



Described & Captioned  
Media Program

# Year 3 in Review

Content Creation

Media Delivery

Outreach

Technology

User Feedback

Award #H327N110002

[dcmp.org](https://dcmp.org)





Described & Captioned  
Media Program

***The mission of the DCMP is  
to promote and provide equal  
access to communication and  
learning through described and  
captioned educational media.***

**dcmp.org**



Described & Captioned  
Media Program

## Content Creation

DCMP partners with world-class content creators and employs state-of-the-art methods for the captioning, description, and delivery of educational videos for students.

## Media Delivery

DCMP provided streaming video services to families and educators who registered for membership. Accessible DVDs are also made available for most titles.

## Outreach

DCMP utilizes its Learning Center, eLearning Resources, and Outreach Activities to engage families, school personnel, and video creators/distributors.

## Technology

DCMP continues to set standards and implement cutting-edge digital and assistive technology to improve access to media and to improve learning opportunities for students.

## User Feedback

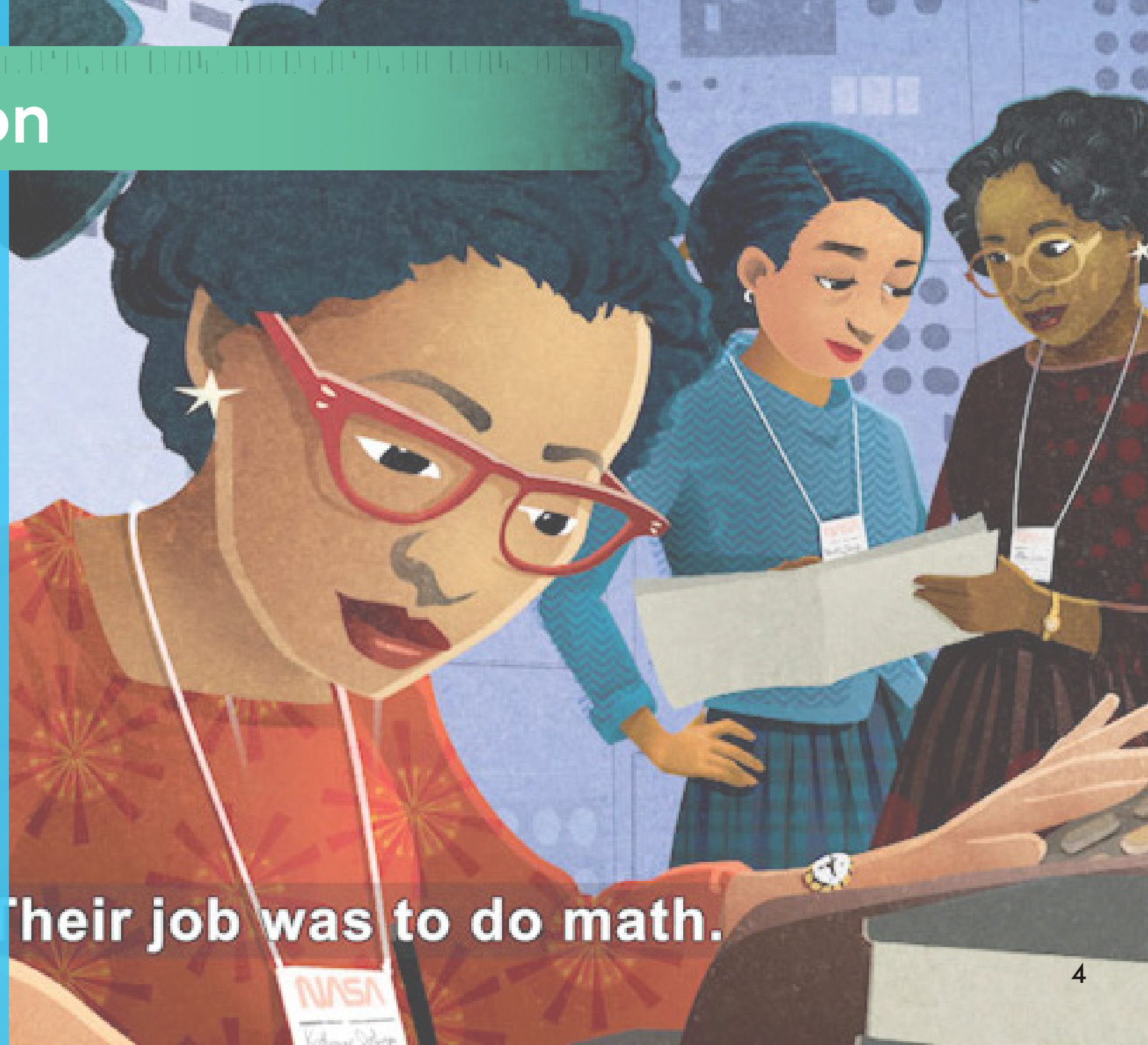
DCMP solicits feedback and specific usage information from members to continue providing high-quality service, create new accessibility features, and initiate other improvements.

