

Closed Captioning Policy

Southwest Wisconsin Technical College (Southwest Tech) is committed to the fundamental academic principles of equity and accessibility by providing all students and staff with equitable access to the College's programs, services, events, and staff development activities. Southwest Tech supports an inclusive academic environment by incorporating design concepts that reduce or remove barriers for all. Although the Americans with Disabilities Act (ADA and ADAAG), Section 508 of the Rehabilitation Act of 1973, and the Twenty-First Century Communications and Video Accessibility Act of 2010 (CVAA) provide the legal support for addressing accessibility for persons with disabilities, research (Gernsbacher, 2015; Brasel & Gips, 2014) clearly shows captioning benefits a much wider audience. Captioning promotes notetaking, enhances recall, content comprehension and language acquisition, and provides access to auditory content when there is diminished sound quality or when surrounding noises create distractions (Chai & Rosemary, 2008; Steinfeld, 1998).

To accommodate all individuals, media communications will be captioned. This media includes videos, DVDs, and all subsequent technologies. Southwest Tech will prioritize captioning of the following:

- All new instructional, informational, marketing, and promotional audiovisual materials will include captioning at purchase.
- All new instructional, informational, marketing, and promotional audiovisual materials produced by Southwest Tech, including content posted on websites and any online learning system used by Southwest Tech, will include captions in order to ensure all subsequent copies will be captioned. Videos made by instructors and used for one-time or one semester purposes may be excluded from closed captioning provided the instructor is confident no student needing accommodations is participating in the course.
- We will work toward captioning all existing legally obtained instructional, informational, marketing, and promotional audiovisual materials currently in inventory, or recorded from a broadcast, after copyright permission has been obtained.
- All audiovisual media will have captioning turned on when in use.