

ALTERNATE MEDIA SPECIALIST

DEFINITION

Under general supervision, performs a variety of complex technical duties involved in the production, delivery, and maintenance of alternate media for students with disabilities; coordinates the application of a variety of alternate media technologies related to specific disabilities; serves as a resource to staff and faculty related to alternative media computer technology and ensures District-wide universal design, operation, and formatting; collaborates with other community organizations and schools to ensure the highest level of accessibility to print and other curricular materials, software, and hardware; provides highly complex and technical staff assistance to the Dean, Disabled Student Programs and Services.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Dean, Disabled Student Programs and Services. Exercises technical and functional direction over and provides training to student workers and short term hourly employees.

CLASS CHARACTERISTICS

This is a technical classification responsible for producing print and other media in alternate formats, such as Braille, electronic text, enlargements, etc. to assist students with disabilities with learning, test taking, and other classroom-based requirements. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the procedures and policies of the assigned function. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of departmental and District activities, and extensive staff, public, and organizational contact. This classification is distinguished from other information technology classifications in that it is specialized in the area of alternate media and is responsible for the timely production and delivery of alternate media curricular solutions to meet student demands.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Performs a variety of complex technical duties in the production and delivery of alternate media and assistive technology, including researching, converting, and editing source materials into target alternate media formats.
2. Prepares a variety of alternate media and instructional materials; produces printed material in alternate formats, including converting printed material into Braille, e-text, enlargements, and other related formats; troubleshoots as necessary.
3. Maintains and secures storage of large inventory of curricular alternate media materials.
4. Maintains current knowledge of alternate media hardware and software.
5. Serves as a resource to staff and faculty related to alternate media computer technology operation, repair and formatting; provides technical support to staff and faculty.

6. Requests supplies, hardware, software, and materials; contacts vendors for competitive prices and recommends purchase; maintains accurate inventory of supplies, materials, and equipment; requests and receives instructional materials for assignments.
7. Assists in the organization, preparation, and presentation of instructional materials in alternate formats; assists others in accessing converted material.
8. Researches and compiles data for projects and reports; assists in developing new procedures and forms as necessary.
9. Operates a computer and other assigned office and instructional equipment; maintains computer files and software according to established procedures.
10. Maintains accurate records related to the production of media, obtains permission from the appropriate source and priority of media produced; updates and maintains progress records of various assignments.
11. Generates reports and statistics pertaining to assigned program area(s).
12. Updates information on the department's website and maintains the department's channel on the District's student portal.
13. Attends technical seminars and workshops to remain current concerning adaptive technologies; researches technical issues and emerging technologies to apply to alternate media services; provides orientations for, instructs, and trains students, staff, and faculty on using specific programs as assigned.
14. Responds to questions concerning assigned subject matter, equipment usage, and other related concerns and issues.
15. Oversees the work of and trains student workers and short term hourly employees.
16. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
17. Promotes an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility.
18. Provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
19. Supports and abides by federal, state, local policies, and Board Policies and Administrative Procedures.
20. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and mandated trainings as required.
21. Prepares and delivers oral presentations related to assigned areas as required.
22. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. College-level alternate media technology, including a broad range of media formats such as text-based, web-based, mobile devices, audio, and video.
3. Working knowledge of the Americans with Disabilities Act.
4. Current trends and development in the alternate media technology field.
5. Methods and procedures of operating computers and peripheral equipment related to alternate media for students with disabilities.

6. Various alternate media and computer software applications, including Braille scanners, embossers, conversion software, and other related applications.
7. Basic principles of adaptive computer technology.
8. Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
9. Business letter writing and the standard format for reports and correspondence.
10. Principles and practices of data collection and report preparation.
11. Recordkeeping principles and procedures.
12. Modern office practices, methods, computer equipment and computer applications related to work, including word processing, database, and spreadsheet applications.
13. English usage, spelling, vocabulary, grammar, and punctuation.
14. Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, various socio-economic and ethnic groups.

Skills & Abilities to:

1. Advocate for and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Participate in addressing gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in the recruitment and retention of staff.
3. Participate in providing resources and support towards the goal of a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
4. Perform a wide variety of technical duties involved in the production, editing, and maintenance of Braille, electronic text, audio text, enlargements, embossing, and other alternate media for students with disabilities.
5. Assist in the planning and implementation of assigned programs and services.
6. Assist in the organization, preparation and presentation of materials.
7. Set up, design, troubleshoot and operate assigned departmental equipment.
8. Provide assistance and information to staff on the availability and uses of assigned instructional materials and equipment.
9. Operate a computer and a variety of office and instructional equipment.
10. Troubleshoot, diagnose, and solve hardware and software problems related to adaptive equipment.
11. Read, understand, interpret and apply department rules, policies and materials relating to assigned field.
12. Analyze and evaluate information processing problems, plans, procedures, and requirements.
13. Apply new developments in the field of alternate media technology and information systems processing related to the assigned program.
14. Plan, prepare, and conduct in-service training classes for students with a variety of disabilities.
15. Compose correspondence and reports independently or from brief instructions.
16. Make accurate mathematical, and statistical computations.
17. Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
18. Establish and maintain a variety of filing, recordkeeping, and tracking systems.

19. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
20. Operate modern office equipment including computer equipment and specialized software applications programs.
21. Use English effectively to communicate in person, over the telephone, and in writing.
22. Understand scope of authority in making independent decisions.
23. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
24. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to an Associate's degree from a regionally accredited college or university with major coursework in alternate media, adaptive computer technology, digital media, computer science, or computer applications, or a related field, and
2. One (1) year of experience in alternate media production, access technologies, electronic text production, digital media production, or other related experience.

Desirable Qualifications:

1. Experience working with policies and procedures relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI); OR
2. Experience with participation in programs relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas is required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Amended: 12/2015; 6/2023