

Case Study

Scaling Course Operations and Accessibility Remediation for a Large Online University

Magic
EdTech

The Client

One of the largest online universities in the US, serving students across 190+ degree and certificate programs. With a fully online model and a large course catalog on a four-year refresh cycle, the institution needed a more scalable way to maintain course quality, currency, and accessibility.

The Challenge

The institution faced two parallel challenges. First, it needed flexible, high-quality support to sustain course updates across a large online catalog without relying on rigid retainers or inflated vendor billing. Second, it needed to identify and remediate accessibility issues in LMS-hosted courses at scale, within a tightly controlled IT-approved environment.

Critical Success Parameters

- ✓ Sustain course update work at scale with a flexible, multi-role team.
- ✓ Ensure billing transparency through actual-hours-based delivery.
- ✓ Maintain high quality across instructional design, multimedia, and front-end work.
- ✓ Reduce per-course accessibility remediation effort through AI-assisted workflows.
- ✓ Log and remediate accessibility issues through a structured audit process.
- ✓ Operate all remediation activities within an IT-approved secure environment.

Our Approach

- ✓ Deployed a flexible course operations team spanning copy editors, instructional designers, course builders, multimedia developers, and front-end developers based on quarterly demand.
- ✓ Expanded the engagement over time from a focused initial team to a 20+ multi-disciplinary operation team supporting broader course update needs.
- ✓ Embedded quality checkpoints and candidate vetting processes to maintain consistency as the team scaled.
- ✓ Submitted automation scripts and AI tooling for IT review before beginning any accessibility work in the LMS environment.
- ✓ Ran an AI-assisted accessibility pilot across 8 priority courses using automation to audit pages, log violations, and apply code-level remediation in real time.
- ✓ Validated automated remediation outputs with manual checks to confirm accuracy and refine the workflow for broader production use.



Key Result Highlights

Supported course operations across a large volume of unique courses through scalable staff augmentation.

Delivered total course-update support through an actuals-based engagement model rather than fragmented vendor billing.

Achieved a **99.9%** first-round approval rate for multimedia assets.

Achieved a **99%** first-round approval rate for responsive interactives.

Reduced accessibility remediation effort per course through an AI-assisted workflow.

Logged and remediated **1,000** accessibility issues through a structured pilot-based audit and remediation process.

Built a documented effort model for future large-scale accessibility remediation across the course catalog.