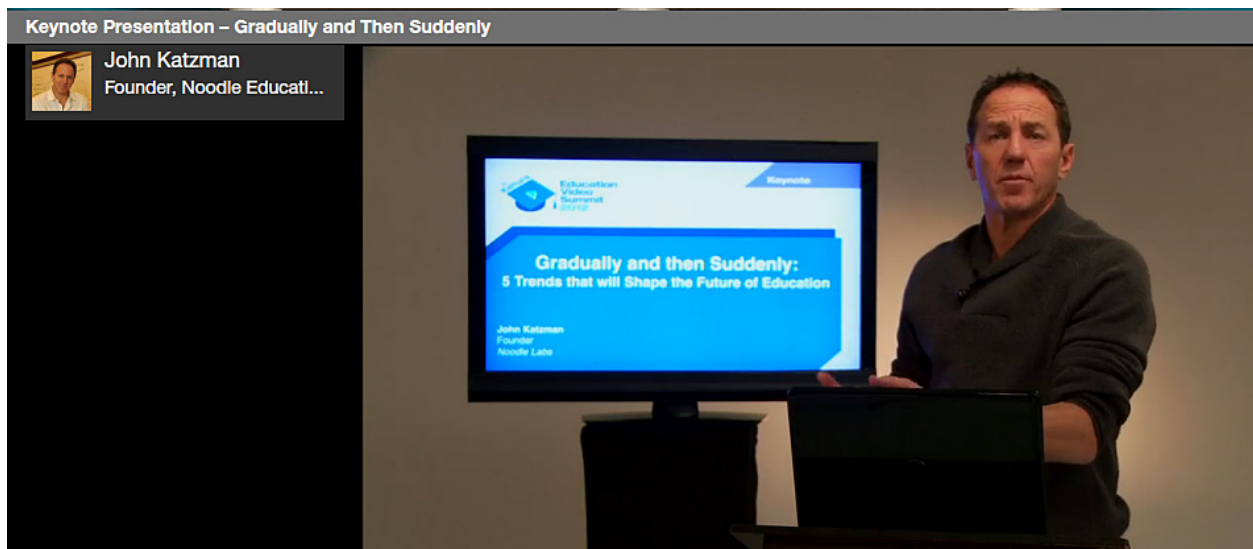
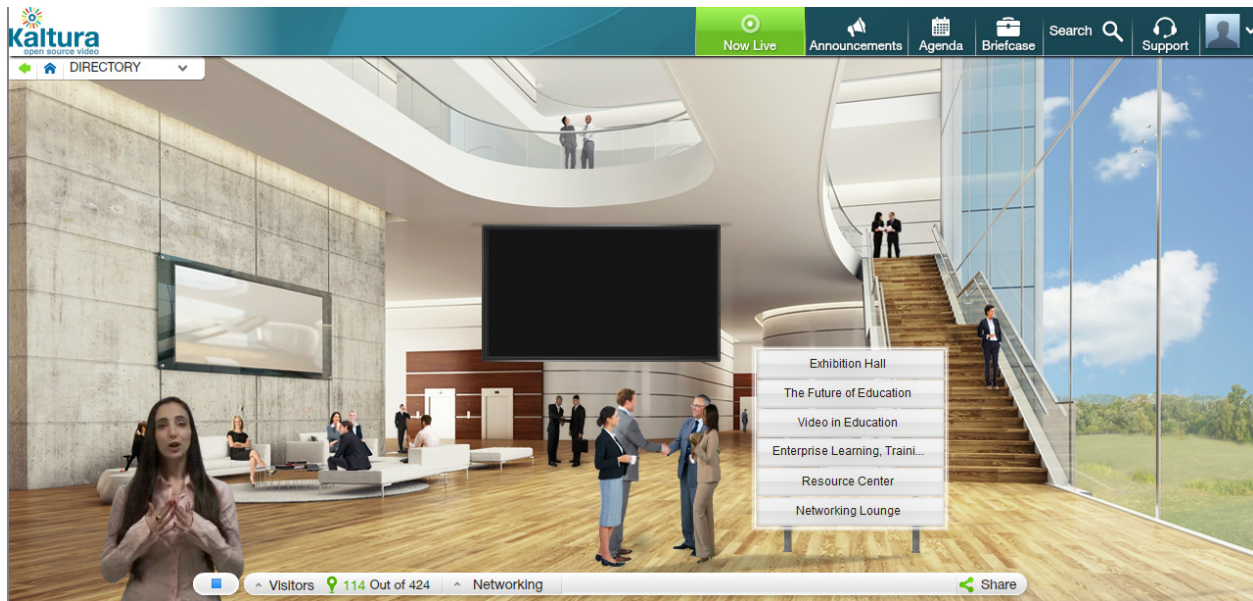


