

WHITEPAPER

Transforming Higher Education with Video

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Modernizing distance learning.

As new technologies, changing expectations, and globalization reshape higher education, it is imperative for college and university leaders, digital learning specialists, and IT to equip faculty, students, and staff with the right collaboration tools to teach, learn, and run the business of the college or university. Just as video collaboration is transforming the way industry works, so too is video transforming higher education.

Today's colleges and universities are teeming with technology, from Wi-Fi to laptops, to a variety of apps and tools used to communicate. The growth of smartphone and tablet usage has helped drive the popularity of distance learning; as long as students have a connected device, they can learn. Additionally, the proliferation of mobile apps like FaceTime and Snapchat have raised the expectations of students, faculty and staff for consumer class simplicity. Users expect instant communication from any device and any location.

The demand for video collaboration in higher education is also driven by the need for distance learning (also called eLearning) across sprawling

campuses, and between cities, states, and regions. Many of the students are working, as well as attending school, and need to attend classes through online portals. Participants also want archiving and retrieval capability built into their collaboration platforms to let remote students access classroom materials at a later time. Distance learning students are forcing higher education institutions to re-evaluate their teaching methods. Early research suggests the key to learning online is establishing a formal structure of digital interaction and evaluation.

In 2018, there were more than 7 million students enrolled in distance learning classes across the US taking over 3 million distance learning courses. It

is estimated that full-time and part-time distance learning enrollment will grow at an average 13.9% per year until 2026. (National Center for Education Statistics). The global e-learning market, valued at USD \$190B in 2018, will grow at a CAGR of 7% from 2019 to 2025, driven by the rise in adoption of technology-enabled teaching and training techniques. (Global Market Insights, Feb. 2019)

Aligning with the growth in distance learning is the growth in the video conferencing market. According to a November 2018 report by Global Market Insights, the video conferencing market is forecast to grow to \$20B by 2024, with the education applications segment predicted to grow by CAGR of 14% over the forecast time period.¹

The software segment of the market, which includes apps and software as a service (SaaS) is also likely to expand at a significant rate driven by rising demand for cloud-based video conferencing solutions and related services globally. There is an increasing demand for software-based codecs to utilize video collaboration as a teaching platform bridging distant students and classroom-bound instructors, as well as enabling remote guest speakers to join the lecture.

Multi-purpose spaces, often available on short notice, are frequently using software and application-based collaboration solutions. Increasingly, IT teams are integrating video meeting solutions with calendaring and directory services to ensure classrooms are properly scheduled for the right course and video link simultaneously. The technology is being used to not only connect students, faculty and staff, but to solve issues and optimize workflow.

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Bringing the classroom to the student has become a necessity in order to reach students where they are and when they are available to learn. With cloud video conferencing services, lectures can now be extended virtually to students at home or at other locations, and can be recorded for review. From a distance, students can ask questions and get answers from the professor, and can participate with other students without the need to be physically present. Cloud video conferencing allows more students to attend a class than might be able to do so given classroom size restrictions. Students are also able to take courses they might not be able to take locally due to lack of course availability or too few participants to hold the course. Colleges and universities are designing virtual classroom systems to offer a greater variety of courses and reach a larger audience, to not only improve the reach of their own classrooms, but to also foster a world where global collaboration is the norm.

1. <https://www.globenewswire.com/news-release/2018/11/19/1653464/0/en/Video-Conferencing-Market-to-surpass-20bn-by-2024-Global-Market-Insights-Inc.html>



Video Conferencing Benefits and Advantages

FOR FACULTY – PROFESSORS, LECTURERS, AND TEACHERS

- Engage students wherever they are located, synchronously and asynchronously, with interactive video conferencing and recordings that live on after the lectures are complete.
- Advance research projects faster with collaborators at other campuses through interactive video, audio, and content sharing.
- Invigorate lectures with video interviews of remote guest speakers.
- Offer virtual office hours from home or other remote locations.

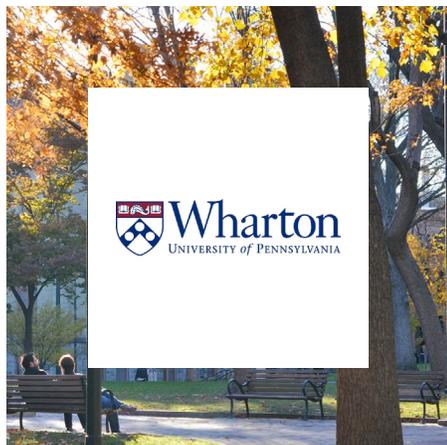
FOR STUDENTS

- Engage in study groups anytime, anywhere.
- Experience immersive interactive experiences with top thinkers globally — not just on campus.
- Access recorded lectures with students, Q&A included.
- Connect with prospective employers, not just those who interview on campus.

