

COLC Faculty & Staff Training Committee Meeting 5/2/2017

Present: Camille Andrews, Mann Library; Kim Benowski, eCornell; Lisa Hogarty, Jonathan Davis, eCornell; Diane Sempler, Academic Technologies; Ben Moss, Academic Technologies; Cindy DeCloux, Vet College; John Graves, Vet College; Chris Miller, Catherwood Library, ILR

Participants using, creating or teaching others to create instructional video of all kinds using a variety of software such as Panopto, Captivate, Articulate Rise (Vet testing and likes), Camtasia, Quicktime Pro (previously); storage on Vimeo, Kaltura, etc. All levels from very basic quick answer videos created in minutes with Jing (not recommended except for things that don't need to last or go to wide audience) to full production in studio

Best practice (and other) documents: From Academic Technologies

(<https://cornell.box.com/s/yamiv8m5yl4rcvyxy4334glz6e0wxaj5>) and draft workflow and best practice docs for library videos (<https://cornell.box.com/s/v2d9lcgbzwxu665085cfdj1gttey68m>)

Important initial questions in deciding whether even to make a video (see Academic Technologies [AT] video planning document): Purpose of video and main focus? Internal or public facing? What's the shelf life/how long do you want this to last? Resources (time, etc)?

Vet has special requirements for instructional video of clinical situations (filming medical procedures) because of accrediting bodies

Any effort to create a central broadcast quality studio (e.g. lower thirds; lighting; beam out to TV stations) - lots of studios in different pockets; Vet thinking of building their own because currently has to ask at various facilities. Used to be one but none that we're aware of currently

- Issue of physical space - AT has none (just basement space which is ok but not ideal; flexible set up because of fire code)
- Can we ask someone to consider building a central broadcast facility to help save money for units and encourage best practices- accessibility, QA
- Quick guide on accessibility - coming this week from AT

Are people getting requests for help with webinars? Lots of requests at Vet; MOOCs (asked to support webinars for panels and the like). eCornell, DH, ILR possible sources of best practice docs

Questions about video retention - how long to keep? Don't throw it away! Library's Rare and Manuscript Collections and Digital Scholarship and Preservation Services can help archive all kinds of media according to university records retention schedule and established process. Contact Evan Earle(?). Note: learning object repository in eCommons (library's institutional repository) not currently possible but maybe in next upgrade/future

Other issues that come up a great deal in instructional video

- Comfort level in front of camera - getting people over physical & verbal tics; repeating for emphasis (have them do short test video to get used to it and MOOCs have 2-3 hours of acting coach time built in. Constructive criticism - best practices on coaching?)
- Time (TED talks have hurt because amount of production and time involved is invisible) - amount of time depends but video generally very time consuming (~1 min of video = 1 hour of production time)
- Managing expectations - faculty hear about flipped classroom - differing definitions; want a video on how to do that but not that simple. AT asks consultants for sample of video that's close to what they're looking for. Also have to manage differences in production value expectations (broadcast/TV quality takes a lot of time and costs a lot of money and we're not set up for it, timewise if not technically). Conversely bad video is easy to put up (and easy to regret when public critiques)
- Quality Assurance -
 - Vet has subject matter experts review since medical ed ; script and procedures have to be right;
 - AT has QA process for errors in script, audio especially important;
 - for heavy jargon areas have lay person look at it
 - Mobile device testing - hard to do; library used to have listserv of people with various device who could be asked to test links

Resources - all at Cornell:

<http://colc.onlinelearning.cornell.edu/resource-inventory-database.html>

Resources - software

- [Jing](#)
- [Screencast-o-Matic](#)
- [Screencastify](#)
- [Panopto](#)
- [Camtasia](#)
- [Adobe Captivate](#)

Spaces & Services

- ATC Video Help : <http://videohelp.cit.cornell.edu/>
- Academic Technologies studio in CCC & other [spaces](#) in units/schools
- Mann [One Button Studio](#)

Questions

- What challenges have you encountered in making or thinking about making videos?
- What tips/tools/resources/processes have you found useful?
- What support do you need to make videos (e.g. what kind of tools, training, etc) and how would work best?
- What do you want or need in a video creation space?

- What videos do you need or are interested in making? What kinds of projects have you wanted to make but did not have the resources for?