# Content Creation

DCMP partners with world-class content creators and employs state-of-the-art methods for the captioning, description, and delivery of educational videos. Early learners through Grade 12 students who are blind, visually impaired, deaf, hard of hearing, and deaf-blind are provided streaming video services on multiple platforms at no cost.



Their job was to do math.

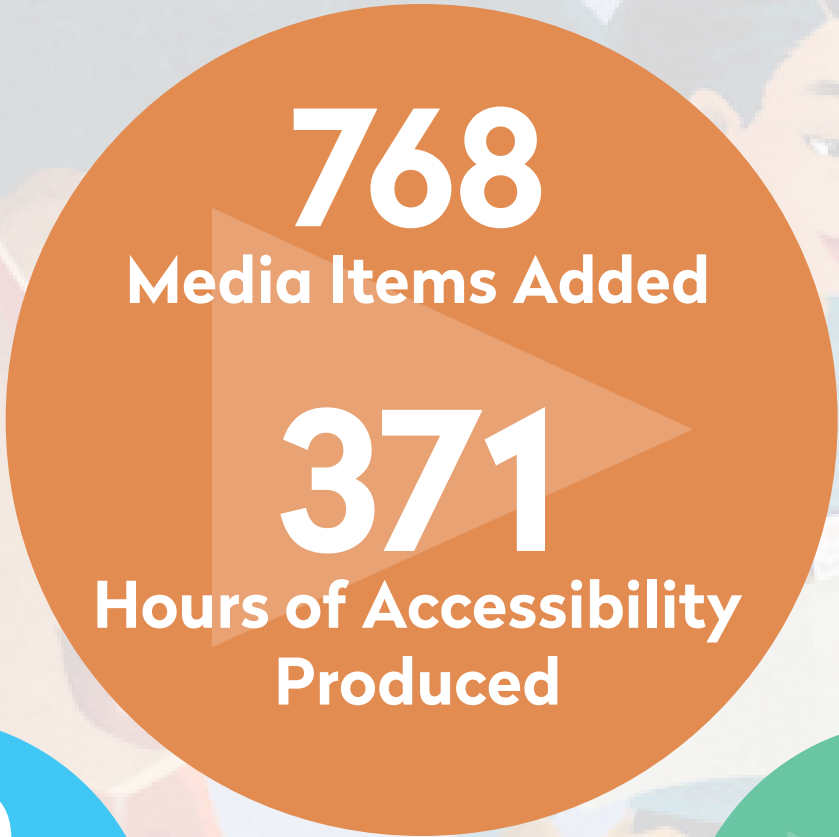


Their job was to do math.

# Content Creation

## Media Selection

DCMP carefully screens hundreds of hours of content for potential inclusion in its media collection. Special attention is paid to Science, Technology, Engineering, and Math (STEM) content.



# Content Creation

## Accessibility Partners

DCMP partners with educational video producers and distributors to keep its media library current and relevant. High-quality caption and description files created by DCMP are shared with these partners to help ensure a wide distribution benefit for students.



