Community College of Philadelphia

Leadership Institute Project Final Report

2011-2012

Project Title: Web Registration Video Tutorial

Team Members: Patricia Calandra, Malissa Farrish and Lynette Luckers

Project Mentor: Bhavesh Bambrolia

April 2012

Our team produced a web registration video tutorial for essential Enrollment Services activities that students can utilize online. We began our team process by discussing ways our three departments could collaborate in developing a student initiative project. We were concerned with how to continue meeting the needs of our students and developed the idea of a web registration video tutorial. Our team reviewed several institutions that offered web registration video tutorials and selected University of Alaska and Nassau Community College demos in creating our project. In developing this project, our team reached out to Bhavesh Bambhrolia, Manager of Enrollment Services System, Kris Henk, Director of Marketing, Craig Strimmel, Assistant Professor of Communications, Arnold DiBlasi, Coordinator of Academic Computing and Denise Howell, Student at Community College of Philadelphia. Our team decided to use the Jing screen capture software and Camtasia after working with Arnold DiBlasi. The College had access to both pieces of software at no additional cost and it did not require an immense amount of training to utilize the software. The software provided the capability to do voice overture and screen captions for the hearing impaired.

Research

As our online presence grows and the number of students taking advantage of our distance learning opportunities increases, our tutorials will be an added layer of support that can enhance their College experience. The tutorials will increase access to vital information needed to engage the students in this growing online educational experience. The videos will serve as a tutorial component for students at all stages of their education, as well as provide information for prospective students who may be evaluating our institution for their educational future. This will be available on the student intranet, as well as on the publicly accessible College web page. The

video tutorial promotes student engagement in the enrollment process by making the tutorial accessible with any computer.

According to the Middle States Commission on Higher Education Publication (2009), services should be responsive to the full spectrum of diverse student needs, abilities, and cultures. In 2006, the College adopted SunGard Banner Software. At the same time, there was a 1.5% increase in online enrollment, thus supporting the web registration video tutorial to assist students in registering online.

Distance education has emerged in today's society to meet the demands of students. Online learning encompasses those programs that allow the learner and instructor to be physically apart during the learning process and maintain communication in a variety of ways (Keegan, 1986). Technology has evolved over the years incorporating various methods of communication. As a result, course registration has advanced from paper registration to online. Technology is responsible for enabling learners to access education from any location. The continual growth of distance education has impelled the delivery structure of pedagogical practices to meet the needs of students (Beldarrain, 2006).

According to Cejda (2010) a vast majority of growth in online enrollments came first through the number of institutions that added online offerings through the expansion of existing programs. Community colleges have made significant efforts in providing academic support to meet the needs of students by incorporating distance technology. Program capacity is based on the infrastructure of the College's ability to deliver online learning. Providing training and technical assistance is a key component in gaining faculty acceptance of online education. There are disparities in the uses of technology and distance education offerings associated with faculty

using technology based on years of teaching, gender, discipline and union which determine the effectiveness of distance education at an institution (Jackowski, & Akroyd, 2010).

Project Implementation

Below are the steps our team developed in meeting the long-term goals of our project.

Outline of next steps

1. Evaluate feedback from stakeholders- May 30, 2012

2. Make necessary final edits to video- June 30, 2012

3. Recruit students to view video- June 30, 2012

4. Consult ITS, Marketing and OSRR about video placement on MyCCP- July 15, 2012

5. Consult Counselors about integrating video into SOARS sessions- July 15, 2012

Long Term Goals

1. Create survey for student users and modify- October 2012

2. Track and report viewing data of video – November/December 2012

3. Create corresponding videos (i.e. Enrollment process, interactive campus map, registration error messages and Course Search) - January 2013

Marketing Access

Prior to fully launching the video live, we will recruit a few students to view the video and provide feedback. The Video Tutorial Project may be institutionalized within the College in various facets such as identifying where the video tutorial link will be accessed through the College portal. We plan to work with the Office of Marketing and Government Relations to determine this. The ability to launch and market the web registration video tutorial is imperative for informing students and various departments on campus. Developing a "catchy url page" for students to remember will be important. Collaborating with the Admissions Department would

be beneficial for prospective students. Advertising the video tutorial on the CCP TV two weeks prior to registration and throughout registration would assist students across the campus. In addition, showing the web registration video tutorial in the areas where student portal computers are available would provide another means of access. Campus wide e-mails may be sent out across the campus to inform students about the new link.

Utilizing C-News and including the tutorial link in the Transcripts and Communiqué Online publications are avenues to inform Faculty, Advisors and Counselors about the new video tutorial.

