

# MULTIMEDIA RECORDING AND STREAMING AT PA COLLEGE

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## Problem



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Throughout my various roles at Pennsylvania College of Health Sciences over the past five years, one thing has remained the same: I am viewed and respected as one of the educational technology leaders at my institution. Four years ago, our Blackboard administrator approached me with a problem, we were running out of space on our LMS storage server, and he identified the culprit as multimedia being stored directly on Blackboard instead of on a dedicated streaming service. This prompted a search and evaluation of different streaming services, and ultimately, we decided on the industry leader, Kaltura.

We signed a three-year agreement with Kaltura, and in the Spring 2018 semester it was decided by administration that the product was too expensive, and there were not enough faculty utilizing the recording and storage features to justify the cost, therefore we were to find a replacement. Instead of jumping right into another search project, the College's project manager and myself convinced administration that it might be worthwhile to investigate whether Kaltura would suit our needs first. We started the Kaltura evaluation project in the Fall 2018 semester and completed at the end of December 2018.

Based on the data gathered through surveys, interviews with key departments, and analytics available through Kaltura, it was determined that Kaltura did not fit our needs and we were to begin searching for another suitable product.



## Intervention

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The recommendation report from the Kaltura evaluation project submitted to the Vice President of Academic and Student affairs outlined one major goal: **Evaluate alternative options and recommend a new solution for the video recording, storing, and streaming needs of PA College.** Outlined in that report were the follow parameters that need addressed while conducting our evaluation:

- Cost & needs analysis of video recording and storage tools.
- Recommendation will factor in the LMS Evaluation and Cloud Collaboration projects.
- Soundproofing current designated recording rooms.

*Cost & needs analysis of video recording and storage tools.*

The College is currently operating in a deficit; therefore, cost will be a significant factor in the new software decision.

*Recommendation will factor in the LMS Evaluation and Cloud Collaboration projects.*

We are running two other significant educational technology projects in parallel with the multimedia recording and storage project. We are looking into other learning management systems to determine if they will suit our needs better than our current LMS. We are also running a pilot of Google Apps for Education, which holds the potential for video storage through YouTube. These projects need to be considered when conducting our evaluation of new products for multimedia recording and storage.

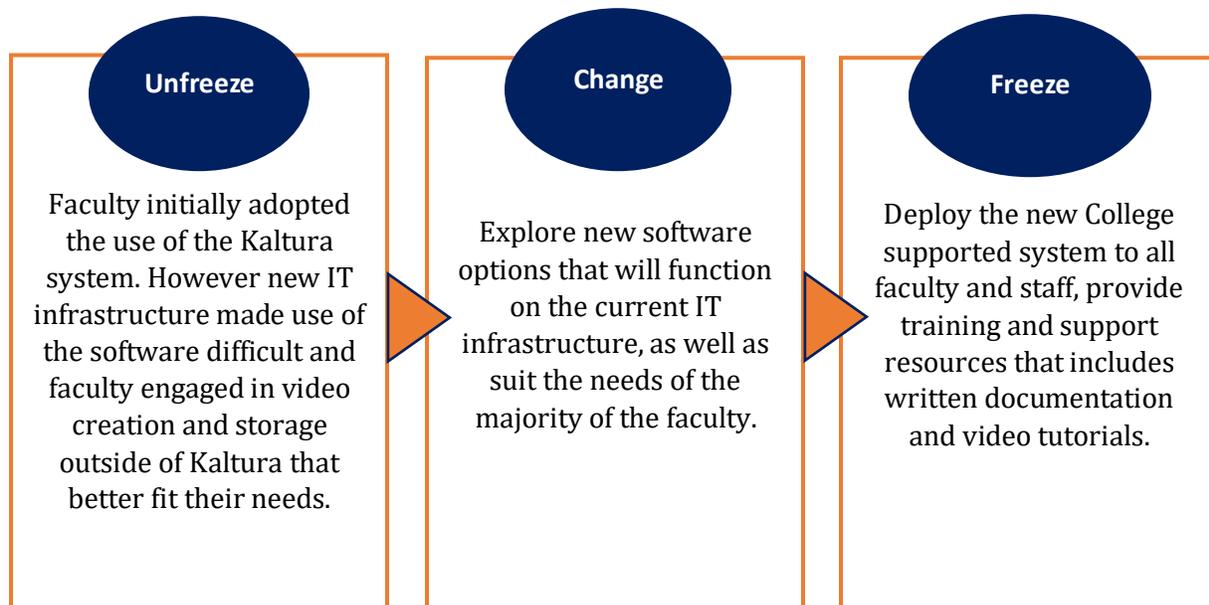
*Soundproofing current designated recording rooms.*

The survey data indicates that faculty are not recording their multimedia on campus because the designated recording rooms are disruptive, both to the person doing the recording, as well as those that work near the recording rooms. We will be exploring sound proofing options for these rooms as a small part of the project.

