

A photograph of a man with dark hair and a beard, wearing a blue button-down shirt, speaking to a large audience. The audience is blurred and illuminated by stage lights. A semi-transparent blue horizontal bar is overlaid across the middle of the image, containing the main text.

FROM MORNING ANNOUNCEMENTS TO INSPIRED AFTERNOONS

THE EDUCATOR'S GUIDE TO COMMUNICATING WITH VIDEO

● REC

EDUCATION + INSPIRATION

Whatever your ambition just add NewTek

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VIDEO + EDUCATION: A RECIPE FOR GREATER ENGAGEMENT

We live in an age of screens.

As of 2017, 2.32 billion people across the globe use a smartphone – a figure on track to add another half billion by 2020. Throw tablets, TV and laptops into the equation, and it's clear that for today's students and teachers, a huge proportion of daily information and connectivity comes from these devices.

So, it comes as little surprise that educators are taking advantage of this shift and beginning to incorporate video into the curriculum. You don't need to be a video expert to see the possibilities it represents for education. Even if you don't know your DVI from your HDMI, chances are you're eager to engage and inspire your students in creative and productive ways.

With the accessibility and affordability of video today, it no longer matters how experienced with AV technology you are. Around the world, educators and academic institutions are using video to open new channels of communication, connect with their communities, and give students new and engaging ways to learn.

What's more, with the high level of production values that students of all ages are exposed to – by popular YouTubers, filters on Snapchat, even the video games they play – video quality plays an important role in getting their attention and keeping them engaged.

The good news is, the tools to deliver professional quality are not only in demand – they're within reach of educational facilities right now.

It's likely your institution already has some experience producing video, perhaps to record sporting events or deliver morning announcements. But with the latest generation of video mixing technology, a whole new world of powerful and creative opportunities is open for educators – in the classroom, across the campus, and beyond.

In this guide, we're going to explore 5 new opportunities an easy-to-use video production system can open for your academic institution.



● REC

IN THE KNOW + ON THE RECORD

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IN THE KNOW + ON THE RECORD

For any academic institution, transparency is becoming increasingly crucial. It's more important than ever to keep everyone connected and in the know.

Whether it's informing students of an upcoming sporting event, or a daily morning announcement – it helps to deliver these messages in a memorable and engaging way. With video, you can achieve exactly that.

By live streaming public meetings and offering on-demand access, you can create a sense of openness and collaboration with parents and the larger community, and foster engagement and involvement in the school's activities. Even at the day-to-day level, with student-to-parent and traditional paper notices, it's not uncommon for critical news and updates to be miscommunicated or lost altogether.

Just picture it.

You spend an evening prepping a special vacation homework assignment for your class. You know nobody wants to work on his or her vacation, so to cut them some slack, you make a set of clear, step-by-step instructions, complete with useful images. But even with extremely clear instructions, there's always a chance that they'll go missing or be misplaced if they're written on paper. The solution? Record the instructions on video and put a link in the weekly newsletter – problem solved, and no more tall tales about pet dogs with an appetite for homework.

Learn how one US high school used video to engage its wider community. [Read the full story here »](#)



IN THE KNOW + ON THE RECORD

And, by sharing updates through social media, email and the intranet in an easy-to-consume video format, you not only offer more channels of contact, but also create a more personal connection.

When it comes to school events – be it a charity fundraiser, a play, or sporting event – getting this news to as many parents and students as possible is a great way to boost your place in the community. By recording and sharing these events through professionally produced video, you're not only letting attendees relive the experience again and again, but also offering a valuable alternative for family and friends who couldn't be there in person.

Whether you choose to live stream or make content available after the event, using innovative, multi-camera production solutions designed for ease-of-use will deliver these kinds of broadcasts with a high visual quality that traditional coverage has not been able to achieve.



● REC

REAL-WORLD SKILLS + IMMERSIVE CONTENT

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REAL-WORLD SKILLS + IMMERSIVE CONTENT

Incorporating video into your teaching provides exciting new opportunities for your students to:

- Learn new skills
- Work better in teams
- Engage with their chosen topic
- Stretch their creativity

Learn how Emily Griffith Technical College is giving students valuable real-world video production skills. [Read the case study »](#)

Multi-camera video production gives students a new means to bring their learning to life.

Drama students no longer have to source their own technology to produce video projects – just set up the scene and turn on the cameras, and they have a virtual television studio ready to create their masterpiece.

History students can document a historical re-enactment to demonstrate their understanding of a topic – and capture it live, streaming the event for others to learn.

Science instructors can share their lectures live and on-demand with other institutions to help share insight, research and expertise.

Sociology and liberal arts students can create multi-camera documentary content and record live debates to explore topics from a range of perspectives.

