The 3R’s: Relevance, Retention, and Recruiting

Gain Competitive Edge with Web-Based Class Capture

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3R’s: Relevance, Retention, and Recruiting

Our Agenda

• Introduction
• Technology in the Classroom: Engaging the 21st Century Student
• Case Study: University of New Haven
• Q&A Session and Conclusion
Today’s Presenters: University of New Haven

- Vincent Mangiacapra
  Chief Information Officer

- Alan Macdougall
  Director of Academic Services

- Pauline Schwartz
  Associate Professor of Chemistry
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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
  - www.thejournal.com
- T.H.E. Institute

T.E.GRITY
About Tegrity

- 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.
Technology in the Classroom: Engaging the 21st Century Student
A Delicate Balancing Act

• 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
Challenges Students Face Today

• 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.
What is Class Capture?

- 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
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
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Infrastructure

• Course Management System (CMS)
  – 4,649 users
• 44 smart classrooms
• Over 95 percent equipped with the latest technology
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Challenges and Objectives

- 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
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Why Tegrity?

• 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
Classroom Technology a Differentiator

- 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 use system
- Campuswide license allows for scalable use to meet increasing demand
Students login through Blackboard to see Tegrity recordings
Students see only the courses in which they’re enrolled.

Click for browser-based replay.

Podcasts, MP3s and RSS automatically “pushed” to student
Search on keywords from the entire semester & retrieve all instances

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 Phenols

67:39 - 68:49
41612911
Alcohols can be prepared from the reduction of carbonyl compounds. Reduction...

26:25 - 26:30
28407758
Outline 17.1 Naming Alcohols and Phenols 17.2 Properties of Alcohols and Phenols

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 H₂ to molecules

A carbonyl compound
An alcohol

pschwartz
Or use chapter or thumbnail search in each class to find just the part they need.
Benefits of Tegrity Beyond the Classroom

- 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!
Looking Ahead

- 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
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“I love Tegrity and so do my students”

- 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.
Advantages of Classroom Capture

- 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.
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- Example: Audio, PPT and dynamic instructor annotations
- Browser-based replay on PC or Mac
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Tegrity Supports Engaged Learning

• 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
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.

Learn More About It: Campus Technology 2007

- 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
Next Month in Campus Technology

- 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!