

CART (Live Captioning) for Campus Events

CEMT Meeting 6/23/23

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What is CART?

- CART stands for **Communication Access Realtime Translation**
 - Sometimes also called Computer Assisted Real-time Translation
- CART captioning is a service where trained captioners translate the spoken word into captions that appear in real-time for participants at an event, meeting, or any other type of social setting. This speech to text translation can be viewed on any device, of any size, in any place.
- Includes the names of people who are speaking
- Aims for 99% accuracy (industry standard)
- Can be provided in-person or remotely
 - Remote CART is what we'd typically use at Cal Poly

Typical events where CART is used

- Classroom Lectures
- Classroom Labs
- Orientations
- Sporting Events
- Club Meetings
- Graduation Ceremonies
- Campus Presidential Speeches
- Any student facing event

CART captions displayed on big screen at University of Guelph Accessibility Conference in 2018





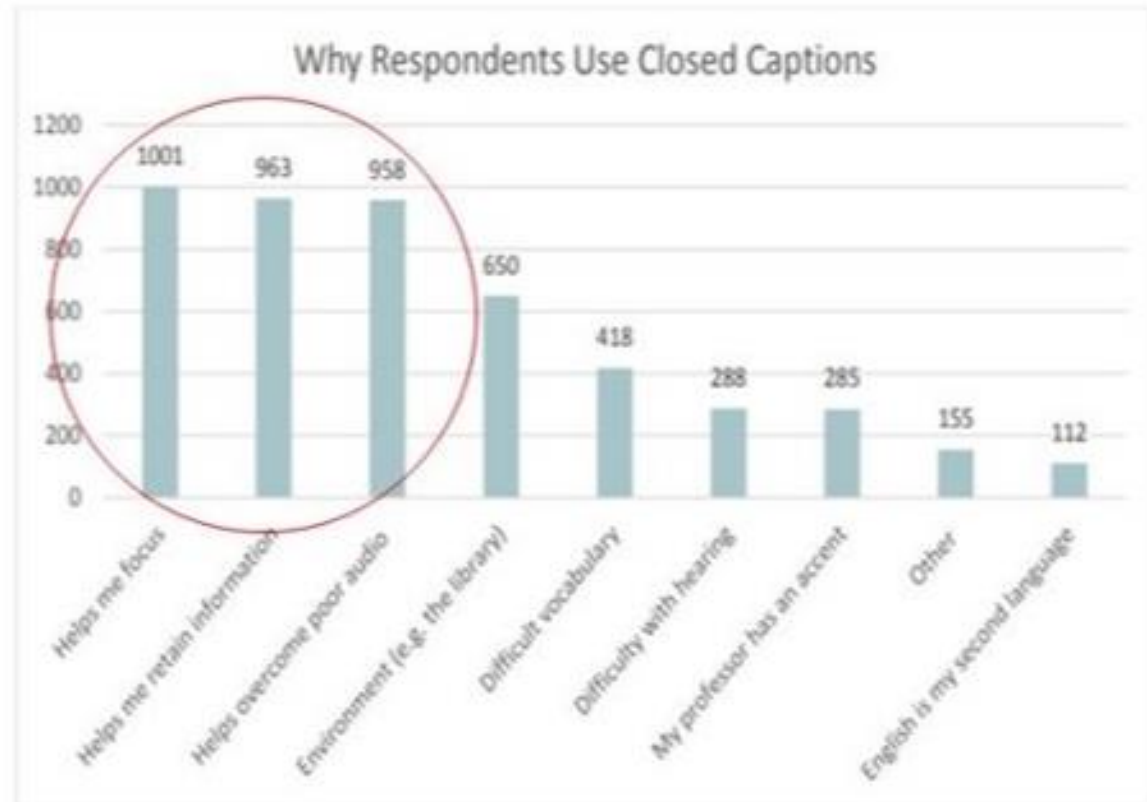
CART captions displayed on screens at M-Enabling Summit 2022 conference

Why is Captioning Important and Beneficial?

- Deaf and Hard of Hearing access (and not all deaf individuals know ASL or are proficient in it)
- Anyone who understands the written word better than the spoken word (e.g., English Second Language (ESL)/English Language Learners (ELL))
- Helpful for understanding speaker(s) with strong accents
- Helps with focus, working memory
- Useful in environments with ambient noise

Statistics on Captioning Usage (1 of 2)

- 2016 Oregon State University study of 2100 students
- 74% of respondents reporting using captioning
- Only 374 identified as deaf or hard of hearing – 19%



Statistics on Captioning Usage (2 of 2)

- In a 2022 survey performed by language learning platform Preply, about 50% of Americans said that they use subtitles “most of the time” when watching content. The study also showed a prominent age gap: Among members of **Gen Z** (people born between 1997 and 2012), **70% said that they use subtitles frequently.**

Vendor for CART (Live Captioning)

- [Verbit AST CaptionSync](#) has an MEA (Master Enabling Agreement) with the CSU system to provide captioning services, including Remote CART for live captioning of events
- Cal Poly Commencement has been using Verbit AST for CART captioning of graduation ceremonies since 2016
- Recent example of cost for a 1-hour guest lecture event = \$110 at discounted rate
- Create an account at the [Verbit AST website for CSU campuses](#)
 - For "Type of account", choose "Web Captions"
 - Account will quickly be approved by our Verbit liaison here at Cal Poly
- CSU Chancellor's Office is billed by Verbit; later, the Chancellor's Office will bill each department who used the service on each campus

Tech needed for Remote CART

- Zoom link for remote captioner so they can hear the audio of the speaker(s)
- Strong, reliable WiFi signal or Ethernet hardwired connection
- Lapel microphone for the speaker(s) (preferably wireless)
 - Example: [AIKELA Dual Wireless Lavalier Lapel Microphone](#)
- [StreamText service](#) for displaying the captions (included in cost and provided by Verbit)
- Secondary monitor or screen to display captions (ideally); will likely also require a separate laptop
 - See photo examples in previous slides
- Signs with QR code for accessing the live captions on one's own mobile device
 - Shown in next slide



**QR Code for
Live Captions**

Example of sign that was printed and posted throughout the room at a recent Cal Poly event (Global Accessibility Awareness Day guest lecture on 5/18/23)

Goals for CART at Cal Poly

- Streamline the process – make it as easy as possible to request CART for events
- Ensure that there is IT support and adequate technology (e.g., wireless microphones, Internet access) for providing CART at events
- Make CART part of standard operating procedure for Cal Poly events (like ASL interpreters) as much as possible, and ensure that event attendees can request CART as an accommodation if it is not already being provided

Questions?

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Thanks!