# Content Creation

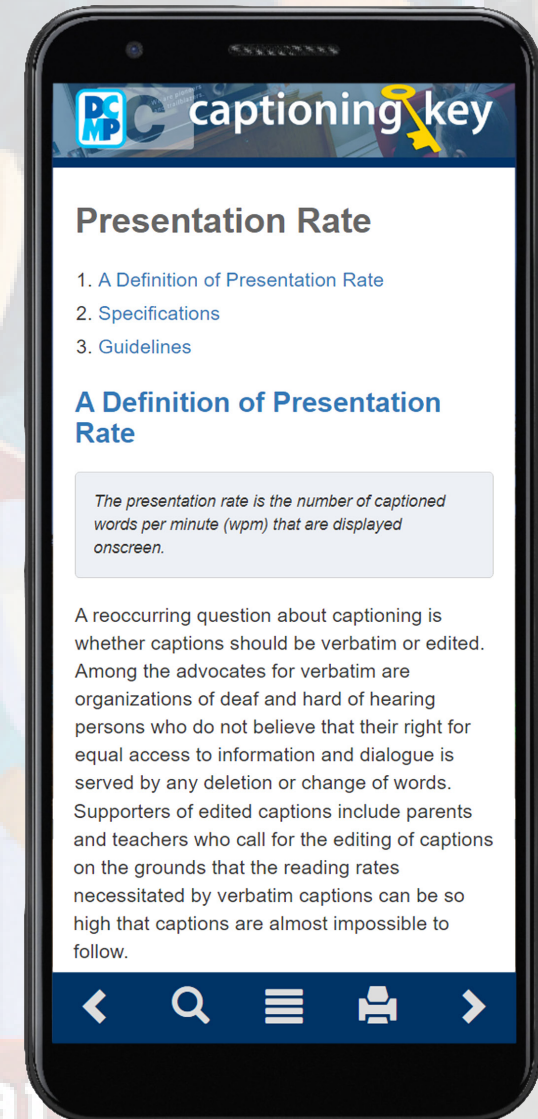
## Quality Control

DCMP's guidelines for captioning and describing media ensure the high quality required to provide equal access in educational settings. These guidelines are also made available for use by professionals, teachers, and the public.



Description Key  
**223,048**  
Page Views

Captioning Key  
**1,695,087**  
Page Views



# Media Delivery

DCMP provides streaming video services to qualifying families and educators who register for membership. To ensure service to rural areas, members also have the option of borrowing videos on DVDs.

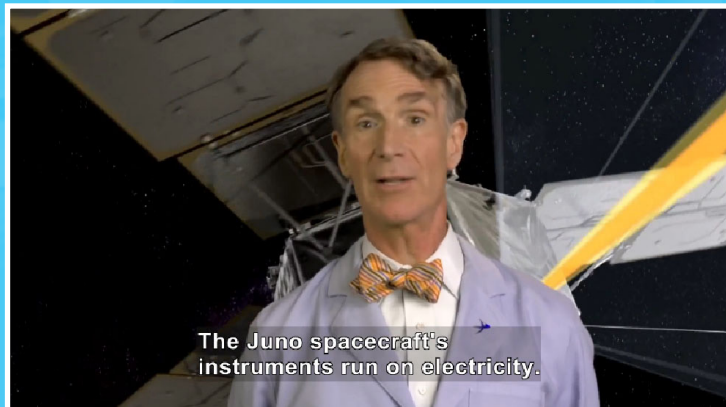
DCMP's website, media, apps, and content delivery methods are all accessible.



# Media Delivery

## Content

Every minute of educational media made available through DCMP is accessible; either captions or description are always on, and all video players are accessible.



**40,168,390**  
Minutes of Accessible Educational  
Content Viewed

# Media Delivery

## Memberships

DCMP staff screen each membership application to ensure qualification criteria are met. New member registration continues to increase each year as more students benefit from equal access in the classroom.



## New Members Registered

**13,954**  
Year 3

**11,884**  
Year 2

**5,757**  
Year 1

# Media Delivery

## Audience

DCMP helps ensure equality in the classroom for over a million students around the nation, from early learners through Grade 12 who are deaf, hard of hearing, blind, visually impaired, and deaf-blind.



# 1,508,553

**Students Viewed  
DCMP Accessible Media**

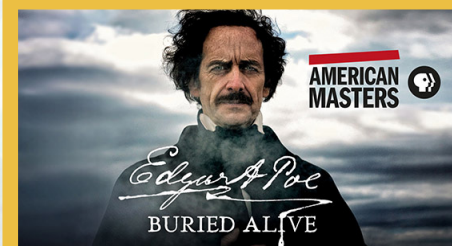


**Members in rural areas or  
with unreliable internet  
can borrow videos on DVD**

# Media Delivery

## Accessible Television

DCMP provides member access to educational television series, including episodes that were made accessible through U.S. Department of Education Television Access grants. Over 100 television series with 1,556 episodes are available.



# eLearning, Learning Center, Outreach

DCMP utilizes its Learning Center, eLearning Resources, and Outreach Activities to engage families, educators, administrators, interpreters, mobility specialists, and video creators and distributors.



# eLearning, Learning Center, Outreach

## eLearning

DCMP offers free online trainings, workshops, modules, and QuickClasses to help educators, interpreters, and support personnel learn how to use accessible media in the classroom.

Participants have 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).

**Workshops**  
**8 New Workshops**  
**Created**

**Modules**  
**92,533 Hits**

**735**  
**CEU Hours**  
Processed Through  
RID & ACVREP

**Trainings**  
**19 Trainings**  
**Conducted**

**QuickClasses**  
**12 Classes**  
**68 Participants**

# eLearning, Learning Center, Outreach

## Learning Center

DCMP's Learning Center contains hundreds of articles and research papers with media accessibility information, guidelines for creating captions and description, research about captioning and description, and articles on how to use DCMP's services.

