

## What about... benefits to institutions?

### Topic Summary

Adopting lecture capture can be a strategic step by institutions. There are a number of reasons why an institution would implement the technology, and it may benefit in several ways.

### Resource Summary

**Topic:** Benefits of lecture capture

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**Target audience:** Managers, heads of department

**Keywords:** benefits; costs; financial; accessibility; language; flexibility; distance; revision

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**Comment:**

### Things to Consider

- Student satisfaction around additional services and resources and increased flexibility
- Positioning lecture capture as a marketable service (product differentiation)
- Potential to use captured lectures as marketable elements (e.g. popular lecturers on iTunes)
- Improved accessibility and equality for a wide range of learners
- May enable expansion of distance learning and overseas programmes
- Potential to reduce costs via efficiency gains, less need to repeat lectures, less travel overseas, re-using and re-purposing resources, etc.
- Environmental benefits associated with flexible working and distance learning
- Emergency/ pandemic planning and disaster recovery
- Potentially easier and more cost-effective way of capturing distinctive or prestigious lectures or events
- Expanded ability to capture non-lecture material (staff development and training, web conferences, meetings and interviews)
- Captured lectures create an 'audit trail' for quality assurance purposes, evidence for accreditation, etc.

### Practical Suggestions

- Some benefits are achieved easily (simply by using the technology) and others may require more time or focus, for example the culture, learning and IPR issues around re-using and re-purposing recordings.
- Some benefits will be more valuable to an institution than others. Strategic focus on what is perceived as that institution's primary benefits will influence software choice, implementation, installation, etc.
- As with many new implementations, institutions must be prepared to overcome common obstacles- lecture capture has some specific barriers: resistance to what is seen as reinforcement of 'transmission' style teaching, fears that recording will lower attendance, staff's dislike of being recorded, need for staff development in issues around lecture capture despite 'no training required' attitude

### Resources

ELTAC documents: Business Models 1-5

ELTAC document: Community Experiences - Benefits to adopting lecture capture

ELTAC documents: What about... benefits to students? and What about... benefits to tutors?

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