

## EDUCAUSE ADVANCES EQUITY, INCLUSION AND FINDS FISCAL SAVINGS WITH TRANSLATION AND CAPTIONS FROM WORDLY.AI

### EDUCAUSE

The future of education is tightly wrapped in new technology, and EDUCAUSE is helping bring it about. EDUCAUSE connects and informs more than 100,000 educational technology professionals. Members from over 47 countries attend the annual conference, some of whom have limited English comprehension or hearing difficulties.

“All too often, people with disabilities don’t attend conferences because they don’t want to have to raise their hands and ask for help,” said Dan Stones, CMP, Senior Meeting Planner EDUCAUSE. “That’s been the feedback across the disability community. We wanted to change that, for our conference.”

Initial efforts to improve equity, accessibility and attendance using on-premise interpreters/transcriptionists and complex equipment were expensive and logistically problematic. EDUCAUSE could only provide such services on their keynote stage, leaving 24 other conference rooms much less accessible.

EDUCAUSE’s conference team explored virtually every option available. None appeared viable for expanding conference access. Translation booths and attendee headsets didn’t scale well. “You can imagine, for 25 conference rooms and even 4 languages, it would have taken 100 translators to cover our annual conference,” said Dan Stones. “Even just traditional closed captioning would have required a video editor and expensive graphics equipment in every room to splice text into the PowerPoint image. That’s not viable for us or anyone.”

#### REQUIREMENTS:

- Provide real-time closed captioning for 25 conference rooms at global annual conference, with minimal AV and labor costs
- Provide real-time translation into 6+ languages for international attendees
- Provide speaker transcripts as added value for visual learners, note takers

#### SOLUTION:

- Wordly for conferences™
- Real time captioning & translation of presentations into 16 languages via automated Cloud service
- Both audio & text accessible on attendee's own device from convenient private URL
- High-quality audio capture via off-the-shelf mobile devices loaded with Wordly software

#### BENEFITS:

- Reduced captioning and translation logistic costs by almost 75%
- Made feasible delivering captioning and translation conference wide
- Improved accessibility, inclusivity and conference value for hearing impaired and non-native-English-speaking attendees
- Expanded potential attendee base substantially

*“Wordly offered a financially and logistically viable way to get closed captioning and translation in every session for our annual conference.”*

**--Dan Stones, CMP, Senior Meeting Planner  
EDUCAUSE**

EDUCAUSE wanted to know if there was a more cost-effective, logistically manageable way to provide real-time transcription, translation, and captioning. After ruling out remote live translator services as too expensive and technologically cumbersome, they were referred to Wordly.ai.

Wordly leverages natural language processing, machine learning, and several innovative breakthroughs to capture spoken language with unparalleled accuracy, then transcribe and translate text as desired with low latency. Uniquely, Wordly provides a continuous real-time translation stream in multiple languages simultaneously. Users receive a private session URL showing all available languages, to view or listen to on their personal phone, tablet, or laptop.

Wordly describes this as providing, “Language on demand,” enabling conference attendees to see and hear the language of their choice.

#### **WHY WORDLY?**

EDUCAUSE carefully considered alternative approaches, and no other method delivered the scalability, affordability, and logistical ease of Wordly for Conferences. Wordly’s AI in the Cloud allowed a virtually unlimited number of conference sessions to be transcribed and translated. AI was both faster and considerably more affordable than manual services. Set-up of Wordly took mere minutes for each room, connecting directly to the audio mixer in each room. Pre-configured devices are available for rent from Wordly for greater convenience, if desired.

Working with the technology was also straightforward. Stones noted, “Once we got the mobile devices configured and patched into the audio panels for each stage, we were good to go. Presenters and attendees had a relatively easy time using Wordly. The results were really quite good.”

#### **ORGANIZATION OVERVIEW**

EDUCAUSE is a nonprofit association of more than 100,000 higher education professionals, from over 2,300 member organizations and 47 countries, who are dedicated to advancing higher education through the use of information technology. EDUCAUSE conferences and online events connect education professionals on topics such as cybersecurity, digital transformation, student success, teaching, learning, emerging technologies, e-learning, information technology management and leadership. EDUCAUSE has conducted more than 200 face-to-face events.

Wordly currently delivers language on demand in Arabic, Bengali, Chinese Simplified, Chinese Traditional, Dutch, English, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Tamil.

#### **RESULTS**

Dan Stones effused, “Wordly made EDUCAUSE’s conference more accessible, flat out. Not only for deaf people, but even for people who have perhaps attended too many loud concerts and don’t hear well. Some attendees also appreciated having the full transcript as a supplement to their own note taking. It especially appeals to visual learners who retain written text better than spoken words. Our international attendees appreciated the real-time translation Wordly provided. The benefits were broadly felt.”

Wordly was an economic game changer for EDUCAUSE. According to Dan Stones, “Wordly gave us the ability to impact the most attendees for the least amount of money. You get great accuracy. You get the translation along with it. I honestly don’t think there’s anything else out there right now that compares.”