upgraded to prevent any downtime or slow performance as demand increased beginning in April due to schools transitioning to remote learning.



[dcmp.org](https://dcmp.org)

1.5M  
Visitors  
12.9M  
Pageviews



# Technology

# New Features

**DCMP continually employed several methods to analyze and determine priorities for the implementation of new technology in order to provide new features and improved service for members and content partners.**



## Auto App Update for Apple TV, iOS, & Roku



## Player-based Accessibility Features



## Automated Workflow and Vendor Interactions



## Improved Streaming Quality



# Multiple Student Account Creation Tool

# User Feedback & Testimonials

DCMP solicited feedback from members as well as specific usage information. Member feedback is invaluable in continuing to provide high-quality service, create new accessibility features, and initiate other improvements that benefit members and students.





# User Feedback & Testimonials

DCMP requested user feedback after every viewing. Questions were asked regarding quality, relevance, and usefulness. Audience information was requested for determining grade levels and number of students served per disability. An additional survey was sent to collect information on remote learning needs.



**99%** of users responded affirmatively to these four metrics.

Media and accessibility contribute to a better understanding of the program content?

Media and accessibility are high quality?

Media is useful and contributes to improving student outcomes?

Media is relevant to a standards-based curriculum?

# User Feedback & Testimonials

DCMP's most valuable asset is its membership base of family members, educators, and other professionals. Through their testimonials, DCMP gained insight into how its services are impacting student learning and how we can continue to improve.



*"DCMP has allowed me to continue to use the engaging media I would have used in class while easily providing access to ALL of my students! I don't have to worry about my students with hearing-loss missing out on the content given to them during this "distant learning" time."*

Available Resources

*"I'm so grateful for this service. It is incredibly valuable to have accurate captioning in order for our students to have true accessibility! Thank you!"*

*"I'm excited to use this with my visually impaired students. There are so many series that I can use to work with my students."*

*"I discovered "Artrageous With Nate" during the COVID-19 crisis. I can't tell you how thankful I am to have found this resource."*

*"Excellent production of the book "She Persisted: 13 Women Who Changed America". It meets several standards and IEP goals."*

*"As a teacher of the deaf, this is a "gem" to have available for our students and their transition needs. Thank you so much!"*

*"I have never come across resources that described the illustrations before and am so pleased that this option was available for my blind students."*



# User Feedback & Testimonials

DCMP provides several means for user-submitted feedback, including Media Responses, member surveys, focus groups, and comments sections in our Media Library and Learning Center. DCMP also collects feedback from eLearning participants.



*"So many topics and easy to access!"*

*"Thanks for helping all of us be better teachers to our most precious resource... our students!"*

*"This story engages early childhood learners. They started repeating lines and laughing at the talking mice. It was a hit!"*

*"Great asset for staff, students and families. THANKS!"*

*"As a Parent Advisor for FSDB, it's an excellent resource to recommend to families."*

*"DCMP videos really enhance the topics being covered in class."*

*"Despite the Coronavirus, DCMP continues to provide quality services for my students. I have been able to offer continuity of educational services. My students are reinforcing their ability to log into their online accounts, find videos, and watch the educational videos. For some of my students, DCMP audio described videos have been the first they have ever experienced and it has empowered them to take some pride in what they are learning. Whether through the app or the online portal, DCMP services continues to shine as a reliable tool for where students can go to learn about the world around them while improving their technology skills."*