

What about... cost/benefit considerations?

Topic Summary

In order to promote lecture capture at an institutional level, it is necessary to be able to identify benefits and compare this against costs. It will be useful to be aware of business models of individual organizations.

This document gives some guidance about comparing expenditure against student satisfaction and other pedagogical advantages.

Resource Summary

Topic: Cost / Benefit

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Comment:

Things to Consider

- Is teaching a core cost generator for your institution?
- Are lecture capture benefits reasonable and/or tangible?
- Costs will be in terms of staff use, software, hardware, licenses, A/V equipment
- Benefits will be in terms of student satisfaction, student retention, increased revenue, reduced carbon footprint, greater flexibility of teaching, value from re-purposing of materials

Practical Suggestions

- Consider costs in terms of FTE for staff (i.e. lecture capture system may cost the equivalent of one additional research professor)
- Make sure that evaluation of lecture capture considers all benefits (tangible and intangible)
- Student opinion is one of the key sources of demonstrable benefit

Resources

ELTAC document: Executive Briefing - Lecture Capture

ELTAC document: Community Experiences - Benefits of adopting lecture capture

ELTAC document: Community Experiences - Aims in adopting lecture capture

ELTAC documents: Business Models 1-5 (Economies of Scale, Economies of Scope, Product Differentiation, Accessibility and Equality, Leveraging the Assets)

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