

What about... promoting lecture capture to staff?

Topic Summary

Getting the word out about a new technology can be a challenge, especially if there is already a range of tools available to staff. This document presents a number of ideas for raising awareness about lecture capture as well as some suggestions for promoting staff engagement.

Resource Summary

Topic: Awareness, staff engagement

Authors: Imran Ali (CU), Ted Eisele (BSU), Amanda Hardy (CU)

Institution: Coventry University, Boise State University

Target audience: Managers, staff developers, support staff

Keywords: benefits; engagement; implementation; promotion

Date produced: 01 October 2010

Comment:

Things to Consider

- Lecturers may not be aware of the benefits to using captured lectures
- Word-of-mouth is very effective in spreading awareness - although it can be hard to generate, if some level of awareness is out there it may make staff more likely to look at other informational handouts, etc.
- Staff may not be aware that they are timetabled in a room which can capture lectures, or that the ability to capture lectures exists at their institution all
- Some staff are reluctant to use new technologies until they see that others have used it successfully

Practical Suggestions

- Make clear the benefits of lecture capture for lecturers and their students
- Word-of-mouth can be helped along by handouts, e-mails, workshops, etc.
- Post notices outside rooms with capture abilities to raise awareness
- Timetabling staff can notify lecturers of capture ability when booking relevant rooms
- Leave flyers about the ability to capture lectures on the podium in relevant lecture rooms
- Find 'champions,' outspoken or prominent users of lecture capture who are willing to promote it to others
- Organize promotional roadshows, present at internal events, or develop a 'showcase' of capturing lecturers
- Have a member of lecture capture support staff attend faculty or planning meetings, to look for opportunities to propose using the technology when appropriate
- Have a point-of-contact for any staff queries about the technology and its uses

Resources

ELTAC document: What About... benefits to students?

ELTAC document: What About... benefits to staff?

ELTAC Exemplars: <http://cuba.coventry.ac.uk/lecturecapture/exemplars>

Authors: Imran Ali, Ted Eisele, Amanda Hardy