

5 STATS YOUR SCHOOL NEEDS TO GET ADMINISTRATIVE BUY-IN FOR CAPTIONING



Need help getting administrative buy-in for captioning? Use these stats to help convince your institution.



LACK OF AWARENESS WAS THE #1 REASON INSTITUTIONS ARE NOT CAPTIONING

Why invest in captioning?

Captioning is a requirement, and taking a proactive approach on campus, you will begin to build the necessary awareness for full compliance.



98.6% OF STUDENTS FIND CLOSED CAPTIONS HELPFUL

Why invest in captioning?

All students, not only students with disabilities, benefit from closed captions.

- 71% of students without hearing difficulties use captions at least some of the time
- 66% of ESL students find captions "very" or "extremely" helpful
- 75% of students that use captions use captions as a learning aid



ONLY 17% OF INSTITUTIONS BELIEVE THEY ARE MEETING OR EXCEEDING LEGAL REQUIREMENTS FOR CAPTIONING

Under the **American with Disabilities Act, Section 504 of the Rehabilitation Act**, and **state laws**, educational institutions are required to caption online content.

Why invest in captioning?

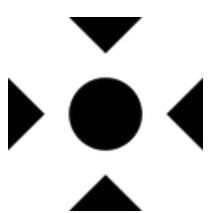
Don't wait for a costly lawsuit. Captioning should be a budgeted priority within the whole institution.



87% OF INSTITUTIONS ADD CLOSED CAPTIONS TO AT LEAST SOME VIDEOS

Why invest in captioning?

Everyone is captioning and you don't want to be the one institution to fall behind. Captioning laws will only continue to become more stringent. It's better to allocate funds and know that you will be able to caption everything that needs captioning.



49% OF INSTITUTIONS HAVE NO ASPECTS OF CAPTIONING CENTRALIZED

Why invest in captioning?

You benefit from centralizing and investing in captioning by:

- Getting bulk discounts
- Avoiding captioning content twice
- Reviewing videos requested for captioning
- Managing budget