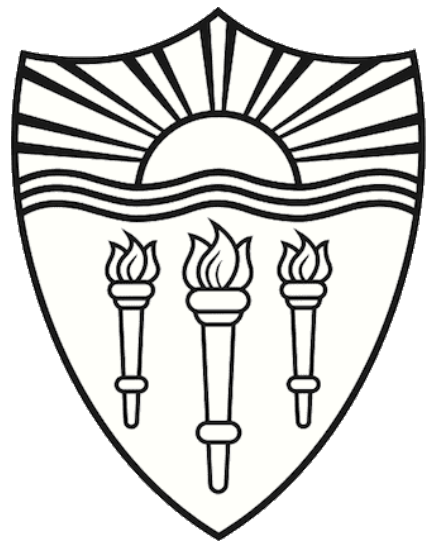


Enhancing Inclusivity at the University of Southern California (USC) for In-Person and Virtual Events



USC University of Southern California

Challenge

Finding a cost-effective, user-friendly translation solution

The University of Southern California (USC) welcomes a diverse student body, with international students from over 130 countries comprising more than 25% of its population. USC's orientation program aims to foster connections between students and their families through inclusive experiences, aligning with the university's core values of integrity, excellence, diversity, equity, inclusion, well-being, open communication, and accountability.

However, USC faced a significant challenge: The limitation of accommodations for students needing transcribing or translations during live events hindered their mission to create equitable student experiences. These in-person translation services are very costly and only meet the needs of students who make a request many days prior to the event.

They also received multiple requests for translators to accompany a guest when they were separated from their student during the events. They did not have the staffing, budget, or ability to meet all the needs during live presentations, meaning non-English-speaking families couldn't fully engage in the orientation process.

They wanted the ability to promote a translation service in their marketing materials that would be available without requiring a student or guest to request the service in advance to enhance the overall experience and make all in-person events more accessible.

Ensuring guests could participate along with their students is important for the USC team, as having an engaged support network eased the transition into the university. However, USC had no reliable data on how often or in what languages translation services were desired which made it hard to plan.

They wanted a solution that would facilitate live translation in multiple languages, allowing attendees to access captions or audio in their preferred language. Additionally, they sought a system that would seamlessly integrate with their existing event management platform, Cvent, and support virtual and in-person events.

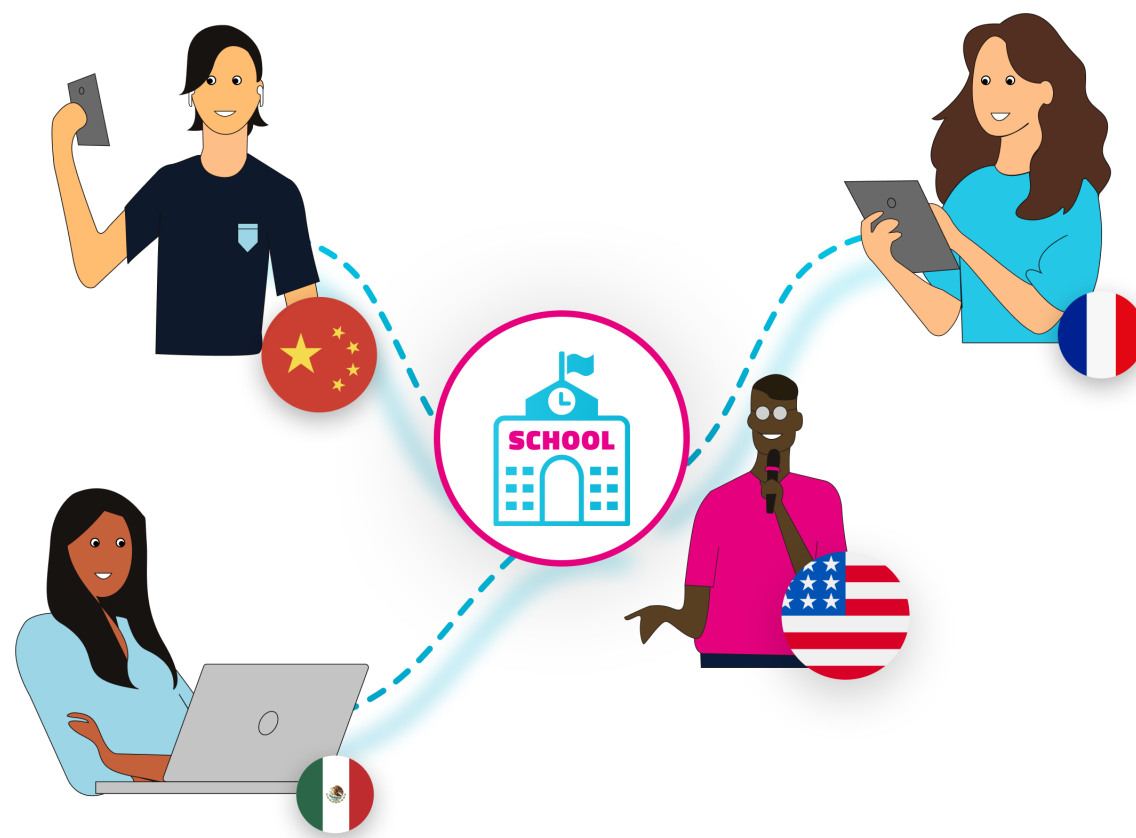
Solution

Transforming events with Wordly AI-powered translation

USC selected Wordly's AI translation and captioning solution to help support its orientation programs. The platform eliminates the need for human interpreters or specialized equipment, offering a straightforward and cost-effective way to provide translation in real-time across multiple languages.