FOR STAFF

- Improve admissions outreach to prospective students.
- Improve alumni relations through virtual alumni events and lecture series.
- Streamline development and fundraising efforts, enabling more efficient donor outreach.
- Provide counselling and other services for students.
- Improve placement outcomes by connecting prospective employers to students for presentations and virtual interviews.
- Streamline faculty and staff hiring through face-to-face video interviews.
- Enhance daily operations — real estate, food services, etc.

Customer Case Studies



WHARTON

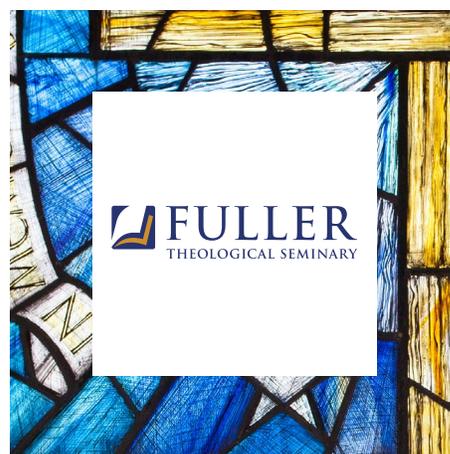
The Wharton School at the University of Pennsylvania is a premiere institution for business education. The school needed to extend 100 video-enabled study spaces to connect students, even when off campus. To provide instant, on-the-go access to student resources, the Wharton IT team rolled out the BlueJeans meetings platform on iPads for all executive MBA students. With BlueJeans-enabled iPads in students' hands, Wharton could bring students into classrooms virtually, even when they weren't on campus.

“Education continues to evolve in ways big and small. How we bring the classroom, and what happens in it, to students everywhere is a key component of this evolution. BlueJeans is a big part of that.”

— Dan Alig, Wharton CIO

FULLER THEOLOGICAL SEMINARY

Fuller has remote campuses that were unable to easily connect to the main campus, except through hardware in one video conferencing room. They deployed BlueJeans' cloud video meetings service to enable faculty, staff and students to connect across campuses from any device. This allowed them to experience a 250% increase in scheduled faculty/staff meetings within a three-year period. Fuller Theological Seminary has transitioned from seven disparate campuses to one unified institution.



“BlueJeans really opened up the number of meetings we could host and gave us freedom and flexibility we'd never had before.”

— Eric Mulligan, Video Conferencing Support Coordinator

BCNET

For 30 years, BCNET, a nonprofit shared services organization, has provided British Columbia's colleges and universities with all the IT services they need, from Internet connectivity to network storage and hardware and software procurement.

The BlueJeans virtual meetings platform is key to BCNET's ability to bring its members together to share feedback and offer input on the IT services they find most valuable. BCNET determined that BlueJeans offered the most flexible and cost-effective option, without saddling BCNET or member institutions with onerous video meeting hardware requirements.

All BCNET meetings — from ad hoc discussions to periodic board meetings — are hosted in BlueJeans. BlueJeans provides a solution that works seamlessly with existing member institution room system hardware.



“We are pleased to enable our member institutions’ vital research by connecting researchers who are separated by great distances.”

— Dean Crawford, BCNET Director of Share Systems and Technology



NORTHWESTERN UNIVERSITY

With multiple campus locations, 16,000 full-time students, and 3,000 full-time faculty members, Northwestern University needed a video conferencing solution that was easy-to-use and simple to deploy. By choosing BlueJeans, and integrating it into Northwestern's Canvas learning management system, Northwestern reduced the “friction” of having multiple, unconnected services. The video service is aware of course rosters and section enrollments, and is responsive and adaptable to different learning community roles. Everyone with a Canvas account has the ability to schedule, attend, and replay BlueJeans meetings and recordings.

“I successfully use BlueJeans for meetings with my EMBA groups, which include students in Colombia, Peru, Mexico, and the U.S., at the same time. The technology works very well, and while having video work across countries with minimal bandwidth is not straightforward, BlueJeans’ platform does it better than competing products.”

— Professor Jan Van Mieghem, Northwestern University Kellogg School of Management.

