

Toolbox for Hybrid Learning in a Video-First World



Hybrid is the New Normal

IN THIS E-BOOK YOU'LL
LEARN HOW TO USE
VIDEO TO FACILITATE
EFFECTIVE LEARNING IN A
HYBRID CLASSROOM

SCHOOLS WORLDWIDE ARE GRAPPLING WITH THE SAME MILLION DOLLAR QUESTION: 'WHAT WILL THE NEXT SEMESTER, THE NEXT YEAR AND BEYOND, LOOK LIKE AT MY SCHOOL?'

As you move past the initial contingency planning phase from the spring and into a more strategic, long-term plan for the next year, it's crucial to have the right mix of technology in place to set your students and instructors up for the safest, most successful environment.

In this e-book, find out why Mediasite is your answer to hybrid learning with easy video content creation. There's something for everyone at your school, so read on to see how Mediasite can help you scale video learning to best succeed in this video-first landscape.



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The upward curve of online learning

Teaching and learning are happening in places we never would have expected in the past, and the center of your school has shifted to online video learning and wireless access.

Instructors and students are using more video than ever before. Mediasite usage is up with year-over-year increases, and since the start of social distancing and quarantine in March, our customers have seen massive increases in video lessons created, live lessons, and student views.

Is your school ready for the next surge?

Embrace virtual learning

The next school year will include a blended learning environment. Classrooms will operate at lower occupancy, students may take turns attending live classes in-person and online, and collaborative technologies will be used more than ever for active learning.

Having the right mix of technology in place will give your students the quality learning experience they deserve, regardless of their location. So what does that look like?

Instructors need to flip their lessons with video lectures for students to watch on their own time and facilitate live discussions via conferencing tools like Zoom. Put all that into your LMS and you've got a recipe for success.

Since March our customers have seen...

109%
INCREASE IN
LIVE LESSONS

123%
INCREASE IN VIDEO
LESSONS CREATED

83%
INCREASE IN
STUDENT VIEWS



CLASSROOM DESIGN #1: SMALL PRESENTATION ROOMS

Present to a small group of live & virtual attendees

While there may be minimal engagement during such lessons, the mix of technology should include web conference capabilities combined with a capture/streaming solution.

Opportunities:

- Teach on-campus
- Reach small groups on-site and remote
- Deliver structured lessons
- Automatically record and publish lessons to personal video portal (and LMS) for on-demand viewing
- Add engagement and security and edit content
- Track viewer analytics



Where collaborative technologies like Zoom fall short

Students see lectures like textbooks or assigned reading. You wouldn't expect students to show up for a live class and have the teacher read them the textbook while they passively listen. So why try to do it in a live, one-to-many Zoom session? Students prefer lecture content to be served up to them on-demand so they can self-pace and time-shift their learning, which is one of the key benefits of on-demand streaming video.

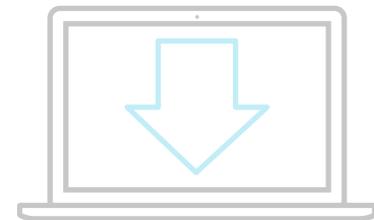
Think of it this way: If collaborative conferencing systems are your virtual, real-time classrooms, streaming video is your textbook. The flipped classroom concept, blending on-demand content with real-time discussion, has never been more relevant. Having the ability to put all of that valuable content into Mediasite gives you a secure, searchable place to manage it. Then, the recordings will benefit from the full functionality of Mediasite, like:

- Accessibility tools (closed captioning, transcription, screen readers, etc.)
- Robust search
- Video and caption editing tools
- Anytime and anywhere publishing
- Interactivity options to track viewer engagement
- Back-end analytics and security



ARE YOU RECORDING ZOOM MEETINGS TO THE CLOUD?

