

Information School Course and Event Capture Information Sheet

We are a school of multiple programs with multiple delivery modes. Our students, and for that matter the broader iSchool community, is made up of individuals with competing priorities related to academics, work, and family life. Yet our culture in presenting various academic events: speaker series, research talks, career panels – the sharing of ideas and the work of the academy - is still very traditional. It is mostly bricks-and-mortar in location and oriented toward the traditional, full-time student who is campus-based. We need a slight shift in our idea-sharing culture, one where all members of our community are included even if they cannot always be physically collocated at a specific time and place for a speaker series, research talk, job talk, etc.

Students from all programs are constantly asking if events advertised to them via our various communication channels will be available in recorded form after the fact and too often we are forced to say no.

Inclusion of all iSchool students

Of the 693 students enrolled in iSchool programs as of autumn, 2009, 210 can be considered formally remote. In addition to this group there are Executive MSIM students and those students who live locally but can't make it to events due to work, family or other responsibilities. In all, a conservative estimate of nearly 40% of students may not have the option of attending on-campus events.

As you plan an event, the Online Learning Team as well as the Communications Manager would like you to consider how it can be made available to the remote audience. Ask yourself the following questions as a simply way to identify the intended audience:

- Is your event aimed at a single iSchool program or multiple programs?
- Is your event aimed at the entire iSchool community?
- Would this event have impact on future students?

Providing students with the option of attending remotely or viewing a recording helps them feel connected to the school and to their individual programs.

Course Capture

The UW provides a number of ways to records your class or perhaps just a part of one class for later consumption or review by your students. A common request received by the Online Learning Team is to have a guest speaker or panel recorded for later review or use within the course.

At the end of this document is a flow chart to assist faculty as they look to capture all or part of their face to face classes.

Guest Speakers or Interviews

Many opportunities abound to interview experts in the fields related to iSchool curriculum and research. A simple phone recorder and interview request at a conference or other engagements attended by faculty can yield rich content for students.

The iSchool “Voices From The Field” project used by LIS 596: Professional Portfolio is an example of interviews arranged for a particular course [<https://courses.washington.edu/lis596/voices.shtml>], but any faculty member with access to software or hardware can gather valuable content, either on the fly or through dedicated scheduling of guest speakers and assistance from the Online Learning Team.

Contact:

Contact the Online Learning Team early in the event planning process for consultation on the best resource to meet your needs: ihelp@uw.edu. We may also direct you to David Shepard [shepard1@uw.edu], Communications Manager, as a resource for placement and marketing of your event.

Marketing/Promotion:

The OL Team can also promote your event via Facebook

[<http://www.facebook.com/ischool.online.learning>] and Twitter [<http://twitter.com/ischoolonline>].

Even if you use other resources for event capture, keep us in the loop to market the event through these and future communication channels.



The screenshot shows a Facebook page for "Online Learning, UW iSchool". The page has a cover photo of a collage of street signs from various cities like Interurban, Trolly, and Rio de Janeiro. The profile picture is a silhouette of a person holding a microphone. The main post is a text update from "Online Learning, UW iSchool" dated April 19 at 1:32pm, announcing the iEdge 2010 conference on Wednesday, April 21st, with the theme "Society & Controversy". The post includes a link to the registration page (students.washington.edu) and states that admission is free but registration is required. Below the post, there is a comment from "Jenine Catalyst Lillian" dated April 19 at 8:21pm, asking if people can follow the events on Twitter using the hashtag #iedge10. The page also shows navigation tabs for Wall, Info, Photos, Discussions, Boxes, Notes, and a search bar at the top.

iSchool Event & Class Recording Information

*For online events and classes, please contact iSchool Online Learning at ihelp@uw.edu