For media literacy courses – an increasingly important skill in today's 24/7 media world – institutional access to multi-camera video production can become a significant part of the curriculum, and attract prospective students looking to get hands-on experience with a creative media outlet.

And, of course, video production systems themselves can help educate students on how to produce professional quality multi-camera live broadcasts, web streams and video, arming a new generation of graduates with valuable real-world skills to inspire future career choices.

The bottom line for today's media production technology? There's little stopping your students from launching and managing their own local TV broadcasts and live streams – and look like professionals while doing it.

Yes, the potential uses and applications of multi-camera video for students are extremely diverse, but they all add up to one thing: better learning outcomes, benefiting students, teachers, and the institution.



● REC

GUEST LECTURERS + VISITING TEAMS

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GUEST LECTURERS + VISITING TEAMS

Offering public access to exclusive cultural events gives your institution the opportunity to raise awareness of the talent you attract and curate – giving those unable to attend a remote opportunity to get involved.

Live stream your VIP guest lecturers, and record the stream for on-demand access.

- This way, you shine a light on your high-profile activities, and accommodate students and others who can't attend in person. What's more, you'll build a valuable library of learning resources that will enhance students' learning for years to come.

Increase the alternatives available for international or disabled students.

- Live streaming key lecturers and events is a compelling way to provide greater accessibility, as well as grow the standing of your institution – whether in the local community or on the world stage.

Accommodate family members who can't attend the ceremonies on graduation day and other special events.

- With a live video production, you can broadcast the event online – allowing those abroad or unable to attend to participate in their students' successes and celebrations.

Widen the reach of your athletics teams to new fans – or even recruiters, for your student athletes who are on a collegiate or pro track.

- When you produce live sports events that capture every angle of action and look like a professional broadcast, you have the opportunity to attract sponsorship and other revenue-generating opportunities.

It's all about making your events more accessible, locally or internationally – and with multi-camera video, you can do just that. The reach is virtually endless, and the engagement keeps you front-of- mind.

Discover how one university made sports events accessible around the world – widening exposure and growing its reputation. [Read the case study here »](#)



● REC

ON DEMAND + UP TO DATE

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ON DEMAND + UP TO DATE

With access to software-based live video production capabilities, teachers can integrate video into their classes to make their lives a little easier, and make their lessons much more engaging.

Consider a complex and potentially costly science experiment. While it may not be possible to replicate the same results in class multiple times (for either safety or budgetary reasons), recording the experiment once from multiple angles and uploading it for on-demand viewing allows students to view it online, pausing to keep up and rewinding to watch the details – whenever and wherever needed. They'll never miss a thing.

Teachers and support staff can record internal training videos for future access by students and peers. Rather than hosting multiple in-person training sessions, repeating the training year in, year out, or traveling to multiple institutions and classes, a one-time seminar can offer content that lasts for the year (or even longer).

For educators looking to introduce new and inspiring learning and assessment formats, video blogs, educational shorts and video presentations are great assignments for breathing new life into familiar topics.

Think bigger than your own campus, too. If your educators are often required to teach across the district, one multi-camera solution can serve the communication and collaboration needs for the whole group, as a shared resource that saves time and money while boosting the efficiency of communications district-wide.

Learn how Oklahoma State University has simplified live video production. [Read the case study here »](#)



● REC

RIGHT FOR TODAY + READY FOR TOMORROW

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RIGHT FOR TODAY + READY FOR TOMORROW

The time is now. No matter the size of your institution, the scale of your goals, or the skills of your staff and students, live multi-camera video is the tool of opportunity for today's educators.

What's more, it's never been easier to create – with simplified solutions that administrators, teachers and students can use – without the need to hire expensive broadcast consultants.

For students, modern multi-camera video and new innovations in production technology can enrich learning, create new levels of engagement and spark creativity they've never tapped into before.

For educators, high-quality video can enhance their approaches to teaching, help them keep students engaged, keep the curriculum fresh, and make a connection with the new generation of students – all with the same quality as the influencers they follow online.

For the institution, video is a vital resource for communication both internally and beyond; informing staff, students and parents of events, opportunities and academic updates.

Best of all, with today's software-based systems, you can grow at a pace that suits you (and your budget) – with easy connectivity, greater accessibility, and scalability across a wide range of video equipment, both old and new.

Find out more about how NewTek can help you make video work harder for your institution – visit www.newtek.com/solutions/education



ABOUT NEWTEK

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, web-based talk shows, live entertainment, classrooms and corporate communications—to virtually any venue where people want to capture and publish live video, we give our customers the power to grow their audiences, brands, and businesses, faster than ever before.

Learn more at www.newtek.com