Year 4 in Review

COVID-19 Response
Content Creation
Media Delivery
Outreach
Technology
User Feedback

October 2019—September 2020
dc.mp.org
The mission of the DCMP is to promote and provide equal access to communication and learning through described and captioned educational media.

dcmp.org
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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 it’s 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

**DCMP’s response resulted in:**
- 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

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.
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.
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
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
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.

1,262 Videos Added From 34 New and Existing Content Partners
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
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
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.
DCMP utilized its Learning Center, eLearning Resources, and Outreach Activities to engage families, educators, administrators, interpreters, mobility specialists, and video creators and distributors.
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).
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 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.
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
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.
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.

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
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.

**Technology**

**Student Accounts**

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

Student Accounts
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.
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.
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.
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?
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.”

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

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

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

“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!”

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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.”