



# The 3R's: Relevance, Retention, and Recruiting

Gain Competitive Edge with Web-Based Class Capture

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Editor-in-Chief, Campus Technology





# 3R's: Relevance, Retention, and Recruiting

## Our Agenda

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- **Introduction**
- **Technology in the Classroom: Engaging the 21<sup>st</sup> Century Student**
- **Case Study: University of New Haven**
- **Q&A Session and Conclusion**



## 3R's: Relevance, Retention, and Recruiting

### Today's Presenters: University of New Haven

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- **Vincent Mangiacapra**  
Chief Information Officer
- **Alan Macdougall**  
Director of Academic Services
- **Pauline Schwartz**  
Associate Professor of Chemistry



# 3R's: Relevance, Retention, and Recruiting

## Who We Are

*Campus Technology* and *T.H.E. Journal* are the leading IT resources for higher education and K12.

- **Magazine**
- **Conferences**
  - Campus Technology 2007
  - FETC
- **Web sites and e-newsletters**
  - [www.campustechnology.com](http://www.campustechnology.com)
  - [www.thejournal.com](http://www.thejournal.com)
- **T.H.E. Institute**





## 3R's: Relevance, Retention, and Recruiting

### About Tegrity

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- **Tegrity Campus is the first student achievement system that impacts learning across the entire institution, improving retention and student satisfaction. Tegrity enables:**
  - Students to quickly recall key moments or replay entire classes online on their laptops, desktops, iPods and cell phones.
  - Professors to make classes available at any time by automatically capturing, storing and indexing every class with digital notes for replay on demand.
- **Visit online at [www.tegrity.com](http://www.tegrity.com).**





# Technology in the Classroom: Engaging the 21<sup>st</sup> Century Student





## 3R's: Relevance, Retention, and Recruiting

### A Delicate Balancing Act

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- **Relevance and retention: Interactive and rich media content engages the student.**
- **Today's students are juggling work, school and family**
  - 74 percent of undergraduates work full or part-time.
  - Nearly 30 percent of today's college students are raising a family.
- **Students want success—in their personal and academic pursuits.**
  - They need tools that help them balance their personal and academic goals



# 3R's: Relevance, Retention, and Recruiting

## Challenges Students Face Today

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- **Capturing all the information covered in class**
  - Instructors speak at a rate of 120 words per minute.
  - At best, students record 20 to 30 words per minute with notes
  - Forced to rely on partial notes and memory
- **Listening skills are poor at best.**
  - Average person retains up to 50 percent of what they hear. After 24 hours this falls to 10 percent.
- **Making up class sessions**
  - If students fall behind, they often get discouraged and give up.



# 3R's: Relevance, Retention, and Recruiting

## What is Class Capture?

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- **Captures, records and indexes all class content.**
- **Organizes and stores material on server for access at any time.**
  - Access classes in their entirety, or in snippets. Multiple delivery options:
    - Desktops
    - Macs
    - Laptops
    - Podcasts
    - Cell phones



# Case Study: University of New Haven





# 3R's: Relevance, Retention, and Recruiting

## Background: University of New Haven

- Independent university located in West Haven, Conn.
- Traditional residential campus that also offers courses online and at remote sites in-state and abroad
- Students: 2,877 undergraduate; 1,772 graduate
- Faculty: 1,600 full time; 240 part time





## 3R's: Relevance, Retention, and Recruiting

### Infrastructure

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- **Course Management System (CMS)**
  - 4,649 users
- **44 smart classrooms**
- **Over 95 percent equipped with the latest technology**



## 3R's: Relevance, Retention, and Recruiting

### Challenges and Objectives

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- **Recruitment: Compete with large public and other private institutions in metropolitan area**
- **Demonstrate technology advantages of UNH to prospective students**
- **Determine which technologies support UNH's mission to better engage students at a price students can afford**
- **Improve retention of content for all students**

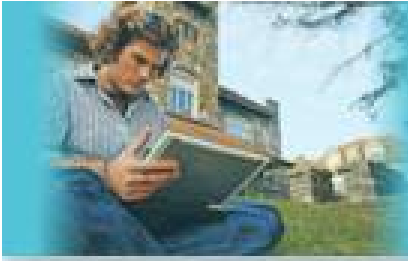


## 3R's: Relevance, Retention, and Recruiting

### Why Tegrity?

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- **Solution is aimed at improving student outcomes--our #1 objective**
- **Easy for both faculty and students to use**
- **Integrates nicely with Blackboard CMS, reducing management overload**
- **Captures every aspect of lecture—Powerpoint and Smartboards—for playback**
- **Adapts to student-friendly technologies: iPod, cell phone**



## 3R's: Relevance, Retention, and Recruiting

### Classroom Technology a Differentiator

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- **Classrooms are outfitted with state-of-the-art technology**
- **Tegrity fully integrates with classroom systems**
  - IT not required to install or support multiple systems
- **Initial deployment Spring 2006**
  - 40 faculty trained to used system
- **Campuswide license allows for scalable use to meet increasing demand**



## Blackboard Academic Suite™

### Welcome!

Welcome to the University of New Haven's e-learning environment. Users with an existing account should login on the left. If you are interested in learning more about UNH's e-learning initiatives, check the [schedule](#) or send us [email](#).

