

Video Accessibility Resources for Ultra Courses



Online
Learning

Accessible Media

Per the US Americans with Disabilities Act and [MATC Policy E0103](#), faculty who provide instructional videos to students must ensure that they are accompanied by **closed captions**.

In Spring 2025, Administration implemented a process for confirming closed caption compliance in Blackboard semester course shells. Non-compliance with closed caption requirements creates risk for the college and its employees.



What are Closed Captions?

Closed captions are subtitles that can be turned on or off when viewing a video. They are synced to play in time with the video and describe all sounds occurring in the video. Open captions (i.e., captions burned into the video) and text transcripts, while helpful, do not meet our obligation to provide closed captions.

Why is this Important?

Providing video with closed captions is not only a **federal legal requirement** but also enhances student understanding by offering information through [multiple means of representation](#). All learners can benefit from closed captions.

Options for Compliance with Closed Captioning Requirements

Faculty who create their own videos may upload them to the **YuJa Video Platform**. YuJa provides AI-assisted closed captioning and integrates with Blackboard. For direct assistance with using YuJa, contact support@yuja.com or call 1-888-257-2278. See the [YuJa Support Center](#) for additional support.

YuJa Resources

- [Faculty Training - YuJa Basics and Closed Captioning](#) (Recorded Webinar)
- [Accessing YuJa](#)
- [Uploading Videos to YuJa](#)
- [Editing Captions](#)
- [Sharing YuJa Videos in Blackboard](#)

Alternative Video Sources

Instructors using captionless videos that they did not create themselves may look for alternative videos that provide closed captions. See the [MATC Library's Video Repositories](#) and contact answers@matc.edu for assistance in locating digitally accessible alternative videos that fit your subject area.

Per our legal team, you may continue to share YouTube videos in Blackboard *if* they provide closed captions. However, review the closed captions to ensure that they are correct and complete.

Physical Media

If you are playing physical media, such as a DVD or VHS tape, in a face-to-face classroom, connect with the MATC Library or your textbook publisher for alternative videos with closed captions. The bottom line is that any videos shared with students must be closed captioned.

Creating Captioned Video Content for External Audiences

What's an external audience?

An external audience is any group that does not consist entirely of current MATC students, faculty, staff and administrators. Examples could include business partners, prospective students or the general public (e.g., a video for the public-facing website, matc.edu).

What's my first step?

Members of the college community seeking to share a video with an external audience must work with the Department of Marketing and Communications. Your first step is contacting Darryll Fortune, Director, Marketing and Communications at (414) 297-6208 or fortundl@matc.edu.

What if my video is already created?

The simplest way to add captions to an existing video is to do so through YouTube. If the video is for a wide external audience, work with Marketing and Communications to have it placed on the college's YouTube account. If it is for a narrow audience, you can upload through your own YouTube account and add captioning. Instructions can be found through this [guide](#).

Please note: Relying on YouTube's automatic captioning "as-is" does not meet the requirements of the college's captioning policy. Always review and edit auto-captions for accuracy!

What if my video has not yet been created?

The Department of Marketing and Communications will work with you to develop a creative brief, which outlines who you are trying to reach, the elements of the video and other items. Once the brief is completed, we will work together to determine whether it's best to use YouTube (which allows a viewer to turn captions on or off), whether the Department can permanently "etch" the captions into the video file itself or whether we will work with an outside vendor to provide captioning.