

Case Study: Camtasia Relay Meets Seattle Pacific University's Unique Content Capture Needs

*Serving Non-Traditional Students; Enhancing
Learning with Flexible Content Capture Software
for On-Demand Access to Course Materials*

Camtasia Relay[®]
TechSmith



Seattle Pacific
UNIVERSITY

Engaging the culture, changing the world[®]

Objectives:

- Increase student retention rate
- Improve student academic performance
- Provide flexible class access and resources to non-traditional students
- Extend availability of programs to all qualified students

Overview

Seattle Pacific University (SPU) is dedicated to engaging, challenging, and nurturing faculty in appropriate uses of educational technologies so they can prepare students for leadership in an information society. Seattle Pacific's Instructional Technologies Services (ITS) director, David Wicks, and his team work with all the departments of the University to identify and locate technology resources and evaluate them for accuracy and suitability.

The challenge presented to David Wicks and his team was to find a content capture or lecture capture solution that provided them with the winning combination of ease of use, flexibility, and affordability. After being a Camtasia Relay beta user the ITS team was confident that Camtasia Relay was the solution that best fit their needs.

The ITS team recently began using Camtasia Relay's content capture solution for various purposes across departments, campus-wide. So far, the experience has exceeded their expectations. The team has found that many faculty members are successfully using content capture to record in-class lectures, create supplemental on-line course materials, and even record multiple day-long conferences. However, they have also found that faculty members are exploring unique ways to benefit from content capture.

The Camtasia Relay Solution



David Wicks and his team identified Camtasia Relay as a good fit for SPU and have been slowly rolling it out across departments. Currently, Camtasia Relay is offered to approximately 200 faculty members and the team is getting rave reviews across the board.

"We've seen a positive response from the faculty members that have already begun using Camtasia Relay," said David Wicks, director of instructional technology at SPU. "One significant benefit that Camtasia Relay offers our instructors is the ability to capture content in any classroom on their own computers and to offer it to SPU students in a variety of convenient ways, suited to their media preferences."

In order to help with the campus-wide deployment of Camtasia Relay, the ITS team offers workshops for faculty not only to teach them how to use the technology, but also to outline some of the learning benefits they can achieve by including content capture technologies into their curriculum.

The workshops outline how intuitive content capture tools can enhance the methods used to train students on new technologies by providing them with recorded lectures for replay and pre-produced screencasts to use as learning objects.

"Professors love it. It's one of the few tools where I can show professors how to use it and then I don't hear from them again (thinking they aren't using it) until they come up and thank me," said David Wicks. "We are making plans for new buildings on campus and faculty want to make sure that any new developments have microphones built into classrooms because of what they have seen from Camtasia Relay."

Last spring, SPU hosted a science conference where students gave 24 presentations in an hour. The ITS team used Camtasia Relay to record all the student presentations and it went off without a hitch.

“It was amazing; we did no training and all the recordings were successful. This is a true testament to how easy it is to record and share using Camtasia Relay,” added Wicks.

Unique Uses of Camtasia Relay on SPU Campus: Department Spotlights

School of Education: Mini Lectures Using Content Capture



Professor Andrew Lumpe, School of Education, worked with ITS director David Wicks to create digital audio/visual presentations for online courses that use a minimalist approach to focus student attention on main ideas.

Prof. Lumpe storyboarded 10-15 minute presentations focusing on the major themes for the instructional module. Using PowerPoint, he created a presentation of 10-15 slides based on the storyboard. Each slide contained a key phrase or keywords related to the topic, plus high-quality images under a Creative Commons license. He then used Camtasia Relay software to record an audio/visual presentation. The presentation was saved as both MP3 audio and MP4

video and made available to students via Blackboard and iTunes U.

View a sample mini-lecture produced by Professor Lumpe for a curriculum design class:

<http://www.screencast.com/t/YTI3YmE2ZD>

Focusing on the Important Things

Camtasia Relay’s content capture solution helped students to focus on the main ideas presented and avoid being distracted by minutiae. This was evident in the discussion threads, formative assessment blogs, and the final project where students applied the main ideas with less outside assistance than in previous quarters. Professor Lumpe now uses this strategy with on-campus courses and has found that students pay more attention to the presentations. They also appreciate the benefits of this technology:

“The first few sessions Professor Lumpe used an auditory presentation for the lecture portion, but as the class went on he provided auditory and visual presentation for lecture. [Having b]oth modalities for learning was great.”

“The information offered in the readings for Module 1 and in Dr. Lumpe’s presentation really helped me to remember that curriculum is dynamic and influenced several factors.”

Department of Biology: Podcasts to Screencasts



Dr. Derek Wood is an associate professor in the department of biology and used to spend a whopping 45 minutes to prepare and upload an audio-only podcast after a class session.

Creating a podcast seems like it should be a simple task, but Dr. Wood found that production tasks were taking far too long. Yet he was not willing to forfeit the positive learning outcomes he observed when students replayed course content at their own pace and at their own time.

Recently, Dr. Wood switched over to Camtasia Relay screencasts to share course content with students and has found the process to be much quicker—plus he can include any visuals

shown on-screen in addition to the audio!

View a sample screencast produced by Dr. Woods using Camtasia Relay:

<http://www.screencast.com/t/M2FINGU0MWMt>

“The process of creating and sharing my Camtasia Relay-produced online videos is so much easier and more effective than my old method of podcasting. It really is just a matter of pushing a couple of buttons. Plus, I use a Mac and the sound quality is so good that I didn’t even have to buy special microphones,” said Dr. Wood, associate professor of biology. “My students love being able to see what’s on the screen and the first exam after using Camtasia Relay has resulted in the highest scores that I have seen in five years. The students say they watch each screencast on average five times for studying.”

Teachers Teaching Teachers

Another added benefit to having a simple-to-use content capture system available on campus is that it has given teachers an easy way to share and document different teaching methods amongst themselves.

Every year SPU honors one faculty member with the “teaching idea of the year award” and last year the Center for Scholarship and Faculty Development had the top five finalists record five-minute presentations with Camtasia Relay, to share their teaching ideas and successes. They now have an archive of these presentations for faculty to use as a resource for years to come.

View the teachers’ five minute presentations here:

<http://www.screencast.com/t/ODdkOWY4OWU>

“Camtasia Relay allows me to use an innovative technology to increase learning in my collegiate classroom. My students love it,” said Debby Espinor, assistant professor, School of Education Partnerships, Seattle Pacific University. “I record all my lectures to a screencast so they can review the lecture at their leisure. I am able to put more thought into the content area and embed video and other websites into my lectures to make them exciting.”

About Seattle Pacific University

Founded in 1891, Seattle Pacific University has a long and distinguished history in Christian higher education. Now entering a new century, the university is positioned to engage the culture and influence the world for good. At a time when the legacy of the secularized modern university is under scrutiny, Seattle Pacific provides more than 3,800 students with a high-quality, comprehensive education grounded on the gospel of Jesus Christ. Located just minutes from downtown Seattle, the leading urban center in the Pacific Northwest, SPU is committed to engaging and serving in the modern city, cultivating a global consciousness, supporting the church, and addressing the crisis of meaning in our culture.

About TechSmith Corporation

Founded in 1987, TechSmith Corporation provides practical business and academic software tools and services. TechSmith’s solutions enable users to capture record and enhance digital content from their computer screens so they can share information and knowledge in compelling multimedia formats, and allow others to observe, analyze, and learn from their experiences. TechSmith products are used by 99 percent of the Fortune 500. Visit www.TechSmith.com for more information.