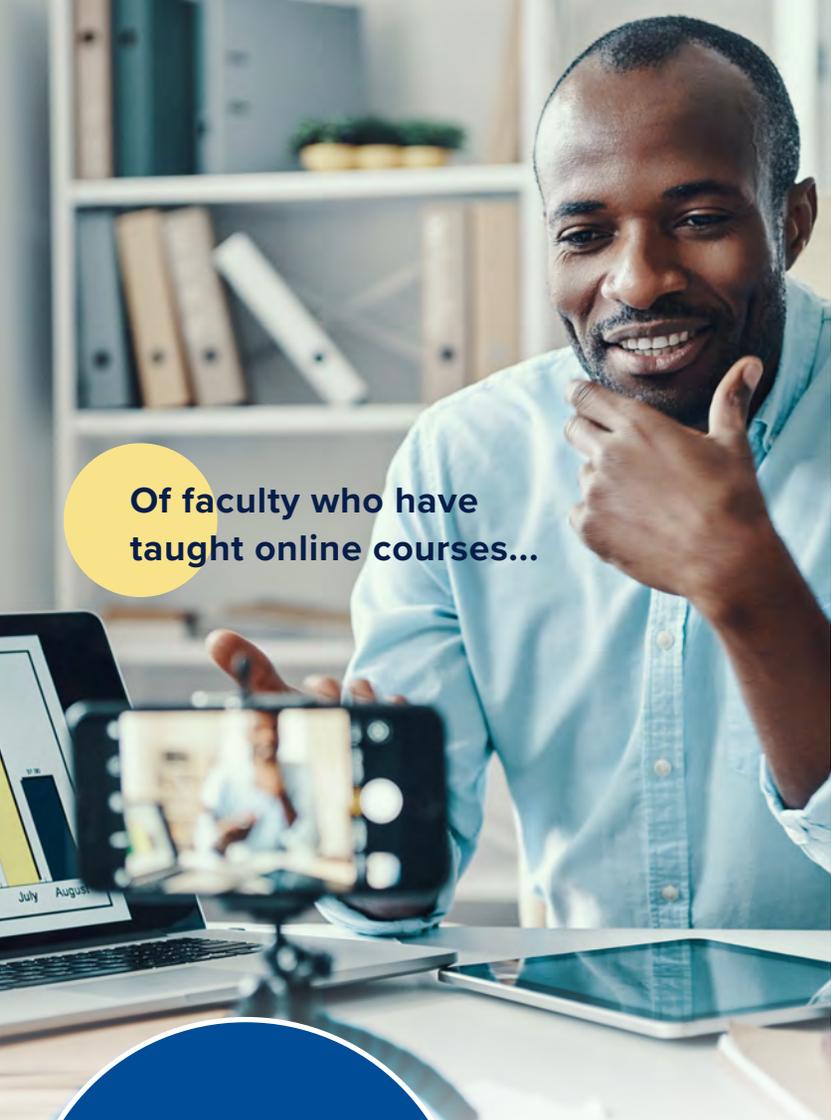
Take a look at our new [Zoom integration](#) »



ARE YOU RECORDING ZOOM CONTENT LOCALLY TO YOUR COMPUTER?

See how [Mediasite Mosaic](#) can automatically pull those recordings into Mediasite.





Of faculty who have taught online courses...

+75%

SAY THEY GAINED SKILLS THAT IMPROVED THEIR TEACHING

Inside Higher Ed
2019 Survey of Faculty
Attitudes on Technology

DOWNLOAD THE REPORT

Why instructors embrace Mediasite

The great thing about Mediasite is that instructors can teach literally anywhere. There is a video capture solution for any teaching environment. They can record live and on-demand classes:

- **From home** on their personal devices with the one-click recording app Mediasite Mosaic
- **Face-to-face** in a socially-distanced classroom with automated, scheduled capture
- **In an empty classroom** turned into a recording studio

INSTRUCTORS LOVE THAT MEDIASITE HELPS THEM:

- **Show complex information with ease:** Record it all with multi-stream capture – the instructor, boards, slides, student questions, etc. Show up to four HD videos simultaneously, ideal for tutorials, labs and simulations.
- **Easily upload to their LMS:** The Mediasite magic happens entirely behind the scenes, managing recording schedules, equipment, cataloging and publication directly into the course learning management system where students are most comfortable.
- **Engage with students:** Instructors quickly realize the tremendous power of video to stay connected to their students despite distance and create engaging, personalized instruction for students to watch at their own pace. They can highlight video moments with annotations, gauge understanding

with in-video polls and quizzes, underscore key concepts, add explanation, and invite student comments.

- **Supplement course material:** Embed links to course materials, secondary sources, enhanced quizzes, exam prep materials – all the knowledge that improves critical thinking and enhances results.

