

The Importance of Live Captioning for Higher Education



Because communication is a basic human right, communication access is critical for everyone. Whether one is born without the ability to hear, experiences hearing loss during their life, develops a learning disorder such as attention deficit, or are just easily distracted, there are several factors contributing to misunderstanding, overlooking, and forgetfulness.

Our modern society is highly mobile which often results in people from different backgrounds experiencing language barriers. No matter what degree of hearing loss or language barrier they have or where they are in their academic life, be it K-12, higher education, or getting continuing education as part of their careers, one common thing all need is equal access to educational materials.

Attempting to absorb educational materials without hearing or reading the content results in guesswork. Not only is it frustrating, but it is also exhausting and counterproductive. This often leads to such students struggling to succeed academically, which in turn affects graduation rates and being able to succeed in their careers. By removing the barriers to access, people with hearing loss or other language barriers can improve their skills and learn on an equal footing with peers.

Communication Access Real-time Translation (CART) is the real-time transcription of spoken word to text. The CART captioning solution by Sorenson allows a captioner to remotely stream a live transcription of an event, course lecture, seminar, team training, faculty meeting, or webinar on an internet-connected device such as a laptop, tablet, or smartphone.

College students **with or without** hearing loss can use CART captioning to help them understand the content being presented in their classroom or remotely. The result: increased engagement—easily allowing students to ask questions, participate in discussions, improve note-taking efficiency and retain the information. Professionals can use CART to take part in corporate training sessions and stay up to date on new developments in their field. Education is a significant investment in an individual's future, and CART ensures it pays off.



How Does CART Captioning Work?

There are several ways to deliver CART services, depending on an institution's needs. The overall goal is to comfortably deliver and display transcribed text to individuals or groups. The system displays text on a device such as a large screen, laptop computer, or any smart device. Automated CART technology allows live captioning to be accessible to various applications. Talk-to-text technology today makes the transcription of speech much more effortless.

While automated transcription is becoming more intelligent and more precise every day, the most accurate CART services still use the services of trained human captioners. These individuals transcribe what is happening to text in real-time, whether in-person or remotely.

There are many beneficial use cases of CART services that include:

- Online or in-person training
- Conferences
- Day-to-day communication
- Conference calls

Regardless of the situation, real-time captioning offers people critical access to daily educational communications and allows them to gain valuable knowledge.

One of the critical reasons CART is so crucial for accessibility in educational institutions is that not all people with hearing problems use sign language. While a sign language interpreter is the ideal choice for a Deaf or hard-of-hearing individual who uses sign language, this does not account for everyone with a hearing loss. CART captioning fills this gap by making the material more accessible to that audience.



According to the Americans with Disabilities Act, Deaf and hard-of-hearing individuals have equal rights to everyone else in terms of access to information provided in their workplaces, events, and public educational institutions. Offering CART services helps higher education institutions to comply with the law.

Additionally, live captioning is helpful for much more than hearing problems or language barriers. Generally, it can be difficult to hear everything said at a large-scale event or auditorium. By providing screens with live transcripts, it is possible to make the message clear to all attendees.

Benefits of Offering CART Services

ACCESSIBILITY

When your class or lecture has any attendees with a hearing loss or language barrier, they will struggle to understand what you or your great speakers say unless you offer a means of access like a CART solution. If the attendees do not know what a speaker is saying, they will leave the lecture or event unsatisfied.

With many people afflicted by a certain degree of hearing loss or some other language barrier, CART captioning allows you to accommodate these individuals, allowing everyone to have the same access to the same information in any learning environment.

IMPROVED ENGAGEMENT

If you've ever sat in a lecture, conference, a theatre, or the cinema and had to turn to the person next to you to ask them to clarify what a speaker said, then you know how frustrating it can be to miss an important message. With the COVID pandemic forcing academic institutions to deliver video content online, it is easy for many students to miss what an instructor or teacher has said, causing them to disengage and feel stressed. Hearing loss and language barriers amplify this phenomenon.

CART offers your attendees the chance to read the video content on screen. With no more side chatter from your audience because of greater comprehension, everyone has a solution where everyone benefits.

MULTI-LINGUAL SUPPORT

If you've ever tried to learn a new language, then you know how difficult it is to accurately pick up every word that a speaker says in the new language. Often, you'll need to hear a sentence again to understand it fully. If any of your students are not native English speakers, then CART services could help improve their comprehension while lowering anxiety.

TRANSCRIPTION

When CART converts speech to text in real-time, it creates a transcript having the captioned dialogue. After your event or lecture, a clean transcript can be available to attendees, adding value and allowing content to be accessible. In addition, a transcript can be created to any recorded audio or video from past lectures. You can use the transcript to create closed captions for your viewers.

A LARGER TARGET MARKET

If you are a private or commercial learning institution, making your content accessible to as many people as possible is critical. You cannot afford to ignore the considerable number of people afflicted by hearing loss. In addition, 65 million people (about twice the population of California) in the U.S. speak a language other than English as their native language. When you make your content accessible to people who experience hearing loss, or use English as a second or third language, then you make your institution more attractive to a larger number of people.

Providing CART captioning to your students allows for the inclusion of everyone, promotes a positive atmosphere, and builds more respect for the institution as a brand.

CONVENIENT AND FLEXIBLE

Remote captioning is easy to use, fast, affordable, more flexible, and more accessible than AI (artificial intelligence) captioning. You can engage a remote captioner quicker since travel to your venue is not needed. Remote captioners can also work in teams, which means they swap seamlessly, allowing for adequate coverage.

Why Choose CART Captioning by Sorenson?

Sorenson offers reliable, thorough, accurate, and comprehensive live captioning services that will ensure every member of your audience gets the message.

Sorenson offers the following captioning services solutions:

- **CART Captioning:** Captioning a speaker in real-time
- **Closed Captioning:** Adding captions to existing videos (sometimes referred to as subtitles)
- **Transcription:** Documenting a speaker word for word for later delivery.

We provide CART that displays speakers' words on screens in real-time. The transcript can be automatically and instantaneously archived online, eliminating the need for notetaking.

Some Features of Sorenson Captioning Services:

- Viewing text on the screen in real-time
- An instantly archived unedited transcript available online to participants
- Interactive text features, including manual scroll, auto-scroll, select, and search
- The option to receive a clean transcript



How the Covid-19 Pandemic Changed Communication

As an unprecedented event, the Covid-19 pandemic caught all of us off-guard. However, it caused us to adjust our mindset in several ways and such adaptations are proving to remain constant in our organizational processes.

CART captioning helps your institution continue to effectively adapt to the new realities of communication. It is an inclusive and engaging communication tool enabling you to get critical work done under challenging circumstances.

With most colleges and universities moving toward online learning, educational organizations including staff, faculty, and students must find new ways to work and study.

Moving to online classes can be a stressful time for everyone. Many students may miss vital coursework or information. Those with hearing loss or language barriers are no exception and feel this more keenly. Remote captioning has never been as essential as it is right now.

Additionally, it can also benefit their hearing peers, ensuring they capture the information they may have missed during a seminar, webinar, discussion, or class lecture. With Sorenson's CART captioning, you can make your educational material accessible and include all your students in all you do.



Are You Ready for an Accessible Classroom?

There is an incredible amount of planning involved with classroom communication, seminars, lectures, team trainings, or conferences. If you want your event or session to succeed and leave attendees feeling satisfied, you need to consider many factors. However, one consideration that many organizers overlook is accessibility. CART services go a long way toward

making your session accessible to everyone. Sorenson has the insights and tools you need to easily make your communication accessible and inclusive. Support inclusive communication on your campus. Visit our website today!





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