

"Our faculty now has an easier, quicker format for including video in on-line courses. We can also reach a broader student base since anyone can now take a course at any time on-demand."

Carol Fisher
Coordinator, Online
Educational Services,
Educational Technology

CHALLENGES:

- Large demand from non-technical faculty to include video in their courses
- Recording and publishing video content was extremely resource intensive
- New and existing videos were dispersed and difficult to locate, access and re-use

RESULTS:

- Saves time and money through automation of uploading video files and making them available for students
- Increases exposure globally by including video files in course content and making online courses available on-demand
- Centralized storage of all VOD assets makes it easy to manage and find the appropriate file
- Students now easily browse and search for content with the simple user interface



Petersburg College Case Study

St. Petersburg College Enrolls Media Publisher to Deliver On-line Courses

Profile

A 10 campus post secondary institution with over 20,000 students, St. Petersburg College provides accessible education for students pursuing various degrees both on site and remotely.

Since opening in 1927, St. Petersburg College (SPC) has helped thousands of students obtain skills and knowledge to pursue their goals. Today, this public institution has 10 learning sites throughout Pinellas County, Florida with over 20,000 students worldwide.

The mission of SPC is to provide accessible, learner-centered education for students pursuing selected baccalaureate degrees, associate degrees, technical certificates, applied technology diplomas and continuing education within the service area as well as globally. Their audience ranges from the typical college student to law enforcement officers, to anyone in the public. As a comprehensive, multi-campus postsecondary institution, St. Petersburg College seeks to be a creative leader and partner with students, communities, and other educational institutions to deliver enriched learning experiences and to promote economic and workforce development.

St. Petersburg strives to embrace advanced technologies

SPC fulfills its mission by embracing advanced technologies, distance learning, international education opportunities, innovative teaching techniques, a comprehensive library and other information resources. As part of this comprehensive toolset, instructors needed the ability to incorporate video files into their courses. Students needed more flexibility in terms of when and where they can attend a course.

Potential new students wanted to preview the course videos before registering. In order to deliver on requirements such as these, SPC realized it needed to streamline the creation, management and publishing of video content.

"Many faculty members were requesting a simple way to include video in their courses. At the time, videos had to be encoded and then the URL had to be manually embedded into web pages. The entire process was extremely resource intensive and lengthy, which prohibited SPC from taking advantage of the well-known benefits video provides," said Carol Fisher, On-Line Education Services, SPC.

The Education Technology Group evaluated several options and selected Media Publisher

When the Education Technology group at SPC started looking for a video management and publishing system, they built a matrix of requirements. These included the ability to centralize and consistently organize all content, enable non-technical faculty to create video on-demand files, present the on-line courses in a simple manner to an unlimited amount of end users, and automate the process using a friendly user interface. Media Publisher met or exceeded all of the requirements, making it the clear choice among the options evaluated.

The solution was implemented in several phases and went smoothly. The faculty had varying skill levels, so SPC created a simplified, custom user interface. They wanted to limit the faculty input time, require metadata, and create a workflow approval process for adding new video programs. "The overall structure is not complicated, and it was very user friendly for the faculty as well as the students. It has made our overall operations less resource intensive and hence has saved us time and money," said Dave Creamer, Director of Network Infrastructure, SPC.

Students and faculty benefit

Before Media Publisher, remote students had to tune into telecourses, which were broadcasted at a certain time every day. Now they can watch the course on-line at any time on-demand. In addition, anyone can preview content for on-line courses, whereas before the public never had the option of previewing videos that were part of a course.

This has also been beneficial for faculty members, who now have an easier, quicker process for putting video in on-line courses. They use special purpose, dedicated workstations to encode the video themselves, so they are enabled to create, save, enter metadata and publish their content to the appropriate audiences, all without specialized technical knowledge. Media Publisher also provides robust reporting capabilities, so faculty can monitor the usage of all their video materials.

External projects take off

SPC also hosts a variety of external projects for the community. Recently, they launched the D.A.R.E. America drug training project. All elementary school training officers in a specified region had to complete the D.A.R.E. America drug training. In the first course published, one single video was viewed over 1,500 times.

"The ability of Media Publisher to provide St. Petersburg College with a centralized location of video assets, unlimited end users, consistent organization of courses, and user friendly faculty and student interfaces was the reason we chose the technology," said Carol Fisher.

A promising future

"Even before the official rollout, we already have nearly 20% of our assets being managed in Media Publisher and have had 23,000 uses of our on-line courses by students," said Carol Fisher. "We are expecting those numbers to dramatically increase as we launch the program, resulting in a significant return for St. Petersburg College, and a great advantage for our faculty and students."

For more information about Media Publisher

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