11,844,732

Page Views of  
Accessibility Information

595 Accessibility Articles  
Were Read 1,622,617 Times

### DCMP: A Valuable Media Resource for Educators and Parents



We're excited to share with you a free educational resource for students who are deaf, hard of hearing, blind, visually impaired, or deaf-blind: The Described and



### Self-Advocacy is Important at Any Age

Self-advocacy has become a buzzword in special education. It is the ability to make one's own decisions and learn how to speak up for oneself. While it may sound simple, it can be a difficult concept to teach.

### Parents' Vital Supporting Role in Deaf/Hard of Hearing Education

Definitely NOT "One Size Fits All!"  
Parenting a deaf or hard of hearing child was never simple, but rearing the child with a hearing loss today presents a dizzying array of choices, settings, communication methods, philosophies, and regulatory procedures.



### Benefits of Audio Description in Education (BADIE) Contest

Young People Who Are Blind Write Reviews of Film and Video



The American Council of the Blind's Audio Description Project (ACB-ADP) and the

### The Importance of Accessible Video



Nate Heck is the creator and host of the Emmy award winning program 'Arttrageous with Nate', which we're proud to bring to our members. Nate creates

### Description + Captioning = Access

In an address on March 15, 2011, the U.S. Department of Education (ED) Secretary Duncan stated: "In order to win the future, as President Obama has challenged us, we must enable every single American to reach their potential, and in my book, all means all. Every child, regardless of income, race, background, or disability can learn and must learn."



### Recognize and Reinforce Social Skills Programming

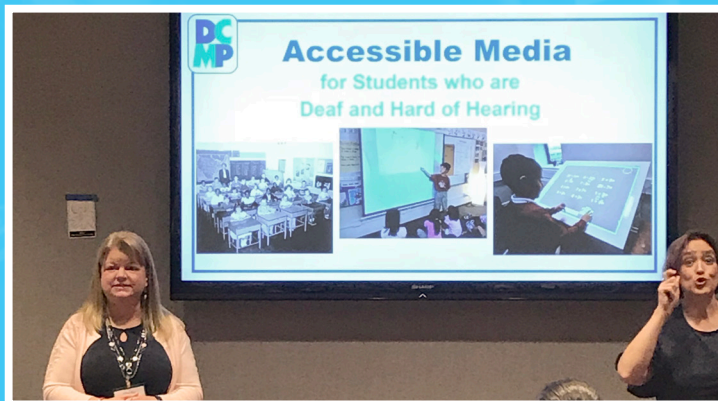
By Mary Ann Siller  
Do you see your students or child having a conversation on a variety of topics, understanding how to participate in a group, walking in the hallways of school talking and laughing with others, or participating in enrichment activities after school with friends? Maybe you do, but most often teachers and parents say children with visual impairments are not ready for most social situations. Lack of vision affects the ability to model others' social behaviors and the use of incidental learning for many common social skills.



# eLearning, Learning Center, Outreach

## Outreach

DCMP exhibits and presents at regional, state, and national conferences held for parents, educators, interpreters, content creators, and assistive technology professionals. Presentations are given for the utilization and creation of accessible media.



**21**  
Conferences

**350**  
Presentation  
Participants

**1,425**  
Contacts  
Established

SERID  
FEDHH  
RMTC-D/HH Webinar

CEC  
ATIA  
EDHI  
NFB AL  
CEASD

KYSD Family Learning Vacation

National Deaf Education

ASDC

IHD Evidence for Success  
Hands & Voices Leadership

EduCon

VidCon

National Media Market

Virtual Presentations

KY Outreach Cadre (2)

Rehab Counselors for the Deaf VA

# eLearning, Learning Center, Outreach

## Outreach

DCMP sponsors campaigns to increase the awareness and use of captioned and described educational media in the classroom and at home. Families and educators order free posters and certificates for use in locations such as schools and libraries.

