## Using Video to Help Market IT

**Included in panel on “Using 21st-Century Tools to Market 21st-Century Resources”**

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### Why video?

* Visual generation
* Accommodates different learning styles
* Seeing is believing
* Video screen-captures can be effective for demonstrations and how-to material
* BUT Weight cost/benefit of video; it’s labor-intensive

### Principles for effective use

* Use as adjunct to other forms of communication
* Choose topics carefully – ideas that lend themselves to video
* Showcase faculty, students and staff
* Leverage efforts by others; videos produced by students, faculty, other units of IT
* Build a video channel (such as YouTube): provides metrics, means of organizing and archiving

### Tools

* Still camera with video capability
* Video editing software
* Screen capture software

### Future

* Dramatizations
* More student-created video
* Get input from experts in journalism, communications

YouTube channel for Information Technology Services, Washington and Lee University:

<http://www.youtube.com/user/joverholtzerwlu?feature=mhum>