Kaltura Education Video Summit

December 6, 2012 | #EDUVIDEO | Notes by Daniel Christian



John Katzman – Keynote

Diplomas

MOOCs

- More interactive
- More collaboration
- A bunch of asynchronous stuff
- Curation
- MOOCs will compete with textbook companies

Cost

- Tech has higher fixed costs often times, but lower marginal costs
- Blend/mix of high quality production level content and low production levels content
- **Higher ed is made up of a series of smaller markets -- NICHEs**
 - Elite level
 - Mid-level
 - Entry level
 - 2-3 high quality programs; and many smaller programs
 - **Fewer players of larger size; consolidation is going to occur w/in higher ed**
- Self service
- Counter to consolidation is sharing
- Requires collaboration
- **There will be a hollowing out of schools**
 - Years ago, outsourced transportation, food, facilities mgmt., etc.
 - StraighterLine, American Honors College, etc. – cutting at some of the academic programs; able to achieve min. threshold in order to offer a class
- **Will be consolidation, collaboration and/or hollowing out within higher ed**
- Imagine a college as a country club
 - Students studying online
 - Other amenities provided
 - Though this is an extreme, will be a permutations of this type of thing
- Science of learning is changing dramatically

- “New classrooms: -- school of 1
 - Scaffolding/playlisting
 - Use of video
 - School -- where, when **and with whom you want it...hmmm...interesting thought...**

- All those changes will affect physical Learning spaces

- States with strong unions have stronger academic performance actually

- Governance/management problems – inefficient structures; charter schools pulling students out of public schools will cause changes in governance, for example

- Why is there just one site like Khan Academy? Why not 100’s of thousands of Khan Academies?

- Lower tuitions, better results

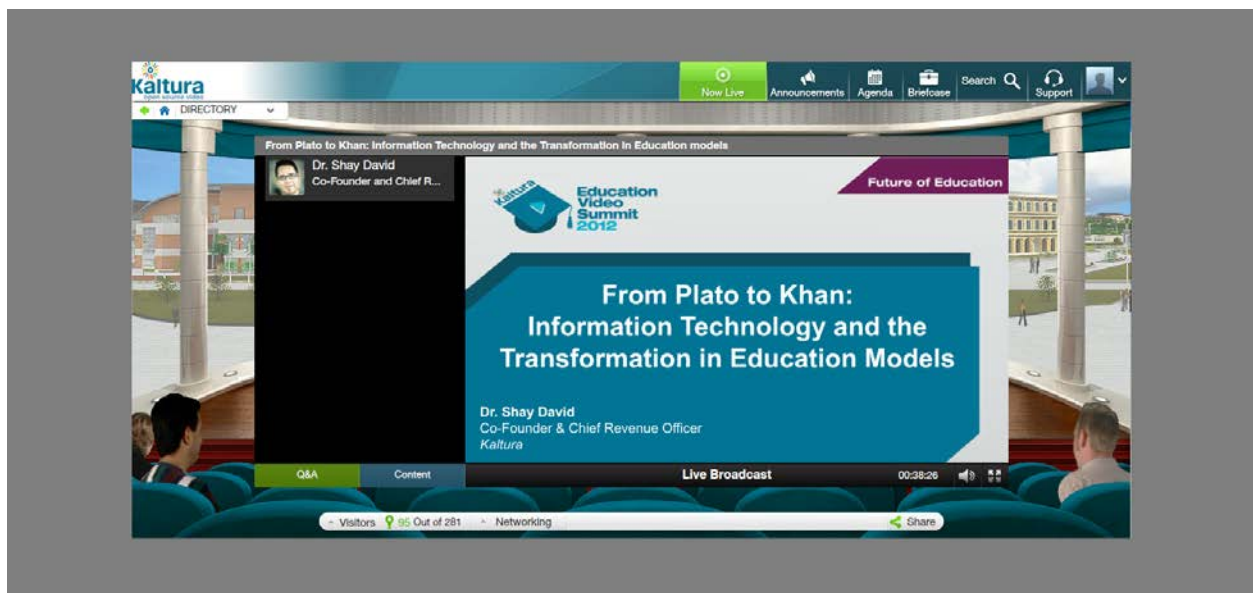
- Neuroscience have a greater impact on learning