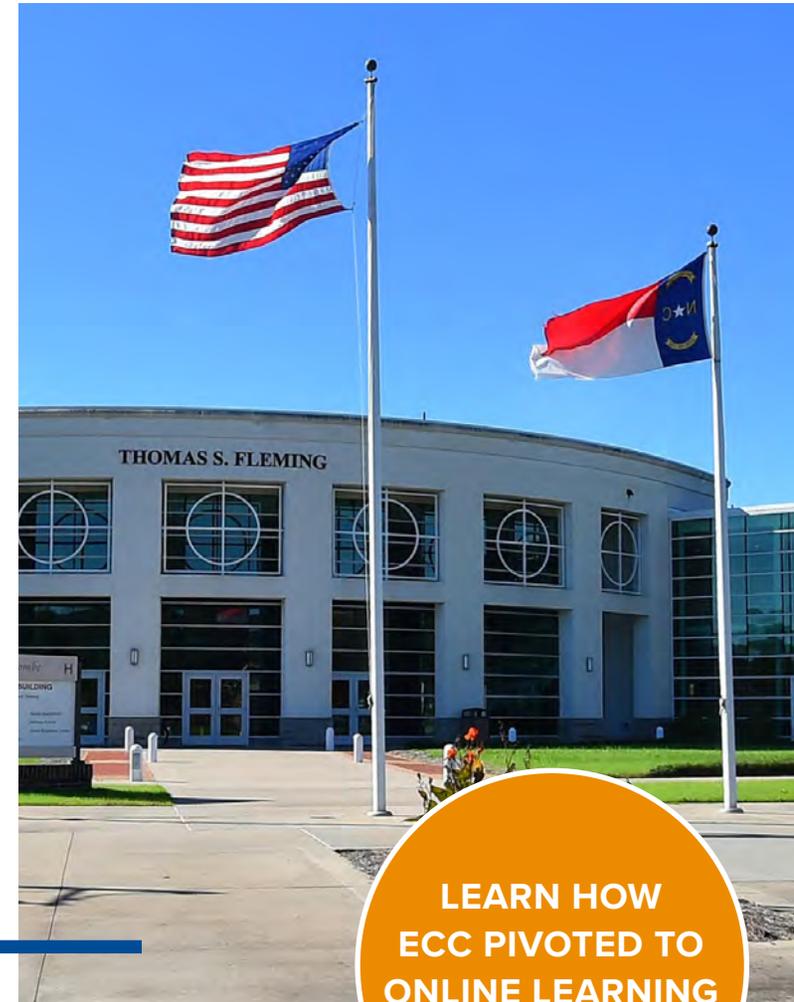


WHY INSTRUCTORS LOVE MEDIASITE

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Mediasite makes capturing video lectures easy during this uncertain time. I create videos daily to prepare my students for the online classroom. It can be easy to be overwhelmed by classroom technology, but Mediasite is accessible to anyone. ***I feel prepared to teach online classes this fall,*** and I encourage instructors who are hesitant to embrace video technology. ***It's incredible what the power of video can do for your classrooms.***”

— Francine Long, math professor,
Edgecombe Community College



LEARN HOW
ECC PIVOTED TO
ONLINE LEARNING
ON A BUDGET



CLASSROOM DESIGN #2: HUDDLE ROOMS

Hybrid collaboration with a small group

Small huddle rooms are typically used for group meetings and small classes, structured to be highly collaborative. Students may be in-person or online.

Opportunities:

- Teach on-campus
- Reach small groups on-site and online
- Deliver less structured lessons with live collaboration
- Record collaborative sessions and automatically publish to a personal video portal (and LMS) for on-demand viewing
- Add engagement and security and edit content
- Track viewer analytics





Why educational technologists rely on it

For technologists and instructional designers, new technology can mean more work for them: installing, maintaining, teaching and supporting a system. That stretches an already thin set of resources. Mediasite does just the opposite. Simple to set up, effortless to maintain and easy to adopt, it involves virtually no system administration, no training and no user support load.

Plus, it's actually technology that instructors and students will use! Mediasite is instantly adopted, since it's easily schedulable and imposes no changes on how users teach and learn.