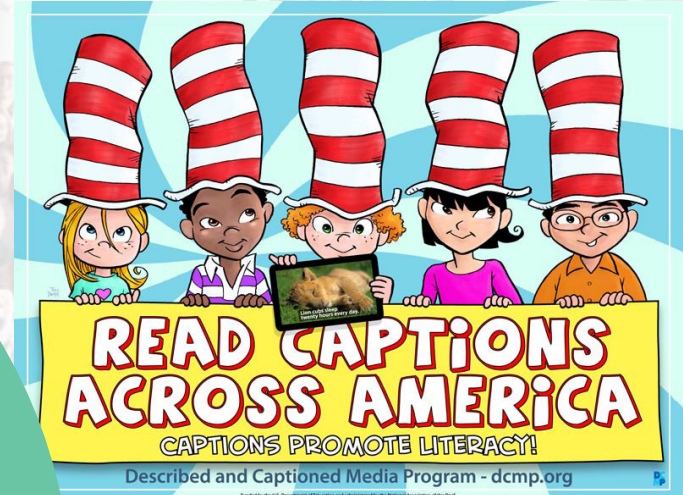


# 4,423

Early learners thru Grade 12  
students participated

# 100%

Teachers surveyed agreed  
accessible media improved  
comprehension, literacy,  
& language skills



# eLearning, Learning Center, Outreach

## Outreach

DCMP utilized social media and email to advocate for equal access in the classroom, engage families and educators, and to recruit new members.



### Social Media

**38,000**

Followers and  
Subscribers



### Monthly Newsletter

**23,387**

Subscribers

**14%**

Annual Growth

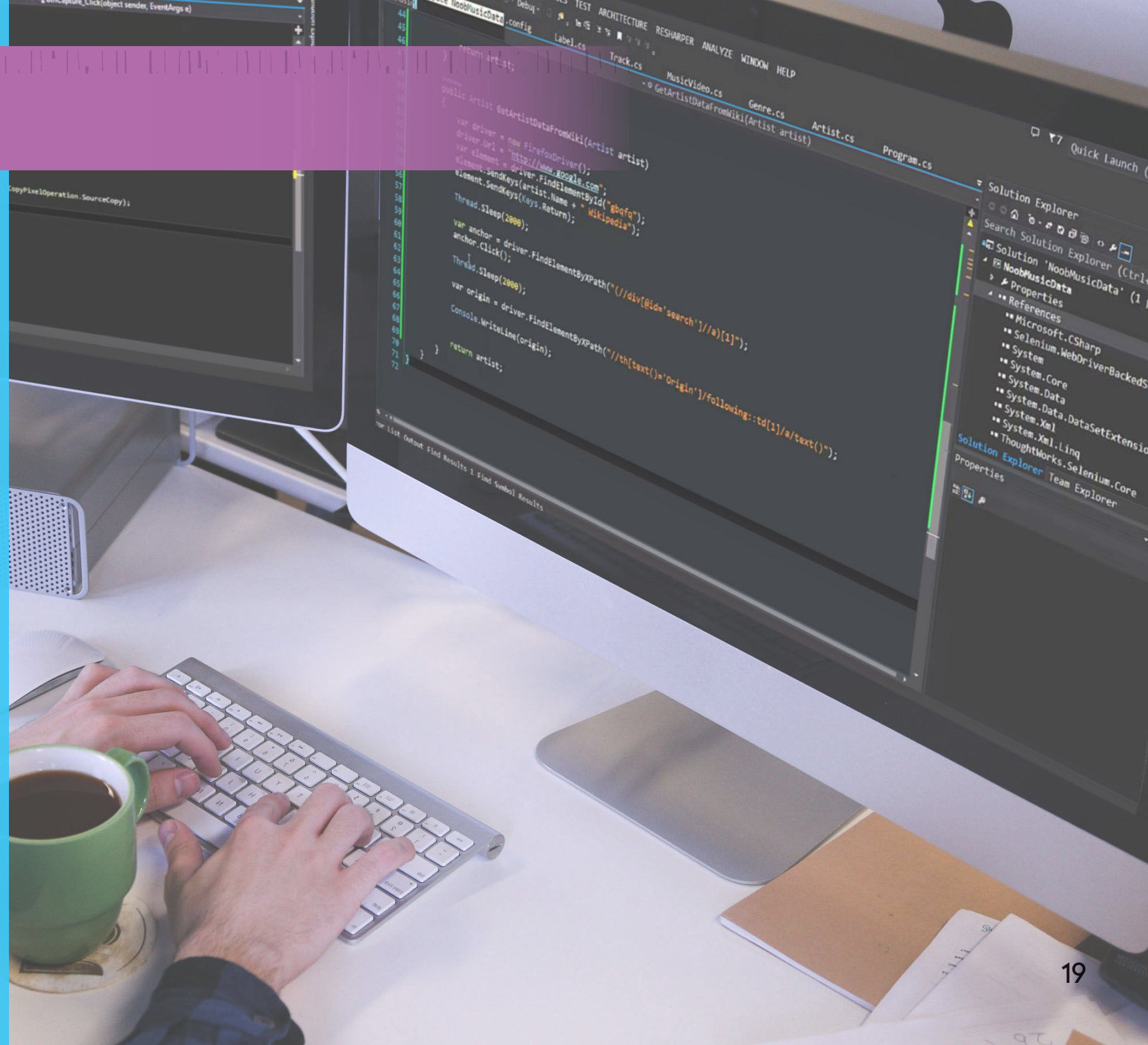
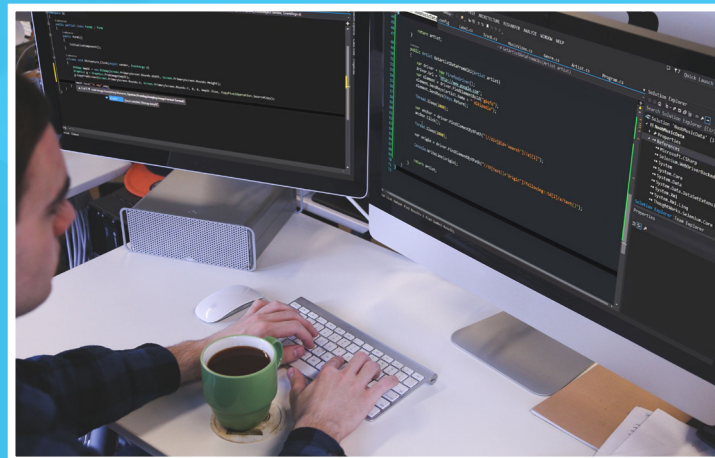
Shared

