

NORTHWEST UNIVERSITY

43x

*3 year increase in
video hours uploaded*

24x

*3 year increase in
hours of video viewed*

10,000

*Videos viewed campus-
wide in 2013***Northwest
UNIVERSITY**

Location: Kirkland, Washington
Total Enrollment: 1,740
Type: Private University
Website: www.northwestu.edu

Northwest University is a regionally accredited Christian coeducational institution awarding associate, baccalaureate, masters, and doctorate degrees.

Northwest University has been educating students from its campus of fifty-six wooded acres overlooking Lake Washington and the city of Seattle since 1934.

“THAT CLASS IS AT 8 A.M. I WAS THERE—BUT I WASN’T REALLY *THERE*.”

Recently Lynette Sorenson, Education Technologist at Northwest University, heard about a conversation between two students.

The first said, “Do you guys know how good our professor is?”

Her friend replied, “Yeah, sure.”

“No, I mean he’s really, really good,” the first continued. “I was watching the recording of our class yesterday and I was just so impressed!”

There was a moment’s pause. Then the friend asked her why she was watching the recording.

“You were there,” she said.

“I was there,” the student said. “But the class is at 8 a.m. I was there—but I wasn’t really there.”

The student went on to describe several aspects of the lecture that she noticed while watching the recording that she hadn't noticed while listening to it the first time. Later, Sorenson got the opportunity to pass on the student's positive feedback—the kind of feedback teachers don't always get the chance to hear—to the professor.

"He really appreciated it," she said. "And it was so nice to be able to share that with him."

BACKGROUND:

NORTHWEST UNIVERSITY DISCOVERS LECTURE CAPTURE—AND PANOPTO:

A few years back, administrators at Northwest University, a private liberal arts college in Washington State's Puget Sound region, had cause for concern.

Northwest had received alarming news: nearby Washington State University had confirmed its first case of H1N1 flu. With more than 570 H1N1 flu cases already confirmed in the state, Northwest administrators sought to prepare for all of the possibilities.

As they began discussing new cleaning and sanitizing initiatives, they also grappled with how to help sick students get well quickly—without missing weeks of class time or risking infecting others.

Luckily, Dr. Waldemar Kowalski, a professor at Northwest University, had an answer.

Dr. Kowalski had been researching technology solutions, looking for a way to enhance the learning experience of Northwest students by reducing the stress associated with taking notes or missing class. He concluded that a lecture-capture solution—which would enable professors to record and share videos of their lectures online—would be the perfect fit.

“Now if students don't catch something, they can go back and look at it again, pause it, and get all the details from the lecture.”

— Dr. Waldemar Kowalski, Northwest University

Confident of the benefits of lecture capture, Dr. Kowalski and the Northwest University Information Services Oversight Team began searching for a solution that could be deployed easily and cost-effectively across Northwest's campus. After a competitive evaluation process, the team chose Panopto.

Northwest found deploying the Panopto video content management system (VCMS) to be easy and cost-effective. Panopto's architecture used standard Windows 2008 servers, limiting hardware investments and helping to keep costs low.

"We purchased the service contract and the service has been superb," said Dr. Kowalski. "The help we have had setting up Panopto and answering our questions has been terrific. This is probably the most responsive technical support team we have dealt with."

Excited by Panopto's innovative functionality, Northwest introduced Panopto during the 2008-2009 academic year. Initial feedback was so positive that the school began a staged campus-wide rollout the very next year.

Once Northwest had seen how video could support its classrooms, there was just no going back. Today Panopto is available in all of Northwest's 44 classrooms, as well as in the school's branch campus in Idaho for a degree completion program.

THE **FIVE WAYS** NORTHWEST UNIVERSITY IMPROVES ITS CLASSROOMS WITH VIDEO

According to Lynette and other school officials, the ability to record, edit, share and manage class recordings is something that teachers and students alike appreciated almost instantly following the school's deployment of Panopto. And after five years and thousands of hours of video recording, the benefits are more apparent than ever.

#1 : PANOPTO ENSURES THAT **ABSENT STUDENTS DON'T MISS CLASS**

Although Northwest University has found innumerable applications for video all across campus, still one of the most valuable ways the university uses Panopto today is to ensure that students who have to miss a class period don't also have to miss the class.

