

Lecture Capture Considerations in a University Environment

Camtasia Relay[®]

 TechSmith

Introduction

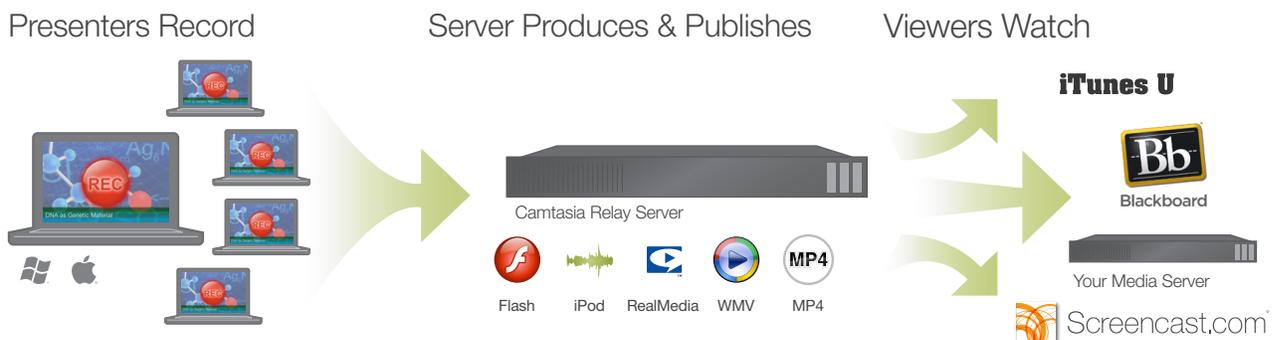
In an era of reduced budgets, fewer grants, faculty cutbacks and high dropout rates, how can the cost of new technology be justified? Showing a return on investment in hard dollars can be challenging, but when you consider the many areas where lecture capture can improve the learning environment while meeting a tight budget, the benefits can be very attractive.

In 2008, a survey by the U.S. Department of Education showed that 97% of public 2-year institutions and 89% of public 4-year institutions now offer distance-learning courses.ⁱ What's more, according to new research recently released by the University of Wisconsin-Madison involving about 7,500 undergraduate and graduate students, an overwhelming 82% of students said they would prefer courses that offer online lectures over traditional classes that do not include an online lecture componentⁱⁱ.

With so many institutions offering distance learning, an affordable, easy-to-use solution for capturing classroom content can help institutions offer their students the materials they need to succeed in the formats they are demanding.

Camtasia Relay

Camtasia Relay is the most streamlined way for anyone and everyone at your organization to record live lectures, presentations, and meetings from a Mac or PC, then automatically publish them for all to view. How does it work?



Camtasia Relay takes lecture capture to a whole new level by making it easy, inexpensive, and flexible. Professors have more options for recording their lectures and students have more options for viewing them.

Provides Options Students Want

By allowing a student to replay lectures, Camtasia Relay enables students to carefully review the material they need to succeed.

- Students take notes with varying degrees of skill and accuracy.
- In one study, 78% of students felt that watching lectures again would help improve retention of class materials. 76% felt it would improve their test scores and 93% would like lessons captured if they have to miss class.

Broadens Available Lectures

With Camtasia Relay, institutions can enhance courses by providing easy access to recorded prerequisite or supplemental material.

- In some cases, students taking one class might benefit from revisiting lectures from a prerequisite class or a remedial class.
- Necessary classes are not offered every term due to budget constraints or faculty cut backs.
- In a traditional setting, when a professor retires, their unique style for presenting a lecture can “retire” with them. Similarly, in a traditional environment, unless a student is there in person, a lecture from a guest speaker is lost.
- A professor working in the field might not have access to a traditional classroom, but would like to be able to use a laptop to record and transmit a lecture back to the university.

Since Camtasia Relay recordings are done on a standard PC or Mac, a lecture can be captured in a lecture hall, an office, or on-site at an archeological dig. Lectures can be captured offline in any location, then uploaded when access to a network is available. Professors have more flexibility to teach lectures while continuing to do research.