**18,000**

Times

# Technology

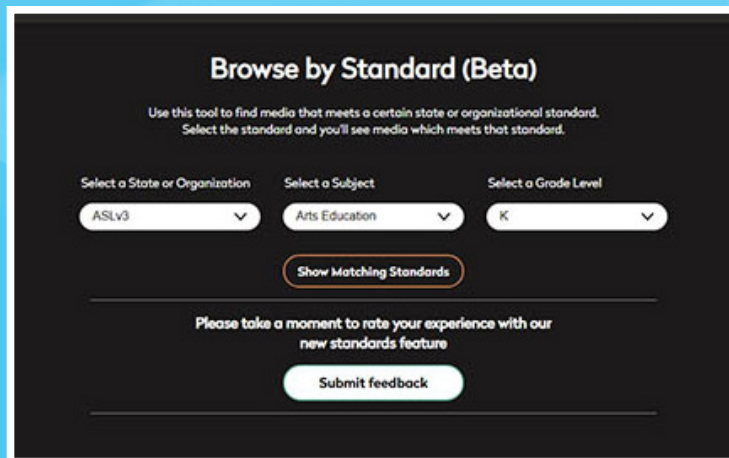
DCMP continues to set standards and implement cutting-edge digital and assistive technology to improve access to media and to increase learning opportunities for students who are blind, visually impaired, deaf, hard of hearing, and deaf-blind.



# Technology

## Standards Alignment

DCMP partnered with EdGate to correlate all DCMP videos to state and national standards. Additionally, a new feature was launched to allow users to browse videos by specific standards.



The screenshot shows a web interface titled "Browse by Standard (Beta)". Below the title is a subtitle: "Use this tool to find media that meets a certain state or organizational standard. Select the standard and you'll see media which meets that standard." There are three dropdown menus: "Select a State or Organization" (set to "ASLV3"), "Select a Subject" (set to "Arts Education"), and "Select a Grade Level" (set to "K"). Below these is a button labeled "Show Matching Standards". At the bottom, there is a feedback section with the text "Please take a moment to rate your experience with our new standards feature" and a button labeled "Submit feedback".