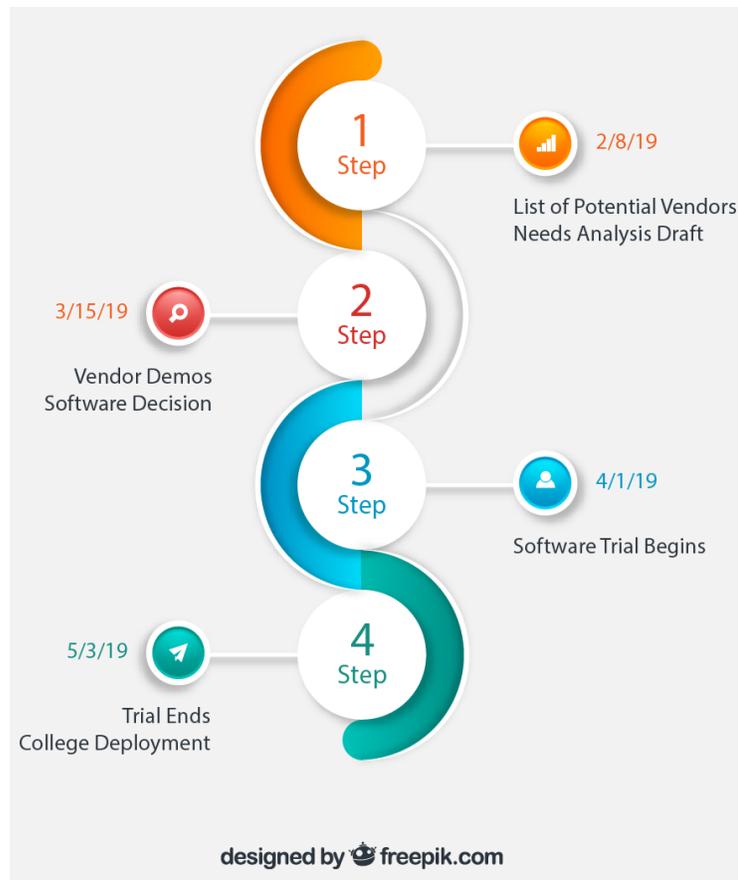
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There are two main groups responsible for the success of this project. Members of the larger consultation project group include faculty from all academic divisions, staff from Information Technology Services, and the Center for Teaching and Learning. The core project team includes myself and the project manager. The core project team is responsible for most of the work involved in the project, only consulting the larger project group when needed. The larger project group will be involved in vendor demonstration and software trials, final software decision, as well as providing feedback on various tasks required for the project.

This project is loosely following Lewin's (1947) three step change theory:



A timeline has been developed that includes a development of a needs analysis that will serve as a rubric when exploring potential software, deadlines for vendor demonstrations and software decisions, as well as set time periods to trial the chosen solution. The core project team will be responsible for the scheduling of all events on the timeline. The timeline was developed to align with the Spring semester so that faculty have the opportunity to test it with live classes, and the College Deployment phase occurs before faculty leave for summer break.



## Evaluation

To evaluate whether the project was a success, I will seek out detailed feedback from the project manager responsible for this effort. I will also use the needs analysis tool to determine if our needs are legitimate and how much of an impact they have on our final decision for a product. I will also informally survey the members of the larger project group to solicit feedback on the project.

After implementation I plan to use the analytics within the software (if available) to determine adoption rates, I will also gather verbal feedback from faculty at department meetings regarding attitudes and use of the new software.

I do not plan on surveying the entire faculty body for their perceptions and experience using the new software. Faculty at the College feel over surveyed and I do not want to burden them with a survey that won't have meaningful and immediate impact on their teaching and work.

Reference:

Lewin, K. (1947). Frontiers in group dynamics: Concept, method and reality in social science; social equilibria and social change. *Human relations*, 1(1), 5-41.