Team-based content creation and delivery

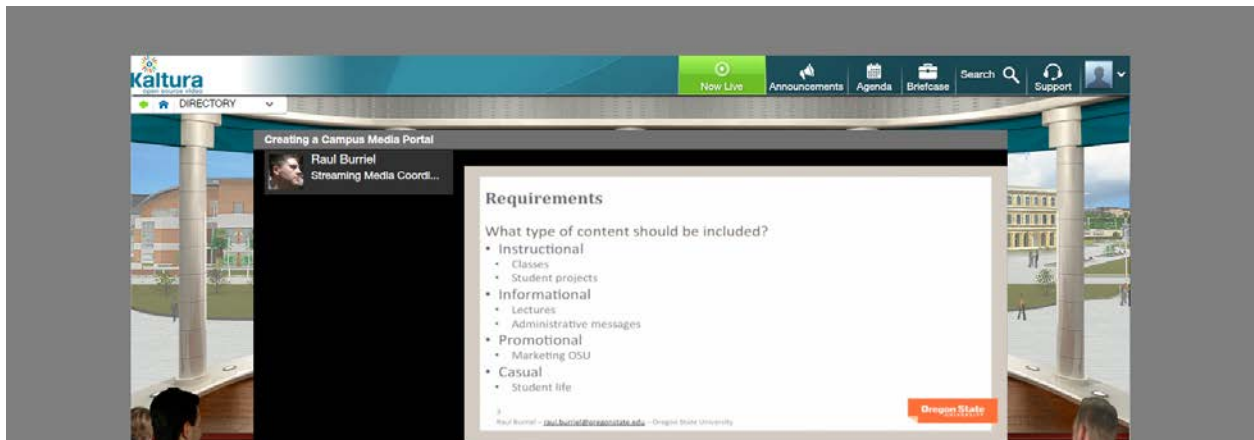
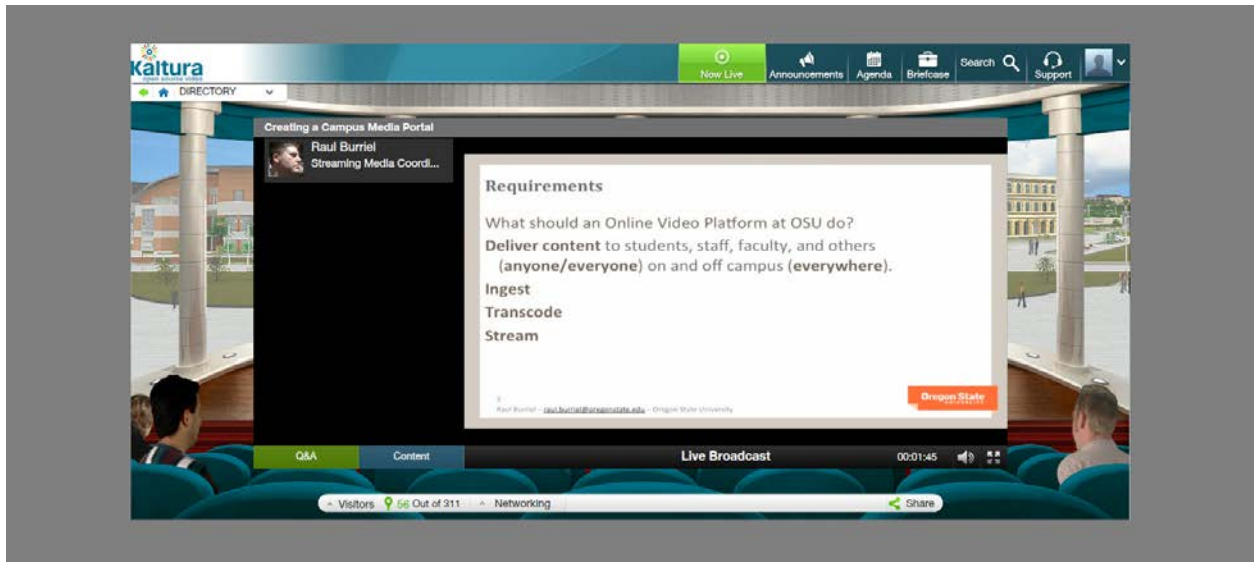
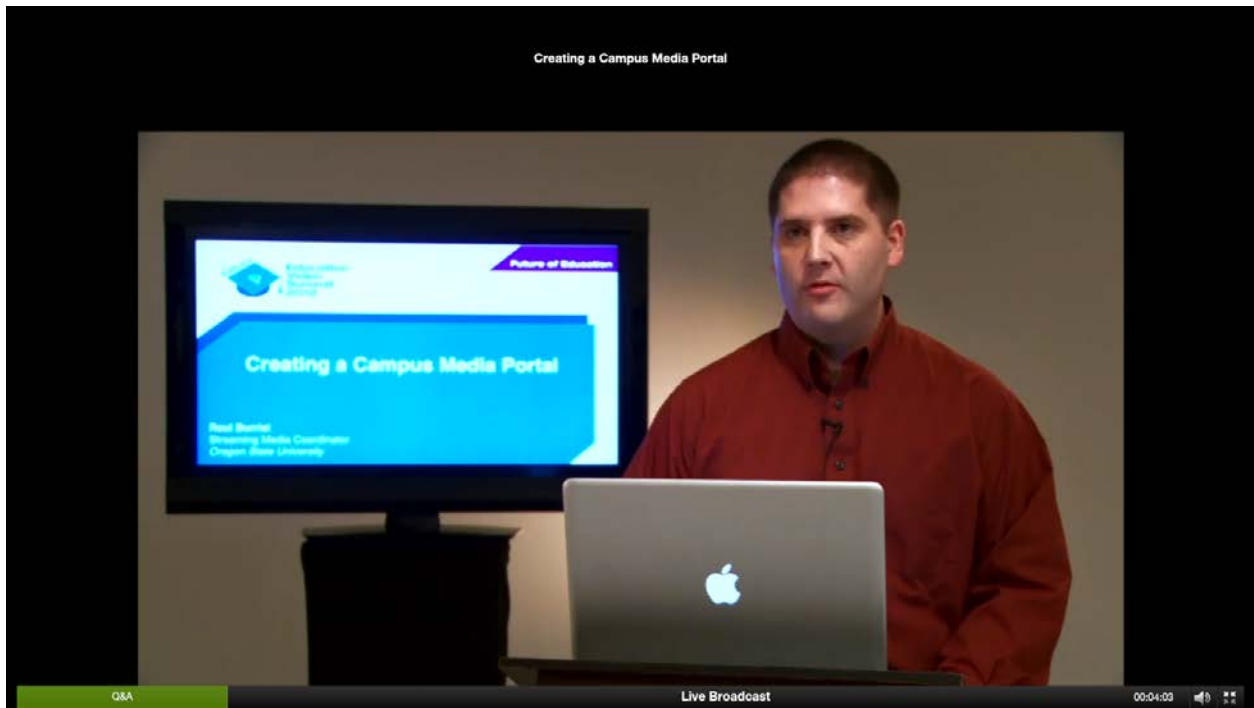
Deconstructing things is important, but synthesizing content/parts is more helpful