Classes ordinarily offered only in the fall of even numbered years can now be available year-round, even to students studying overseas.

Keeps Students in School

By allowing students to view lectures they could not attend, repeat lectures that they did not understand, and review lectures they need for background, Camtasia Relay helps keep them from falling behind.

- Only 58% of students who enter four-year schools have their degree after six years.ⁱⁱⁱ
- In some cases, a student’s normal schedule may be interrupted due to illness or family emergency. The more sessions a student misses, the more likely they are to drop a class or even drop out of school. When classes are dropped, often the class is not offered again until the following academic year, putting the student further behind and driving up the cost of their education.

Health agencies have recommended to institutions of higher education that faculty, staff and students with flu like symptoms should stay in their homes up to 24 hours after their symptoms subside. Those with severe cases are asked to stay away for 7 days.^{iv} In most cases, symptoms are expected to be fairly mild, but infected students or professors will certainly miss valuable class time.

Attracts Non-traditional Students

With Camtasia Relay, students are watching recordings of lectures using tools that they are familiar with – the web, podcasts, iTunes U, and so on. By making it simple to record and view lectures, Camtasia Relay provides students with a way to “virtually” attend class when and where they are able. The non-traditional student can have access to the same material as the students living on campus.

- Business Law students at Grand Rapids Community College increased exam scores by 10 to 15 percent after the integration of lecture capture software.
- For many non-traditional students, attending classes in person can be very difficult. Some have issues with childcare, are disabled and unable to travel, or have to work during some of the normally scheduled hours.

- As it gets easier to communicate with people around the world, students who live far from campus or even overseas may be interested in furthering their education. This could apply not only to students who are simply studying abroad for a semester, but also to students whose permanent residence is in a foreign country. Men and women in the armed forces may be interested in continuing their education remotely, but are restricted in when or where they can watch a lecture.

Opens Possibilities for Collaboration

By providing a way to electronically share lecture material across geographic boundaries, Camtasia Relay makes it easier for faculty to collaborate on a class and for students to benefit from that collaboration.

- In some situations, a student would like to take a class that is not offered locally, but may be available at another campus of the university or within the broader academic community.
- Professors from different campuses, locations, or even universities can jointly develop and offer classes where the lectures are divided among them.

Summary

By switching the focus from the lecture hall to the lecture content, Camtasia Relay makes it possible to open an institution's doors in exciting new ways.

- Easy to record lectures – no special equipment or training required for lecturers. The three-step start/stop/submit approach can be done on a Windows or Mac laptop.
- Easy to view lectures – on the web, iPhone®, iTunes®, via podcasts, YouTube™, FTP, or Camtasia Relay provides a wide range of choices that are already familiar to students.
- Easy to integrate into an institution – with no specialized hardware, simple administration, and an affordable price tag, Camtasia Relay can get you started in lecture capture today and allow you to expand as needed tomorrow.

5 steps to start using Camtasia Relay today!

1. Request a [free trial](#).
2. Receive installation instructions via email.
3. Read through the [administrator guide](#) for help getting your server going.
4. Distribute this [tutorial](#) and a link to the recorder download to your presenters.
5. Start recording!

Live Webinars

Our two-part web conference series is the place to get answers to all your questions about Camtasia Relay. Each session focuses on a different component of the product. [Find out more.](#)

ⁱ**SOURCE:** U.S. Department of Education, National Center for Education Statistics. (2008). *Distance Education at Degree-Granting Postsecondary Institutions: 2006-07*

ⁱⁱ**SOURCE:** University of Wisconsin-Madison E-Business Institute. (2008). *Insights regarding undergraduate preference for lecture capture.*

ⁱⁱⁱ**SOURCE:** U.S. Department of Education, National Center for Education Statistics. (2009). *The Condition of Education 2009*

^{iv}**SOURCE:** U.S. Department of Health & Human Services. (2009). *Preparing for the Flu: A Communication Toolkit for Institutions of Higher Education*