Assessment

After launching the web registration tutorial, we will be able to assess the number of individuals who have utilized the link. After a student completes the tutorial, a brief survey will be provided to complete. Students will be able to click on a link provided through survey monkey. Sample questions will consist of the following:

1. How many credits have you completed at CCP? _____

2. Did the video tutorial provide a clear expectation on how to register?
1- Strongly Agree   2- Agree   3- Disagree   4- Strongly Disagree

3. Did you have difficulty scheduling courses after reviewing the video tutorial?
_____ Yes   _____No

Utilizing survey data and video usage numbers, we will be able to determine the next step of the project.

Summary of Project Experience

1. *Reflections from Patti Calandra*

Our team consisted of three strong professionals who each offered their strengths to the project, leaving nothing undone. I learned a number of varied things regarding the College's

policies, procedures, and culture. The latter was the most valuable, both as an aid to navigating

cross-departmental and multi-divisional issues, as well as bringing to light a need for increasing

our potential as a cohesive institution. There is potential for great improvement.

From the personal leadership perspective, I had to exercise patience, push myself to

maintain a connection to a group that consisted of three very busy people with varied levels of

availability, and learn new skills in order to make good on promises I had made to my team. The

impact it had on me included: lessons in maneuvering through chaotic times at the office while

maintaining the added responsibility of the Leadership Institute, learning and utilizing

information about my own leadership gifts - as well as those of others - to maintain focus on the

overall outcomes of the Institute and the projects, and understanding that leadership may not

always be recognized at the time it is exercised - but if it adds value to the institution, it is worth

the effort.

2. *Reflections from Lynette Luckers*

I learned the various intricacies of the college by working on this project. In addition,

gaining more depth of how the Advising and Enrollment Services departments function. Each of

us bought a different leadership dynamic to the group. I had the opportunity to meet more

individuals across the campus that I typically never interact with in my position. The main lesson

I learned in developing this project is the importance of identifying if a new initiative fosters

student engagement and meets the mission and goals of the institution.

As a leader, this project impacted my ability to collaborate with other departments,

enhance my communication skills and implement new ideas. At first it was challenging working

together due to our complex schedules but we all contributed equally. The ability to allow group

members to input one's thoughts and ideas was imperative in reaching the end result of the

project. This project allowed me to stay motivated and optimistic about the project in reaching our timeline.

Summary

Creating the web registration video tutorial by collaborating with Academic Advising, Counseling and Enrollment Services was key to bridging the gap between the three departments. All three departments serve the direct needs of the CCP students and our project was a means to foster student engagement and persistence with the potential of creating future or long term projects together at the College. The project can serve as a model for other departments to create video tutorials to promote the College core values of communication and commitment to teaching and learning.

APPENDIX A

Project Completion Checklist

Project Name: Web Registration Video Tutorial

Project Team: Patricia Calandra, Malissa Farrish, Lynette Luckers

Project Mentor: Bhavesh Bambrolia

Due Date: April 20, 2012

Background			
Background of the project:	Enrollment Services will create and update a series of web tutorial videos that describe various components of the enrollment process.		
Organization			
	Yes	No	Comments
1. Does the project relate to this year's theme of "fostering student engagement and persistence to successful outcomes"?	☐	☐	Students will be able to view how-to video from MyCCP portal
2. Has the need for web video tutorial been assessed?	☐	☐	CCP Distance Ed, self-registration rates
3. Have we viewed existing web registration video tutorials?	☐	☐	NCC and Alaska
4. Complete project proposal.	☐	☐	Team
5. Create proposal presentation.	☐	☐	Team
6. Locate screen capture software.	☐	☐	Malissa will contact Academic Computing
7. Draft video script.	☐	☐	Patti
8. Recruit student for voice over	☐	☐	Malissa will contact Craig Strimel

	☐	☐	for recommendation
9. Contact Marketing/Gov't Relations about location of video and parameters.	☐	☐	Lynette will meet w/ Kris Henk.
10. Create screen capture.	☐	☐	Patti
11. Record voice-over w/ student.	☐	☐	Team- Academic Computing
12. Contact ITS about video file size.	☐	☐	Malissa will contact SK Calkins.
13. Final Edit of video	☐	☐	Patti
14. Has an ultimate authority been identified who can make final say on project continuation?	☐	☐	Team will discuss and make recommendation in final report.
15. Draft final project report.	☐	☐	Lynette and Malissa will coordinate
16. Final Project Presentation on 4/20	☐	☐	Team will meet to discuss

References

Belderrain, Y. (2006). *Distance education trends: Integrating new technologies to foster student interaction and collaboration.* Distance Education, 27(2), 139-153.

Cejda, B. (2010). *Online education in community colleges.* New Directions for Community Colleges, 150, 7-16.

Jackowski, M., & Akroyd, D. (2010). *Technology usage among community college faculty.* Community College Journal of Research and Practice, 34:624-644.

Keegan, D. (1986). Foundations of distance education (2nd ed.). New York: Routledge.