TECHNOLOGISTS LOVE THAT MEDIASITE LETS THEM:

- **Set it and forget it:** Setting up Mediasite is as simple as setting up a cable box. Once everything's connected, the rest is automatic, from scheduled recording to uploading, cataloging and setting permissions.
- **Work with existing infrastructure:** Mediasite works with your existing presentation and recording equipment, no matter how old they are. It integrates perfectly with every major LMS, and it effortlessly scales campus or district-wide.
- **Create detailed reports with robust analytics:** Your IT team will be able to produce and distribute detailed analytics that range from viewership and usage patterns, to group and individual student outcomes, to investment ROI, and more. Viewership data is more important than ever as students learn from a distance. Make sure instructors have the information they need to design the most engaging and personalized classes.

CLASSROOM DESIGN #3: FLIPPED LEARNING

Record remotely & share on demand

In a flipped scenario, the instructor and students are remote in an unstructured environment, and personal devices are used to create lessons. The videos are produced for asynchronous viewing, allowing the video material to be discussed later in a subsequent collaborative conference or in-person class. This allows the students to self-pace their learning.

Opportunities:

- Record lessons anywhere
- Deliver structured lessons
- Record lessons for asynchronous delivery and make available via the instructor's personal video portal (and LMS)
- Add engagement and security, and edit the content
- Track viewer analytics



“

WHY TECHNOLOGISTS LOVE MEDIASITE

We've been engineering an online learning environment for four years now to create a more friendly and seamless way to offer virtual classes to students. With the college's decision to switch to remote learning due to COVID-19, the structure was already there, the Mediasite technology was in place.

It's just incredible to see our instructors embracing video technology to ensure that our classes can continue remotely. We've created many Mediasite tutorial videos that we ask they watch first, which helps reduce the amount of time we are troubleshooting over the phone and increases our ability to help more faculty each day.

It's an uncertain time in education, but if we all embrace technology and band together, we'll get through it with minimal class disruptions.



LEARN MORE
ABOUT TRI-C'S
PIVOT TO REMOTE
LEARNING

– Michelle Reed, Online Video Strategist, Cuyahoga Community College (Tri-C), Online Learning and Academic Technology





LEARN HOW
HNU QUICKLY
ROLLED OUT
PERSONAL VIDEO
CAPTURE TO ALL
FACULTY

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WHY TECHNOLOGISTS LOVE MEDIASITE

We choose Mediasite because we needed a central solution to create and manage all of our academic videos, which are widely used on campus. The ability for faculty to create lecture content from their homes during this uncertain time is extremely useful. Prior to Mediasite, faculty created lecture videos with a variety of technologies and published them across many channels. **Transitioning to Mediasite allows us to create and host everything in one place**, and we can also upload our hundreds of hours of legacy e-learning content into Mediasite. **Security of our videos is of the utmost importance, especially with GDPR regulations.** Mediasite allows us to host our deployment in-house, and its advanced security settings ensure only authorized viewers have access to the content.”

– Jan Fiedler, Center for Digitalisation/Digital Teaching and Learning,
University of Applied Sciences Neu-Ulm

