

**PERALTA COMMUNITY COLLEGE DISTRICT - January 30, 2001**

**CLASSIFIED JOB DESCRIPTION**

**ALTERNATE MEDIA TECHNOLOGY SPECIALIST  
(SEIU Local 1021 Salary Range 87)  
Job Code: 521**

**CLASS PURPOSE**

Under the direction of the Vice President of Student Services or designee, the Alternate Media Technology Specialist oversees the production of alternate media enabling students with a disability access to all instructional services provided by the college. Serves as primary contact person on campus as it relates to media access for students with disabilities. This will include the production of alternate formats for all printed materials (E-text, Large Print, Braille, & Digital Audio, etc.); providing consultation and conducting workshops for the college on issues of access for students with disabilities to electronic media (Closed/Open Captioning, Teleconferencing, Descriptive Audio, Phone Services, etc.); providing consultation on issues of access to Distance Education (Accessible Web Page Design, Frames, Alt Tags, Layout, etc); and providing consultation on compliance with Section 508 standards.

**EXAMPLES OF ESSENTIAL DUTIES:**

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Serves as liaison between college staff, students with disabilities and the DSPS Program to secure and translate instructional and student services materials into an alternate format in a timely manner.
- Provides guidelines to college staff on appropriate formatting of documents and information.
- Communicates Internet concepts including accessible web page design, Universal Accessibility and alternate media transcription.
- Scans text material using Optical Character Recognition software and transcribe it to E-text for alternative forms of output, e.g. large print, voice, Braille, audio recording, etc.; arranges for other transcription services in a timely manner; works in a collaborative college environment.
- Produces information in alternate formats.
- Serves as liaison to statewide center and community agencies utilized on a contract basis to produce alternate media.
- Develops and maintains a current resource bank of access strategies for various types of media utilized by the college to include Instructional Materials, Web Pages, Kiosks, Video Tapes, Phone Registration, etc.; and for distance education.
- Provides group in-service and one-on-one assistance to college faculty and staff in their design and development of electronic information and to assure they meet access guidelines in their design and development of web page and distance education materials.

**Job Description:** Alternate Media Technology Specialist

- Provides technical assistance on meeting alternative media requirements to Instructional and Student Services areas and appropriate committees.
- Attends statewide training sessions and provides Alternative Media orientation training to college staff; learns and develops the implementation of new and emerging technologies according to college plan; may recruit, select, train, and oversee Work Study assistants, temporary staff and volunteers.
- Assists in the development and implementation of goals, objectives, and priorities in providing access to media and distance education for students with disabilities.
- Develops and maintains a current resource bank of access strategies for distance education.
- Performs other related duties as required.

**MINIMUM QUALIFICATIONS**

1. Two (2) years of experience installing, updating, and troubleshooting computer software and maintaining computer hardware, or an A.A. or A.S. Degree in Computer Science, Electronics, or Computer Support; or an equivalent combination of training and experience that could likely provide the desired knowledge and abilities to perform the duties of the position.
2. Knowledge of:
  - Browsers and navigating the Internet; working knowledge of web page development and design.
  - General issues of web access for students with disabilities.
3. Basic knowledge of operating systems and network operations.
4. Thorough knowledge of standard application software.
5. Basic knowledge of adaptive technology for persons with disabilities.
6. Strong skills in media technology, communication and problem solving.
7. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

**DESIRABLE QUALIFICATIONS**

- Knowledge of:
  - Optical Character Recognition, scanning and transcription of electronic media to alternate formats.
  - Video Media Production (inclusive of real Time Captioning)
  - Section 508 Compliance Standards
  - Conversion of e-text into digital audio files using appropriate software for final production MP and Daisy format
  - Production of tactile graphics with a Piaf machine

**Job Description:** Alternate Media Technology Specialist

### **ENVIRONMENTAL DEMANDS**

- Occasional work performed alone
- Constant work around and with people

### **PHYSICAL REQUIREMENTS**

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

### **TOOLS AND EQUIPMENT USED**

- adaptive hardware equipment (e.g., braille embosser, braille printer, scanner, speech synthesizer and other related adaptive equipment)
- standard office machines and equipment
- telephone

Revised: N/A