



FY16 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to staff@atlarge.icann.org or controller@icann.org. Please remember that the deadline for FY16 Budget consideration is **February 28th 2015**.

REQUEST INFORMATION

Title of Proposed Activity

Real-time Captioning of Adobe Connect Meetings

Community Requestor Name

Judith Hellerstein

Chair

Judith Hellerstein (interim Vice Chair NARALO), but this is a CROSS RALO Proposal. Alan Greenberg is the ALAC Chair.

ICANN Staff Community Liaison

Heidi Ullrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

This is a pilot program of captioning for 3 RALO and/or ALAC monthly meetings, and/or 3 Working Group meetings or webinars over one year. Our goal in this pilot is to provide real-time captioning for either 3 RALO meetings a month or 2 RALO and 1 ALAC meeting, and/or 3 working group meetings or webinars a month to enable full participation of all At-Large Users within ICANN. We also want to raise awareness of the importance of including captioning whenever language support is offered. We are targeting RALO meetings since our goal is to increase engagement in ICANN within each of the respective regions. We are also targeting the working groups and webinars for the same reason as well as to promote more engagement from RALOs in these working groups. We think this will lead to more effective participation and engagement within ICANN. This is especially the case for people who are coming from bandwidth challenged countries where lack of bandwidth has limited their participation within ICANN. Adobe Connect is a large user of bandwidth and as such makes it difficult for those with limited bandwidth to fully participate. Adigo calls are helpful in that regard, but often in many places cell coverage is sparse and calls often drop or use up too much of a person's quota.

The goal of the Pilot is to gather the necessary metrics to illustrate the need for captioning not only for accessibility reasons but also for those with limited bandwidth. The data gained from this pilot should help us meet these goals and show the need for captioning ICANN wide.

Captions, composed of text, are used by people who are deaf or hard of hearing to access content delivered by spoken words and sounds. Real-time captions, or Computer Assisted Real-time Translation (CART), are created as an event takes place.

A captioner (often trained as a court reporter or stenographer) uses a stenotype machine with a phonetic keyboard and special software. A computer translates the phonetic symbols into captions almost



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instantaneously and displays them on a laptop within a conference program, on a separate URL, or on a large display screen. (<http://www.washington.edu/doi/what-real-time-captioning>)

Captioning is done by trained operators who can either be local or remote as long as they have a direct feed to the speakers. This tool makes all ICANN activities and programs accessible to people who are deaf or have a hearing impairment. Additionally, it aids users who have limited bandwidth or where English is not their native language to better participate and engage within ICANN. It does this by offering a text-only URL of the captions. Since this text stream consumes little bandwidth it would better enable those with limited bandwidth to more effectively engage within ICANN. Having a low bandwidth stream of the text should allow for increase participation and engagement by all members.

Having the captions available in English also helps people in the ICANN community whose first language is not English as most people can read English even if they cannot speak or understand users who have limited bandwidth and have difficulty in loading and using the adobe connect application and participating in the meeting. If they could read what is happening they are able to better participate in the meeting

Captioning is mandated under the Americans with Disabilities Act of 1990 (ADA), which prohibits discrimination and ensures equal opportunity for persons with disabilities in all areas. This is why ICANN as a US corporation should adopt captioning on all its calls to best meet these obligations under the Act. Accessibility is the degree to which a product, device, service, or environment is available to as many people as possible. Both Harvard and MIT Universities have recently been sued for failing to provide captioning for its online classes and podcasts. ICANN’s webinars are similar to these classes and podcasts. It is also why we have included webinars in our pilot study.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Language Support, Public Interest, Meetings awareness and education

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Recurring Activity about 6 times a month

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN’s Strategic Plan does this request support?

