



# Ai-Media Case Study

## Griffith University's accessibility values

Griffith University is a public research university with over 50,000 students across five physical campuses in three cities – Brisbane, the Gold Coast and Logan. Griffith offers a full suite of undergraduate, postgraduate and research degrees.

The university has always been progressive, and its Strategic Plan strongly values accessibility and inclusion.

### The Situation

As Griffith University's Manager of Student Disability and Accessibility, Cathy Easte is tirelessly committed to providing the best educational support for university students with disabilities. For over 10 years, Easte has been shaping the next generation by ensuring that every student has equal access to Griffith University's remarkable learning.

In 2017, Easte approached Ai-Media looking for top quality captions for lecture recordings for Griffith University's deaf and hard-of-hearing students. Easte cared that each student could fully participate in class and have full access to all information.

### The Solution

Ai-Media has deep experience with helping universities become more accessible - liaising with university Student Disability Support and Accessibility departments, IT departments, and sometimes directly with students. Ai-Media has integrations with the platforms universities use, such as Echo360 ALP and Blackboard Collaborate, and can seamlessly connect with campus technology to smoothly deliver captions and transcripts to students for both recorded and live content.

Ai-Media also has local captioners, so there's never a concern about understanding accents or colloquial phrases.

Griffith University's relationship with Ai-Media initially revolved around captioning recorded content, mainly lectures. Deaf or hard-of-hearing students could watch the lecture later with captions as well as receive the transcript.

“Over the years I’ve worked with Ai-Media, I’ve always been impressed with how quickly they can respond to our needs, and always with top quality,” Easte said. “Our students always get the content they need in the format that serves them best.”

More recently, Ai-Media has captioned livestreams of Griffith University’s lectures and tutorials. While this live captioning work began before the COVID-19 pandemic, Griffith University’s relationship with Ai-Media was vital during this time period. Since all classes suddenly became remote learning, Ai-Media and Griffith University were able to effectively work together to caption all classes and tutorials to ensure students’ learning was not adversely impacted.

## The Result

“With COVID-19, the learning environment changed overnight, but our commitment to provide accessibility to students never wavered,” Easte said. “I was so grateful for my partnership with Ai-Media. I know I can rely on them for captions for any content and platform we need – recorded or live, even at the last minute, and they are knowledgeable of the other platforms we used in the educational environment, including Echo360 ALP and Blackboard Collaborate.”

### Ai-Media’s Work, by the Numbers

- 412 - The number of hours Ai-Media has live captioned for Griffith University in 2020, so far
- 71 – The number of Griffith University students Ai-Media has supported
- 232 - The number of classes Ai-Media has captioned for Griffith University so far in 2020
- 3186 – The number of lectures and classes Ai-Media has provided recorded captions for Griffith University since 2018
- And every single Ai-Media captioner has captioned a Griffith University lectures or tutorial at some point while working for Ai-Media.



**Cathy Easte**  
Manager of Student Disability  
and Accessibility,  
Griffith University

*Ai-Media can support you with our high-quality live captions and other accessibility and engagement services.*

*Visit [ai-Media.tv](https://ai-media.tv) for more information, or contact our friendly team any time.*

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