Future Trends

Video conferencing is increasingly becoming a social tool, as every major social media app begins to add one-on-one video chats between users of their platform. For colleges and universities, cloud video conferencing services, like BlueJeans, provide the advantage of connecting multiple participants who may not share the same system. Participants can access the same video lecture or meeting from different room systems (e.g. Poly, Cisco, Lifesize, etc.), different mobile platforms (iOS, Android), different desktops (Mac, Windows, Linus), and a wide array of browsers. One platform enables bring-your-own device across the campus and beyond. This trend will be something embraced by students, faculty, and staff as video becomes more mobile and the need to communicate and learn is done on an as needed basis regardless of location.

Future trends, involving video communications, many of which are already being seen today, include the following:

INTERACTIVE VIDEO-BASED LEARNING

Organizations are leveraging the popularity of online videos to impart learning and are creating their own videos, adding live interaction for Q&A and questions prior to posting them to internal sites.

MENTORSHIP PROGRAMS

Mentorship programs provide the pairing of distance learning courses with guidance and direction from an experienced leader.

OFFICIAL ONLINE DEGREES

Colleges and universities are recognizing the benefits of offering online degrees, allowing people to gain professionally recognized degrees without the need to ever step on a campus. Prestigious institutions, like MIT and Harvard, are offering online degree programs that not only benefit students, but extend the geographic reach of the institutions.

VIDEO-BASED LEARNING

Video learning provides a better distance learning experience since it includes face-to-face instruction, slides, interaction, and unlimited opportunities to use rich media. The ongoing popularity of YouTube is proving the value of video-based learning.

MICROLEARNING

Microlearning allows people to learn through short segments of information relevant at the time the learning is needed. This can include short video clips, short refresher courses, games, quizzes and interactive information.

VIRTUAL REALITY/AUGMENTED REALITY

Virtual reality offers a simulated learning experience that helps develop skills for highly complex tasks. Augmented reality blends with learners' natural senses to create a deeper, more self-directed learning experience. Integrating video interaction into VR platforms could make for rich learning experiences when students need to have access to an instructor at the same time as being immersed in a 3D world exploring molecular structures or other scenarios.

DIGITAL TEXTBOOKS

Transformation of traditional textbooks into an online library of current, relevant information to be used in self-directed learning, with potential options to enrich the experience with interactive video tutorials.

GAME-BASED LEARNING

Game-based learning and gamification are having a great impact on imparting critical role-based information. Entities will gamify their courses to retain learner interest and make learning fun. Gaming helps people immerse themselves. Video could potentially add one more dimension to enhance the experience.

Summary

Distance learning courses and degree programs are becoming more popular. As the burden of debt from student loans increases, students will be looking for less expensive ways to be educated. Similarly, colleges and universities seek ways to monetize, or at least to extend the value of their brands by connecting top professors to broader audiences. Video conferencing has the power to be a transformative technology that can address both of these needs. Not every video conferencing platform is created equal. To address the needs of higher education, it is important the video conferencing platform or app works for everyone in the class and includes the following features:

- Enables video calling, recording, and sharing.
- Offers content sharing, white boarding, and break out room capabilities.
- Offers both 1:1 and group chat capabilities in the context of the session.
- Enables easy sharing of the content whether via the cloud or via integrations with the learning management systems in place.
- Offers a way for students and instructors to highlight content, provide “kudos”, and offer comments and annotations to improve engagement and create highlights for rapid recall and viewing after class.

The education industry has gone beyond simply watching one-way streaming lectures over video or recordings. Students are now enabled to comment on key points, share highlights, and be educated as if in the same room. Today, solutions exist to improve educational standards around-the-world and gain access to scarce talent when it is needed. Higher education is being transformed and video exchange is here to stay. The future of distance learning is bright and video collaboration enhances the exchange of information.



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About BlueJeans

The first cloud service to connect desktops, mobile devices, and room systems in one video meeting, BlueJeans makes meetings fast to join and simple to use, so people can work productively where and how they want. It is the meeting solution teams trust to do their best work.

BlueJeans Meetings

Collaborate effectively with video, audio, and web conferencing from anywhere. Instantly join, host, or manage meetings from a conference room, your desk, or a mobile device.

BlueJeans Rooms

Transform any room into an easy-to-use video conference space. Increase workforce collaboration with rooms that require little to no end-user training and provide effortless IT management.

BlueJeans Events

Host and livestream interactive events, town halls, and webinars for large audiences around the world. Engage up to 15,000 attendees with immersive video, Q&A, polling, and moderator controls.

Discover how BlueJeans modernizes meetings and makes your teams more productive.

www.bluejeans.com/trial