If you are having problems logging in to an existing account, visit our [support page](#). If you need further assistance, send email to [starbuck@newhaven.edu](mailto:starbuck@newhaven.edu).

Note: If you need an account or want to request access to a class on the University's Blackboard system, please start [here](#). It usually takes about 24 hours to activate a new account.

Login

Course Catalog



Students login through Blackboard to see Tegrity recordings





# Review a Class

Help

[My Courses](#) > Campus Card

 Search

Students see only the courses in which they're enrolled.

Classes		Recorded	Duration	
<input type="checkbox"/> ▶ +	Fri, Mar 02, 01 03 PM	3/2/2007	00:25	⏪ ⏩
<input type="checkbox"/> ▶	writing demonstration	11/21/2006	00:50	⏪ ⏩
<input type="checkbox"/> ▶	Tuesday Training	11/21/2006	02:09	⏪ ⏩
<input type="checkbox"/> ▶	training session II	11/20/2006	00:59	⏪ ⏩
<input type="checkbox"/> ▶	Training Session	11/20/2006	01:22	⏪ ⏩
<input type="checkbox"/> ▶	Tuesday Training	11/15/2006	03:44	⏪ ⏩
<input type="checkbox"/> ▶	Discrete Functions	11/14/2006	02:09	⏪ ⏩
<input type="checkbox"/> ▶	testk109	10/10/2006	00:07	⏪ ⏩
<input type="checkbox"/> ▶	b120 test	10/10/2006	00:47	⏪ ⏩
<input type="checkbox"/> ▶	test	10/10/2006	00:08	⏪ ⏩
<input type="checkbox"/> ▶	Fri, Sep 29, 06 11 05 AM	9/29/2006	00:47	⏪ ⏩

Click for browser-based replay.

Podcasts, MP3s and RSS automatically "pushed" to student





Search on keywords from the entire semester & retrieve all instances

Review a Class

Help

My Courses > Organic Chemistry II, CH202 - Section 02 > Search

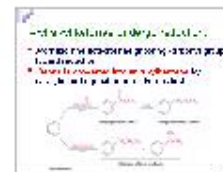
carbonyl

Search

42:59 - 43:11

2220464

Aryl alkyl ketones undergo reduction. Aromatic ring activates neighboring carbonyl g...



55:51 - 55:57

23930170

Outline 17.1 Naming Alcohols and Phenols 17.2 Properties of Alcohols and Ph



67:39 - 68:49

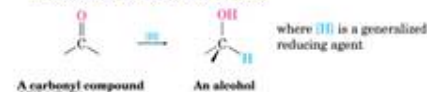
41612911

Alcohols can be prepared from the reduction of carbonyl compounds. Reductio

67:39 - 68:49

Alcohols can be prepared from the reduction of carbonyl compounds.

- Reduction of a carbonyl compound in general gives an alcohol
- Note that organic reduction reactions add the equivalent of H<sub>2</sub> to a molecule



A carbonyl compound

An alcohol

22

pschwartz

26:25 - 26:30

28407758

Outline 17.1 Naming Alcohols and Phenols 17.2 Properties of Alcohols and Ph





# Review a Class

Help

Or use chapter or thumbnail search in each class to find just the part they need

My Courses > Organic Chemistry II, CH202 - Section 001 - Spring 2007

Search



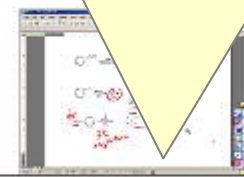
1 Faculty - University ...



2 Q8 ans - Microsoft ...



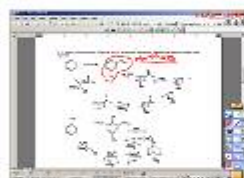
3 Untitled - StarBoard...



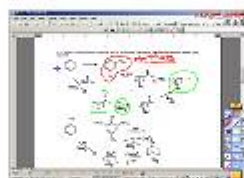
5 Untitled - StarBoard...



6 Q9 ans - Microsoft ...



7 Untitled - StarBoard...



8 Untitled - StarBoard...

24:00-26:59

9 Untitled - StarBoard Software



10 Untitled - StarBoard...



11 Q9 ans - Microsoft ...



12 Q9 ans - Microsoft ...



13 Q9 ans - Microsoft ...



14 Brief Review of Or...



15 Brief Review of Or...



## 3R's: Relevance, Retention, and Recruiting

### Benefits of Tegrity Beyond the Classroom

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- **Recruiting tool: routinely demonstrate Tegrity to prospective students and their parents**
- **Training faculty and staff (tutorials) in use of new student information system**
- **Study sessions and to capture, synchronize notes**
- **Flexible: All that is needed is a computer and network access**
  - Recordings can be conducted at home, offices, laboratories—virtually anywhere!