- ICANN’S strategic goals are:
- *Evolve and further **globalize** ICANN*
 - *Support a healthy, stable, and resilient **unique identifier ecosystem***
 - *Advance **organizational, technological and operational excellence***
 - *Promote ICANN's role **and multi-stakeholder approach***
 - *Develop and implement a **global public interest** framework bounded by ICANN's mission.*

This request meets all these goals plus it helps ICANN meet its Public Interest Commitment and act as a steward of the Public Interest as it claims to be in Objective 5.1 of its Strategic Plan. Moreover, it



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advances ICANN's goal of developing a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders. ICANN's goal of global inclusivity, transparency and accountability are critical to being trusted by its stakeholders. It is this inclusivity that this request is directed at. This request supports inclusion and cultural diversity through the implementation of services that embraces the various communities, which have historically suffered from barriers of access. These barriers are not just for those who have not been able to participate because of accessibility issues, because of deafness or hearing impairment, but also for those who have limited bandwidth and are not able to use Adobe Connect because of bandwidth limitations in their countries. Also this will help those on working groups whose native language is not English fully engage, interact, and participate in these groups.

It also helps ICANN meet its goal of developing a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders. It also meets with the goals under 4.1 of the strategic plan that states: encourage engagement with the existing Internet governance ecosystem at national, regional and international levels. Captioning enables all to participate in the evolution of a global, trusted, inclusive multi-stakeholder Internet governance ecosystem that addresses Internet issues. This proposal also empowers current and new stakeholders to fully participate in ICANN activities as stated in Objective 5.3 of ICANN's Strategic Plan ("Empower current and new stakeholders to fully participate in ICANN activities.").

2. Demographics. What audience(s), in which geographies, does your request target?

The World Health Organization states that there are over one billion people with disability globally. It is estimated that one in six people are deaf or have a hearing impairment. Additionally the audience includes people with limited bandwidth and people whose first language is not English who could participate in a working group or RALO meeting more effectively with captioning.

3. Deliverables. What are the desired outcomes of your proposed activity?

Live and recorded transcripts of meetings.
Enables ICANN to better meet its public interest requirements.
Increased participation by end users and stakeholders within ALAC and the At-Large community.
Increased inclusion and diversity through the implementation of services that embraces the various communities, which have historically suffered from barriers of access, either due to physical disabilities or limited bandwidth.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

A detailed evaluation form will be sent to all participants after each meeting or webinar at the end of each month during the time the pilot is in operation. The evaluation form will ask a series of questions about how it may have helped users become more involved/engaged within ICANN and increased their ability to contribute to, and participate within ICANN. Results will be cataloged and analyzed over the pilot year and a report written summarizing how well providing captions met these goals.



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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Captioning of meetings. Hiring of Caption First or other captioning firm.	6 meetings per month for one year		These costs are from Caption First 130 USD per hour English 145 USD per hour Spanish 171 USD per hour French if available \$0.10 USD per min for every call using captioning, which will cover the cost of the StreamText service within Adobe Connect. NOTE: There may be a net cost savings associated with this proposal as captioning eliminates the need for transcripts that ICANN currently provides.	Caption First offers newcomers a 10% discount of their general rates for the first 6 months. After that the discount will be determined based on the volume discount ICANN has negotiated. Costs listed at left are a 10% reduction of the normal fees, but ICANN's discount may be different.
Survey Evaluation person	Administration of 6 surveys and tabulation of results			

Subject Matter Expert Support:

Expertise in creating the survey questions and analysis needed for evaluating this pilot program. Hiring of a captioning firm, such as Caption First, to perform the captioning either in Spanish, English, or French. Current staff assigned to the meeting can accomplish what is needed to load the caption pod to Adobe.

Technology Support: (telephone, Adobe Connect, web streaming, etc.)



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Adobe Connect, loading the Caption Pod. All of this is normal staff support for RALO or working group sessions.

Language Services Support:

Spanish interpreters desired if captioning is done for LACRALO Meetings along with Spanish captions. French interpreters desired if captioning is done for AFRALO Meetings with French captions. Spanish, English, and French desired if captioning a webinar.

Other:

Travel Support:

None

Potential/planned Sponsorship Contribution:

None