State of Video in Education

Why should I use video, and how can I do this practically?

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#VideoManagement #Adoption #Community
“Cable-Cutters” are the digital natives that enter our colleges and universities each fall, and streaming on-demand content is the language they know. So...

...what is the state of video in Education?

...what are campuses responding with?

...how can I practically engage learners?

9:45am - 10:44am = Engaged Discussion
10:45am - 11:00am = Q&A
What is the State of Video in Education?
Lecture Capture

2014 = 72% of Respondents Used Lecture Capture
2015 = 72% of Respondents Used Lecture Capture
2016 = 65% of Respondents Used Lecture Capture

“Video content with high production values that is designed, communicate the subject matter, and maintain viewer interest is great. Hour long single camera classroom captures suck. They kill the interest of all but the most intent students.”

#SnackableContent
Video Feedback

2014 = -% of Respondents Used Video Feedback
2015 = 26% of Respondents Used Video Feedback
2016 = 32% of Respondents Used Video Feedback

The power of personalization... 85% of respondents said video increases teacher satisfaction.

#PersonableContent
Video WebCasting

2016 = 74% of Institutions Used Webcasting (+4%)
- 51% for teaching
- 47% for broadcasting live events
- 39% for training activities

From town hall meetings, to guest lecturers, campuses have grown their use cases of webcasting.

#ReachEveryone
Download your copy of the “State of Video in Education” Report
What are campuses responding with?
Accessibility
According to the SoVEDU report, 97% of respondents believe that captioning has some level of usefulness.

In every campus I visit... captioning is on the shopping list.

- Quality of Education = Differentiation
- Search and Discover = Efficiency
- Meeting Accessibility Needs
Interactivity

“...Videos that stop and wait for a student's response (like clicking on a spot on the monitor) are the best in my opinion.” (Educator at large North American higher education institution)

- Quizzing
- Commentary
- Thumbs up/down
Analysis

- Which videos are getting the most views in my course?
- Are my students completing the entire video?

Video, Course and student level analytics provide administrators and instructors intelligence on what is happening with their multimedia.
How can I practically respond to my learners?
Active Use

Let's show how some of these trends, and responses have been practically delivered using a single application...

Kaltura Media Space
Thank You!

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