With Panopto, students who are absent are able to see the lecture in its entirety—much as if they were sitting right there. Athletes and other students missing classes when traveling for school-sanctioned events no longer need to scramble to obtain course material, and can watch lectures online at their convenience. And of course, there are those students who are absent due to illness—especially potentially pandemic illness like the H1N1 flu. These students can watch lectures on demand from their homes or dorm rooms without risking infecting other students or compromising their own health.

And it's not just the lecture they can view. PowerPoint slides and other multimedia presentations are integrated into the video and synced automatically with the lecture to truly mimic the classroom experience. They can even search lecture text and take notes on the material directly within the Panopto interface, allowing them to focus more closely on areas of interest.

Said Dr. Kowalski, "We wanted students to be able to miss class without missing out on their education."

#2: PANOPTO IMPROVES IN-CLASS ENGAGEMENT AND RETENTION

It's not just absent and remote students that benefit from Panopto, though. As Ms. Sorenson heard, Northwest students appreciate the ability to access course content anytime, anywhere.

Prior to Panopto, many students had come to rely on using personal audio recorders to capture lectures, allowing them to study for tests, write papers and revisit complicated material. However, not every student had an audio recorder, and even those who did could still miss critical information presented visually on PowerPoint slides, on whiteboards or in class demonstrations.

With Panopto in place, the stress of attempting to record or write down every last possible detail of each lecture was eliminated. Instead, students can focus on the central ideas of the discussion, internalizing the material more effectively.

"Now if students don't catch something, they can go back and review it," said Sorenson. "One of our students told me that he had begun simply leaving space in his class notes when he felt that he had to stop and listen to what the professor was saying, as he knew that he could listen to the recording to fill in the notes that he missed."

Lecture recordings have also proven a valuable tool for aiding retention as students prepare ahead of exams. In one class in the School of Nursing, professors recorded 54 hours of video over the course of semester. As finals came near, students viewed over 129 hours of that video again outside of class.

#3: PANOPTO BRINGS INTERACTIVITY TO THE STUDENT LEARNING EXPERIENCE

Along with ensuring they never miss a moment of any lecture, Northwest's students have found new value in video—interactivity.

Prior to Panopto, students and faculty tended to communicate along familiar lines: raised hands in classes, written assignments, and an occasional office hours visit.

With Panopto in place, students have a new communication tool that can record their work—presentations, responses to discussion topics, even open questions—and share them with their teachers or their classmates using the class’s Panopto dropbox.

Student video helps bring remote students into the classroom, and opens the floor for those who might not be comfortable speaking up in class. Better still are the assignments, when video can supplement or replace the traditional written assignment with more engaging, interactive options like demonstrations, role play, interviews, and more.

#4: PANOPTO ENHANCES PEDAGOGICAL APPROACH FOR PROFESSORS

At Northwest, Panopto has become more than a solution for students—professors now benefit from using the technology, too. Teachers all across the Northwest campus have begun using the system to help them creatively resolve the inherent challenges of teaching.

Along with capturing their lectures, Northwest professors have found a number of thoughtful ways to do more with video. One has adopted a “flipped classroom” model, recording video for students to view outside of class, thereby supplementing her lectures and freeing up class time for discussion and interactive learning. Another professor records answers to questions she hears repeatedly from students, reducing the amount of time she spends answering them in precise detail.

Professors can even use Panopto as a tool to hone their teaching skills, reviewing recorded lectures to more clearly see what activities spark engagement with their students, or where they may be missing opportunities to drive home key ideas.

#5: PANOPTO BECOMES A TOOL FOR NEW STUDENT RECRUITMENT

Although lecture capture, distance learning, and video-enhanced classrooms were of primary importance to Northwest, there was another benefit, too—one that school administrators did not at first anticipate.

“After we rolled out Panopto, we were a little surprised to see the enthusiasm it generated among our students,” reported Sorenson. We soon discovered that our student volunteers

who give tours to prospective new admissions and their parents were talking about Panopto and the difference it's made in their education."

Such discussions weren't scripted (Panopto hadn't even been considered as a differentiator for new and prospective students), but were organic and spontaneous, arising from the excitement of the students over this innovative aspect of their education.

