



## Groundwork Ohio

### In a Nutshell

As Groundwork Ohio aims to influence policy decisions related to health and education for prenatal and young children, its leaders utilize Verbit to work efficiently and provide accessible content to its community. Verbit's transcription helps to make information captured in meetings and interviews readily available and searchable for future use, while Verbit's captioning is being implemented live and for recorded videos to make them accessible to diverse audiences.

### The Challenge

In light of the pandemic and its programming being offered virtually, Groundwork Ohio needed to ensure individuals participating remotely could access live events and meetings. Leaders knew that video captions were a necessity to include people with disabilities, among others.

Additionally, the organization needed accurate transcripts to regularly reference information and quotes shared by high-profile policymakers, including Ohio Governor Mike DeWine. Without a transcript, referencing information discussed with partners like the Center for Healthcare Strategy, the Ohio Department of Health and others had to be done by manually sifting through long videos to find the relevant sections.

#### Groundwork Ohio needed:

- Fully accurate transcripts
- Captioning for accessible live and recorded events
- Searchable records of important interviews and meetings



**“Whether or not you identify folks who need to utilize closed captioning, it’s a statement of values to have the service available for your organization... Having Verbit’s closed-captioning services was part of that.”**

**Lynanne Gutierrez**, Assistant Director and Legal Counsel, Groundwork Ohio



Groundwork Ohio is a non-partisan organization that champions healthy early development and education for young children across the state. Their research and policy data help advise intelligent, practical approaches to ensure children up to age five have the resources and education they need to build a strong foundation for the rest of their lives.

## The Solution

Verbit now offers Groundwork Ohio accurate captioning services and searchable transcripts that save the organizations' leaders time while showcasing its commitment to inclusivity. Gutierrez pointed out that the live captioning ensured better access to webinars and other programs while demonstrating their commitment to diversity and inclusion.

- 99%+ accurate transcription of high-profile interviews
- Searchable, interactive transcripts for easier research and training
- Live captioning that integrates with Zoom and other platforms



**“[Captioning is] a statement of values and commitment around equity... In one specific instance [Verbit’s captioning] was the determination of whether a family could share their story.”**

**Lynanne Gutierrez**, Assistant Director and Legal Counsel, Groundwork Ohio

## The Results

### Assisting with Efficient Research Efforts

With Verbit, Gutierrez says Groundwork Ohio has “recording and transcript options so that our partners could return to the transcript versus spending time really listening to our long interviews. We could go back and scan and pull for quotes.”

### Managing Internal Responsibilities More Effectively

Verbit offers a “great staff management tool” for Groundwork Ohio’s junior staff members and leaders who reference transcripts for future use, training and leadership development.

### Preserving Records of Important Conversations

When interviewing families, the transcript serves as a record of the conversation and is “one more way you’re ensuring we won’t waste [a families’] time.”

### Referencing Content Quickly

“Transcription accuracy is important from an efficiency standpoint...because if you don’t want to relisten to an hour of programming or our 90-minute sessions with families, then it’s important to have the print version stand alone.”

### Complying with Government Accessibility Standards

For partnerships with “the State of Ohio... [we] made a promise in the contract that we would have closed captioning available.”

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