## Content Area

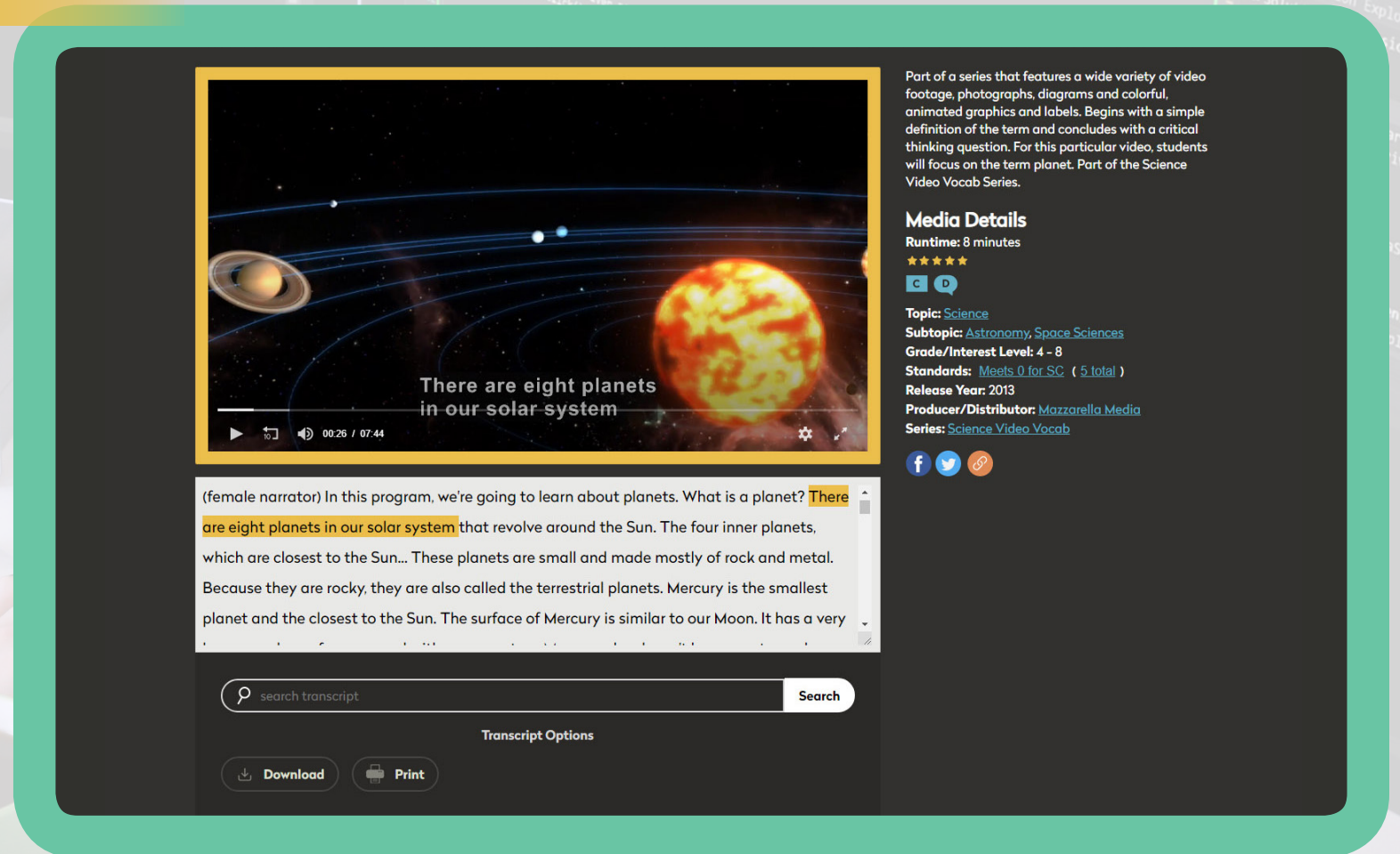
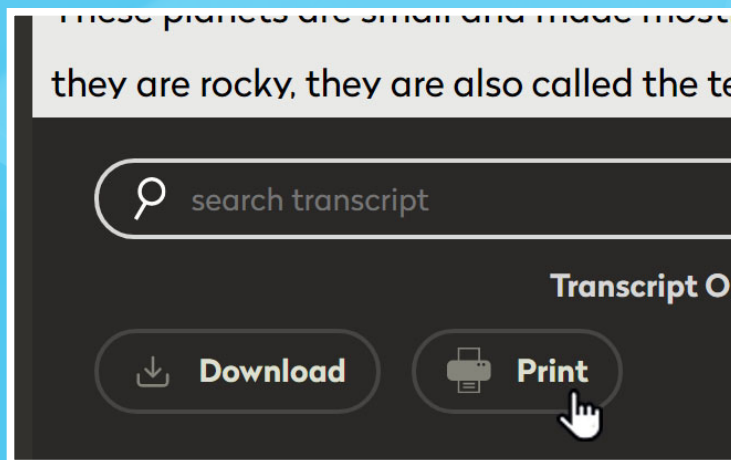
Arts Education  
Health and PE  
Language Arts  
Library Media  
Mathematics  
Science  
Social Studies  
Technology Education  
World Languages