It wasn't one of the original reasons the school adopted a video platform—but it was a nice surprise.

WHY IT WORKED: PANOPTO AT NORTHWEST UNIVERSITY

Whenever a learning institution adopts a new knowledge sharing platform, two key drivers almost always determine the ultimate success of the system. First, learning to use the system has to be simple. And second, the system needs to deliver something of actual value worthy of the users' time and not already available elsewhere.

Northwest University was no different. In searching for a video content management system, it looked for something that students would be inspired to adopt right away. After carefully reviewing Panopto, the school realized that it offered two major advantages over comparable VCMS's. One was its usability. The other was its functionality.

ADVANTAGE: **USABILITY**

"With Panopto, you don't need a huge technical staff to make it happen. You can set it up for your faculty members so it's almost goof-proof," said Dr. Kowalski. "Now basically users just fire up Panopto, pick the session name and hit the record switch. It is really easy to use."

Panopto makes video easy with an intuitive interface and a one-click recording and sharing process. It uploads completed recordings instantly into a secure video library, automatically formatting each in an easy-to-use, easy-to-share MP3/ MP4 format, with links to recordings that can be posted online. Professors can create recordings and make them available within minutes of completion, and students aren't made to wait weeks for lectures to be shared or to purchase specialized equipment or devices to watch the video. Students particularly appreciate the iPhone app that allows them to watch the lectures while on the go—on devices they already own and are already comfortable with.

What's more, many of Northwest's students come from other countries while still in the process of learning English. Despite this challenge, Northwest staff members notice that

when they show these students how to view the lecture recordings on university-owned devices as well as their own, they reproduce the steps immediately.

Panopto makes recording, searching, and sharing virtually any communication, presentation, or conversation easy—which is why Northwest uses the system for more than classroom lectures and creating webcasts; they use it to record staff meetings, too.

ADVANTAGE: FUNCTIONALITY

“We wanted a solution where the faculty members didn’t have to spend a lot of time making it work. We also needed a solution that could be delivered to students in a format they could use, but that didn’t kill the classroom experience. Panopto could do all those things for us,” said Kowalski.

Panopto is an all-in-one video content management system used for recording, editing, sharing, storing and organizing videos. This means that professors can record their lectures right along with their PowerPoint slides and other multi-media presentations, creating rich media recordings that mimic the classroom experience. They can also add a lecture transcription and additional notes that appear alongside the visual presentation.

Panopto videos can be easily trimmed and edited using the browser-based media editor. They can be remixed and synced with additional videos, slides or other media. They can be shared via Facebook, Twitter and other social media sites, and viewers can search within them to find the precise segment that they’re looking for.

Panopto’s integration to the open-source content management system Moodle was another huge plus for Northwest. Already the main university repository for student and course materials, Moodle was a big part of Northwest’s existing technological infrastructure. It also provided students with one centralized, online location for all their courses—and now, it still can be.

“The integration with Moodle was absolutely stunning. Recordings are available to students via Moodle as soon as they have processed,” said Sorenson.



IN FOCUS:

HOW DOES NORTHWEST UNIVERSITY USE VIDEO?

- Lecture Capture
- Distance Learning
- Blended Learning
- Flipped Classrooms
- Student Assignments
- Student Questions
- Faculty Training
- Student Recruiting
- Moodle LMS Integration
- Viewership Analytics Measurement
- Accessibility for Foreign Language Students
- Recording Staff Meetings

School administrators also appreciate the insight Panopto provides them to viewing statistics for their videos, including number of views, number of minutes viewed, most-viewed videos, and more. They also enjoy access control integrated with their LMS, which helps them maintain control over who can view and edit the library of videos. And Panopto's developer APIs help school officials perform custom authentication and integration, automate user management, and run custom reports.

CONCLUSION

Whether you're a student or part of the staff, when you're at a university, there's always more to learn. At Northwest University, one of those lessons was on the value of making class lectures easily accessible from anywhere.

With Panopto, Northwest is able to not only create lecture recordings, but to edit, share, store and manage them, too—all in one place. So no matter where students are when class begins—be it recuperating from illness, travelling with the basketball team, or present (but just a little tired) in seat 42—they'll always be truly *there*.