## 3R's: Relevance, Retention, and Recruiting

### Looking Ahead

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- **Hybrid courses: to increase undergraduate enrollment and reach the market of non-traditional students**
- **Provide content on mobile technology such as iPods and cell phones**
- **Greater use of Tegrity pens and pads**
  - Enable students to organize notes and enhance learning outcomes
- **Encourage adoption by greater numbers of faculty**



## 3R's: Relevance, Retention, and Recruiting

### **“I love Tegrity and so do my students”**

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- **Adjunct since 1988; full-time member of chemistry faculty for past four years**
- **Participated in initial launch since 2006**
- **Currently use Tegrity in undergraduate Organic Chemistry (64 students) class and graduate program (25 students)**
- **Students love the system and ask why other faculty don't use it more.**



## 3R's: Relevance, Retention, and Recruiting

### Advantages of Classroom Capture

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- **Instructional and tech support provided by Tegrity and university IT**
- **Content uploads to server overnight, indexed within CMS course**
- **Monitor who is checking into and using system**
- **Captures every part of lecture, including results of “clicker” responses**
- **As visual learners, we remember most what we experience.**



# 3R's: Relevance, Retention, and Recruiting

- Example: Audio, PPT and dynamic instructor annotations
- Browser-based replay on PC or Mac

The screenshot shows a Tegrity Viewer window displaying a chemistry presentation. The presentation content includes:

- Header: "Your Institution Logo Here" and "My Courses > Organic Chemistry II, CH202 - Section 02 > CH202 Tue, Mar 06"
- Logo: "Powered by TEGRITY"
- Text: "This is a take-home quiz. You may use your Textbook or notes. YOU MUST NOT HAVE ANYONE HELP YOU! PLEASE NOTE: If you do not get the question in your browser, it will grade that question as 0 points." "Grade out of 10 points" "2 records"
- Question 1: "For each molecule below, predict whether the molecule would be expected to show aromatic character or not. Explain your answer in each case."
  - Structure 1:  $4n+2$  with a benzene ring. Handwritten notes: "cyclic", "atom  $sp^2$ ", "+ Planar", "flat", "4n+2", "2", "6", "10", "14".
  - Structure 2:  $4n+2$  with a cyclohexadiene ring. Handwritten notes: "flat?", "cyclic", "sp<sup>2</sup>".
- Question 2: "Predict an aromatic ring give a NMR signal at 6.5-8 ppm." Handwritten note: "Aromatic".
- Question 3: "List 5 good electrophiles for EAS." Handwritten notes: " $H_2SO_4^+$  ( $SO_3 + H_2SO_4$ )", " $Br^+$  ( $Br_2 + FeBr_3$ )", " $NO_2^+$  ( $HNO_3 + H_2SO_4$ )", " $R^+$  ( $R-X + alcyl$ )".

The viewer interface includes a Microsoft Word window, a Tegrity logo, and a playback control bar at the bottom showing "Paused" and a timer at "0:30:10".



TEGRITY

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NEW HAVEN

CAMPUS  
TECHNOLOGY



## 3R's: Relevance, Retention, and Recruiting

### Tegrity Supports Engaged Learning

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- **Increased classroom attendance as a result of Tegrity**
- **Students forced to miss class can still access content**
- **Students can review material until they “get it”**
  - Particularly useful for ESL students and those having trouble understanding specific sections
- **Provides for anytime, anywhere learning**



# Q & A Session and Conclusion





## 3R's: Relevance, Retention, and Recruiting

### Our Sponsor Today: Tegrity

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- For more information on class capture, please click the “Visit Our Sponsor” link at the bottom of your console.
- As a follow-up to this discussion, schedule a small group or one-on-one session with Tegrity experts for your specific questions.
- Visit Tegrity online at <http://www.tegrity.com>.





## 3R's: Relevance, Retention, and Recruiting

### Learn More About It: Campus Technology 2007

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- **July 31-August 2, 2007 in Washington, DC**
- **Preparing 21st Century Students: Are You Developing Their Digital Competence and Mastery?**
- **Realizing Your Smart Classroom Dream**
- **To register**
  - <http://campustechnology.com/mcv/conference/overview>



## 3R's: Relevance, Retention, and Recruiting

### Next Month in Campus Technology

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- **Data-Driven Decision Making: Can You Make the Case?**
- **Gaming and Simulation: Hot Trends and Technologies**
- **The Campus Portal: Special Report**
- **Campus Cards, IDs and Related Technologies**



Thank you for attending!



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