**6,847**  
educational videos  
were correlated  
to each state and  
the Common Core  
standards upon  
launch

# Technology

## Transcripts

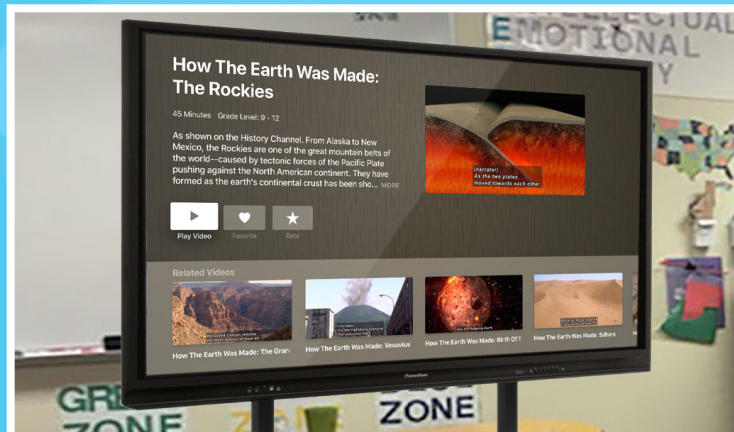
DCMP added description transcripts to its searchable caption transcripts feature. These files can be downloaded and/or printed for instructional use. Additionally, this enables students to be able to access all video information via refreshable Braille.



# Technology

## Roku & Apple TV

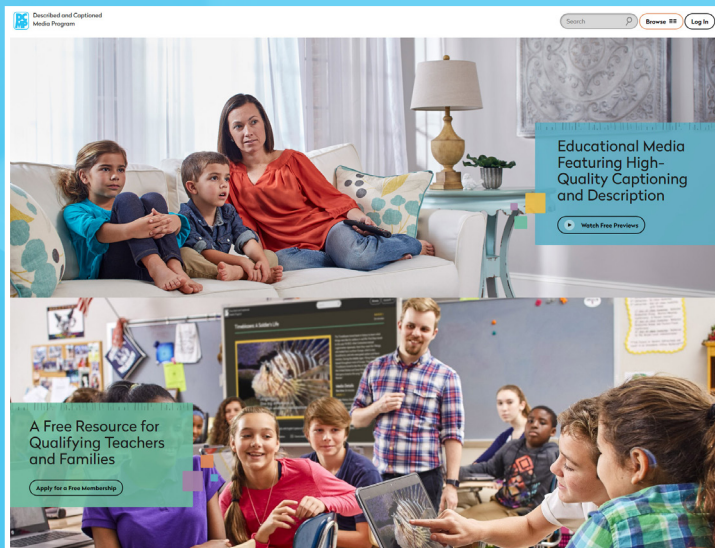
In July, 2019, DCMP launched its app for Apple TV, an extremely accessible media delivery platform. Additionally, DCMP's Roku channel received a major update and redesign, including an improved search capability.



# Technology

## Website

DCMP's website is its primary marketing tool. A 2017 redesign led to increases in visits and new member registrations. Website activity continues to increase each year.



dcmp.org

1.5M  
Visitors Viewed  
11.5M  
Pages

# New Features

## Secure & Automated Asset Delivery

# User Feedback & Testimonials

DCMP solicits 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.



# User Feedback & Testimonials

DCMP requests user feedback after every viewing. Questions are asked regarding quality, relevance, and usefulness. Additionally, audience information is requested for determining the grade levels and number of students served per disability.



Media and accessibility contributed to a better understanding of the program content?

99.6%  
Yes

Media and accessibility were high quality?

99.6%  
Yes

Media was useful and contributed to improving student outcomes?

99.5%  
Yes

Media was relevant to a standards-based curriculum?

99.3%  
Yes

# User Feedback & Testimonials

DCMP's most valuable asset is its membership base of family members, educators, and other professionals. Through their testimonials, DCMP gains insight into how its services are impacting student learning and how they can continue to improve.



*"I am thankful for DCMP and their efforts to increase video caption quality and accessibility!"*

*"Videos, especially videos that allow accessibility, can do wonders for a child's education. We had been talking in biology about 'cellular respiration' for a few weeks, then a video that was captioned and a cartoon depiction of the entire process made the light bulb turn on!"*

*"DCMP is such a GREAT RESOURCE!"*

*"As a teacher working with students who are blind or visually impaired, I often see students on a one-on-one basis. Based*

*on this student's IEP goals, and educational needs, I use videos to encourage excitement and motivation for the content we are working on."*

*"Playing a video with exciting and fun voices for a student with total vision loss encourages using their auditory sense to learn and retain information (and check for comprehension of the video material)."*

*"This is such an important thing for students with visual impairments, who may not be able to 'see' all of what is going on around them in their daily life."*



## Described & Captioned Media Program

This communication was developed under a grant from the U.S. Department of Education, Cooperative Agreement #H327N110002. However, those contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government. Project Officer, Glinda Hill.

The DCMP is administered by the National Association of the Deaf.