Attendees can easily select their preferred language using their smartphones or computers, accessing either audio or captions in real time. Wordly's all-inclusive pricing model was particularly appealing, allowing USC to offer a wide range of languages without the uncertainty of additional costs.

Make **Education Events** More Engaging and Inclusive



The USC team used Wordly to support in-person orientations, particularly the sessions targeted to family members, as well as any live webinars hosted through Cvent’s Attendee Hub and Studio Advanced tools.

“Using Wordly allows us to align our programs with USC’s unifying values of diversity, equity, and inclusion. We can confidently tell attendees that AI-powered captioning and translation services will be available.

Before using Wordly, we did not have a clear picture of the translation needs of orientation guests but now, thanks to Wordly, we do!”

Christine D’Arcy, Business Analyst and Cvent Administrator

To date, USC has offered over 50 hours of captioning and translation through Wordly, used by over 700 attendees. Viewing captions in English are the most popular option (even during in-person events). Other languages used by attendees include Korean, Spanish, Chinese, Vietnamese, Cantonese, Hindi, Persian, Tagalog, Japanese, French, German, Greek, Gujarati, Italian, Portuguese, Russian, Swedish, and Thai.

USC has utilized Wordly for 2 live-streamed orientation webinars in November 2023, 1 in-person orientation event in January 2024, and 9 in-person orientation events between June and August 2024.

Results

Enhanced support for non-English-speaking families with a streamlined process

After seeing a demo of Wordly at Cvent Connect in 2023, the USC team was impressed by the platform's ease of use. Key benefits that led to USC selecting Wordly include:

- **Affordable Price** – With an educational institution discount, USC found that Wordly's annual cost was significantly lower than providing equivalent human translation services, and met a need for a larger user experience.
- **Wide Range of Languages** – With students coming from over 130 countries, USC needed the ability to support families speaking a wide variety of languages, providing both audio and captions.
- **Ease of Use for Attendees** – Attendees simply scan a QR code and use their mobile device. With human translators, you have to deal with special receivers, headsets, batteries, etc.
- **Ease of Use for Staff** – USC doesn't always have the same AV staff at in-person events. All they need to do now is provide an audio conversion device and instructions to the AV teams.

"Wordly is a very impressive product! Anytime we show the AV staff at our event venue how it works, the first reaction is always "Wow, that is so cool!""

Christine D'Arcy, Business Analyst and Cvent Administrator

- **Simple Cvent Integration** – Attendees can access translations in numerous languages in just one click.
- **Accurate Translations** – High-quality translation output enhanced by Wordly's custom glossary feature.
- **Comprehensive Customer Support** – Easy to do business with and quick support when needed.

"The team at Wordly is really great to work with and very responsive. When I ran into an issue with setting up multiple end-point streaming for the first time, the Director of Client Success was incredibly helpful with supporting an alternate method to capture the translations. Our account manager was great to work with - very quick and responsive and makes sure we have the minutes in our account that we need when we need them!"

The Wordly team set up our custom glossary for us, which was an amazing level of support I was not expecting. Having the glossary ready to go was especially helpful for us, as higher education institutions have lots of specific names and lingo."

Christine D'Arcy, Business Analyst and Cvent Administrator

About University of Southern California (USC)

University of Southern California (USC) is a private institution that was founded in 1880 and has over 49,000 students. Based in Los Angeles, the university attracts a diverse range of students including over 13,000 international students from countries around the world.

The Office of Orientation programs manages all programs for new students, both graduate and undergraduate, as well as supporting family members during their student's transition to the university. USC's orientation program is a fully hybrid experience, including virtual and in-person components.

Christine D'Arcy manages the Office of Orientation Program's event technology stack, which supports a hybrid onboarding experience for over 10,000 students and family members. Christine is also responsible for identifying opportunities to improve and streamline event processes, operations, and attendee experiences.

For more information on USC, visit www.usc.edu.



About Wordly

Wordly provides live AI translation and captions for dozens of languages, making meetings and events more inclusive, accessible, and engaging. The Wordly platform does not require human interpreters or special equipment - making it easy and affordable to communicate across multiple languages.

Approximately 3 million users at 1,500+ organizations worldwide use Wordly for in-person and virtual sessions across various industries including corporate, non-profit, government, education, and religious organizations.

For more information on Wordly, visit www.wordly.ai.

