EDUCAUSE 2014:  
Lecture Capture Constituent Group / Discussion Session

3:40-4:20pm, Sept. 30, 2014

NOTES

The discussion session was moderated by Patsy Carruthers, Director of Academic Technology at the University of Kentucky. Discussion topics had been voted on in the listserv; however, many attendees are not yet on the listserv and conversation moved naturally toward the topics of production value and instructional design, and where those two meet. The group also briefly discussed internal incentives for flipped classroom and lecture capture innovation.

Conversation started with rooms and setup:

* UK started with rooms where large classes were meeting, and has spread out into areas of need specified by colleges.
* Another institution began with just a few large rooms and found that lighting and camera placement could be a problem in those rooms. Instead, they went to a dedicated room/s with a control room to allow more AV with better control.
* Several noted that they wanted as much production value as possible.
* Crossover with pedagogical needs was noted: What’s the goal of the capture? What’s the experience?
* What are the needs of the faculty and students? Many questions to be asked.
* “It’s more than curating content.”
* Several felt that production value adds to the pedagogical value. (Having a camera in the back of the room doesn’t meet the need every time.)
* Another shared that capture was not helpful when the presenter only turned down the lights and showed a slide presentation. If the presentation is not engaging in person, it won’t be via lecture capture.
* Production value + presentation style x pedagogical investment = ideal presentation
* Use of instructional designers was advocated. When possible, use of IDs who specialize in video are helpful; lacking that, a team that includes a video specialist will work.
* Work with the teaching and learning center where possible. Make it a team effort.
* Aim to produce a quality product that has a shelf life.
* One institution assigns an instructional designer at the beginning. When the speaker is not faculty but rather a visiting lecturer/speaker, the instructional designer works with them in interview style.

We closed with internal funding:

* UK’s central IT organization provides some small funding opportunities via its general fund. Incentives range from $1500 to $8000, with lecture capture incentives at $2000.
* UK shared RFP and process here: <http://www.uky.edu/ukit/about/funding-opportunities/echo360>
* Exploring and using new tools and determining if they are appropriate takes time. This allows faculty to explore innovation.
* Those applying usually aren’t researchers who receive large grants; these are professors who have become outstanding teachers. They need help maneuvering the administrivia of budget requests, etc. Make sure you have a project manager who can help them.

We will follow up discussion on the listserv.