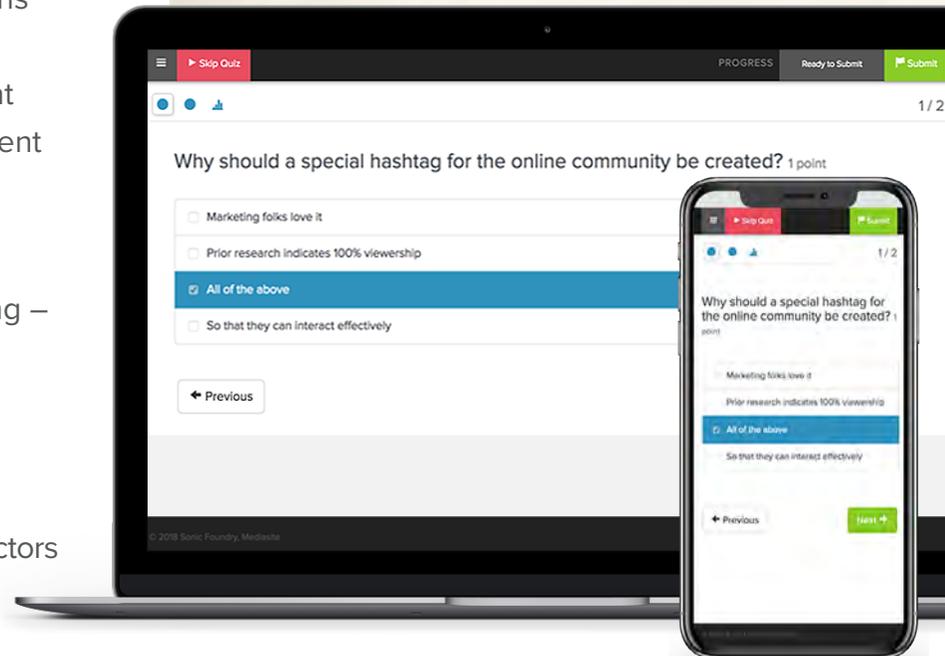
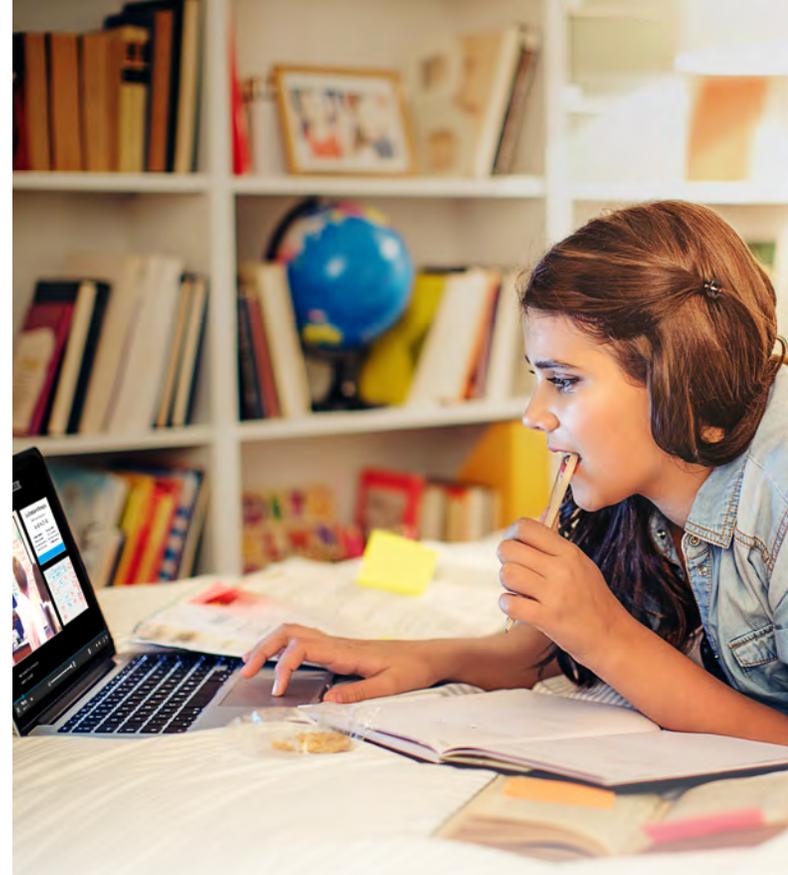


Why students love Mediasite

Engaging with students while they learn from a distance is one of the biggest challenges, but Mediasite's interactivity tools are designed to increase student retention and create more powerful engagement between instructors and students.

STUDENTS LOVE THAT MEDIASITE HELPS THEM

- **Self-assess:** They can measure their progress through embedded quizzes, polls and other interactivity features. There's no need to pass around printed pop quizzes anymore.
- **Interact with instructors:** They can easily ask questions during live lessons or in on-demand videos. Instructors can highlight video moments with annotations, underscore key concepts, add explanation and invite student comments. This creates a virtual discussion area that becomes a permanent part of the on-demand video.
- **Search, locate and learn better:** Good things happen when students can easily pinpoint keywords in course videos. Students can search everything – slides, handwritten notes, the audio and metatags.
- **Learn at their own pace:** Mediasite creates engaging and personalized classes that lets students learn at their own pace.
- **Learn where they're most comfortable:** With Mediasite, students and instructors can interact with videos from within the course LMS from any device.



CLASSROOM DESIGN #4: VIRTUAL COLLABORATION

Engage virtually in real-time

Virtual collaboration lets instructors and students participate in synchronous video sessions. An important component of use case #3 (flipped learning), the virtual classroom is generally structured around engagement and conversation.

Opportunities:

- Record lessons anywhere
- Reach small groups or classes
- Real-time collaboration with a fully virtual audience
- Any video recorded would be facilitated by web conferencing, and recordings would be routed to Mediasite for on-demand review
- Add engagement and security, and edit the content
- Track viewer analytics



According to a recent survey
of students...