Q&A:

- How do you assess/measure results?
 - How much do you know coming out of college?
 - What's a good teacher?
 - Need better metrics to judge those things
- To what degree will MOOCs allow for collaboration?
 - Bought by or competing with publishers
 - In the end, will be schools marrying content w/ great instructors where real effective collaboration will occur
- Gamification, adaptability, personalization
 - Makes material more compelling, effective, engaging
 - Will improve results when we can measure those results
 - But very expensive pieces of the puzzle
 - Deep pocketed folks to create Want to create great materials and share them
- It's crazy to expect professors to pick up *all* of the necessary skills needed to compete; moderating an online session vs. face-2-face is one thing, but other things require more in-depth training and learning *[insert here by DSC – items like Photoshop, Adobe Captivate, Flash, etc require a whole different set of interests, passions, abilities.]*



Creating a Campus Media Portal



Requirements

Oregon State University's Platform **MUST**...

- Deliver both secured and non-secured content
- Playback on multiple platforms
- Integrate with OSU's single sign-on (SSO)
- Transcode most popular media formats
- Provide an easy to use interface
- Group content into different categories
- Use a portal with a search engine
- Embed content into external web pages
- Monitor usage and deliver metrics

5
Raul Burriel – raul.burriel@oregonstate.edu – Oregon State University

Oregon State UNIVERSITY

Q&A Live Broadcast 00:02:56

Requirements

Oregon State University's Platform **MIGHT**...

- Provide captioning
- Have multiple levels of administration
- Allow for simple editing of content
- Allow for pre-roll, mid-roll and post-roll content
- Integrate...
 - Blackboard
 - Drop Folders

6
Raul Burriel – raul.burriel@oregonstate.edu – Oregon State University

Oregon State UNIVERSITY

Q&A Live Broadcast 00:03:21

First, built in-house app – Media Mgr – but was built on Flash-based platform; not extensible. Then, went with Kaltura Media Space Portal (went from 2.0 to 4.5 in 18 months) – focuses on education and is a Swish army knife. But may need to get some development/contracted help at times.

Why Kaltura?

Kaltura provides us with...

- An ever-improving set of features that allow us to deliver content to our students, faculty, staff and the world.
- A simple to use front-end that makes most features available to all users.
- A robust feature set and an expansive API that allows us to build on top of what already exists.

12

Raul Burriel - raul.burriel@oregonstate.edu - Oregon State University

Oregon State
UNIVERSITY