97%

FELT MEDIASITE
MADE IT EASIER
TO LEARN

98%

SAY THEY WATCH
MOST OR ALL OF
LECTURES ONLINE

95%

EXPRESSED
SATISFACTION WITH
MEDIASITE

“

Now that we have Mediasite, students like the opportunity to watch anytime and any place.”

— Dr. James Craig, Professor in the Department of Health Promotion and Policy
University of Maryland-Baltimore Dental School

“

Keep it coming, seriously. It is the source of my academic success. My grades would really suffer if I didn't have Mediasite.”

— A student at University of Maryland-Baltimore Dental School





Western University of Health Services in California and Oregon is nearing 1 million Mediasite views from its students, due to the massive online learning bump during the spring campus shutdown.

A Mediasite user since 2017, the university's vast library of lesson videos already available to faculty — 65,000 — contributed to their quick move to virtual learning. Instructors created or repurposed 14,200 of those in that short time period.

“

I hear from students all the time that they review Mediasite recordings immediately after class if they want to review what their instructor said. Students will contact faculty right away if they don't have the recordings. ***These videos are an essential study tool for our aspiring medical professionals.***”

READ HOW
WUHS IS
PLANNING FOR A
HYBRID FALL WITH
MEDIASITE

– Amber Schaefer, Education Technology Administrator,
Western University of Health Sciences

Why school leaders rely on Mediasite

While there are many unknowns about the role of the physical and virtual classrooms in this new world, one thing is clear. The right mix of technologies including Mediasite's one-to-many streaming capabilities and collaborative conferencing solutions like Zoom and WebEx positions schools to best tackle the uncertainties of COVID-influenced semesters.

School leaders who are most well prepared for the year ahead are helping instructors rapidly adopt tech and supporting their needs to ensure effective teaching and learning. Adopting Mediasite is easy, and schools can go as slow or fast as needed – there's a solution for any school, room and budget.

SCHOOL LEADERS TRUST MEDIASITE BECAUSE IT HELPS THEIR SCHOOL:

- **Cater to digital natives:** Students are glued to devices all day watching course videos, funny YouTube channels and their latest binge on Netflix. Why should classes be any different? Students appreciate — and expect — to learn with videos. Plus, they can create videos and instantly share them with their instructors and peers within their LMS.
- **Boost student grades and retention:** Video is proven to increase student retention and create more powerful engagement between instructors and students.
- **Scale video programs quickly:** Mediasite lets schools go as quickly or slowly as needed. There is a capture solution for any environment — from small, low-tech rooms to personal capture to large lecture halls. It works with any budget.

LEARN HOW
UFS USES
MEDIASITE TO
REACH RURAL
STUDENTS

“

We can definitely see a direct correlation between Mediasite and success. The more content a school views, the longer they view it and the more they repeat watching the lessons, the better results they have at the end of the term.”

— Edward Musgrave, University of the Free State,
South Africa



CLASSROOM DESIGN #5: CLASSROOMS AS STUDIOS

Go live in empty classrooms

It's very likely that instructors will be most comfortable teaching online from the classroom, and that's understandable. Even if a class is fully online, consider using empty rooms as recording studios. Go live or make the content available on-demand with the one-to-many streaming technologies that are already automated and integrated into familiar teaching spaces. Take advantage of the empty space (if it's safe to do so).

Opportunities:

- Teach on-campus
- Reach medium to large groups both in a room and remote
- Deliver structured lessons
- Streaming can be live, on-demand or both
- Video automatically published to a personal video portal (and LMS)
- Track viewer analytics



WHY SCHOOL LEADERS LOVE MEDIASITE



UNIVERSITY OF LEEDS

“

Mediasite is mission-critical at University of Leeds, especially right now as we navigate a new world of 100 percent virtual learning. Academic video has been a top priority for us for many years, and we are pleased to see such an uptick in faculty and student use of Mediasite to create video lectures and assignments at home.

Using Mediasite helps ensure we give our 38,000 students the most relevant, effective and personalized learning experience possible right now and always.”

— Neil Morris, Dean of Digital Education, University of Leeds



**READ HOW
LEEDS SAW
RAPID GROWTH OF
MEDIASITE DURING
COVID**



