

Blue Jeans Video Enriches Learning at Northwestern University

Integration with Canvas LMS makes incorporating video simple for universities

Northwestern University

Overview

Northwestern University is a private research university with campuses in Evanston and Chicago Illinois, as well as Doha, Qatar. Composed of twelve schools and colleges, Northwestern has 16,000 full-time students and more than 3,000 full-time faculty members. With multiple campus locations and such a large student and faculty population, Northwestern needed a video conferencing solution that was easy to use and simple to deploy.

Challenge

Northwestern is recognized nationally and internationally for its educational programs. However, the Northwestern experience isn't limited to its lakeside campuses. Students are encouraged to engage in international study and its faculty regularly collaborate globally, fostering a truly diverse environment. Face-to-face interaction is a key element of any classroom setting; having a video strategy to allow students and staff at remote locations to realize the benefits of real-time collaboration has become an important initiative for the University. By choosing Blue Jeans and its integration into Canvas, the learning management system, Northwestern reduces 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, making it an easy choice for the University.

About Blue Jeans

At Blue Jeans Network, our mission is to make video communications as easy and pervasive as audio communications, enabling more effective collaboration at work, at home, and on the road. Our cloud-based conferencing service makes this possible by enabling customers to connect with each other seamlessly anytime, anywhere, and from practically any device.

"I successfully use Blue Jeans 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, Blue Jeans' platform does it better than competing products."

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

Results

Northwestern first deployed Blue Jeans video in 2013, and usage of the service has increased nearly 400% since then as word has spread among faculty and students. Blue Jeans support for Canvas makes it an even more valuable tool for the university. When the integration goes live for all Northwestern Canvas courses in January 2016, everyone with a Canvas account will have the ability to schedule, attend and replay Blue Jeans meetings and recordings—all within the Canvas LMS. Northwestern is also taking advantage of Blue Jeans' single sign-on support to give all of its faculty, students and staff the ability to schedule Blue Jeans meetings using their campus login. In addition to enabling long-distance learning and faculty collaboration, the Blue Jeans service has opened up new possibilities for the use of real-time video, such as allowing Ph.D. candidates working on their theses to meet easily with advisors around the globe, face-to-face, from any end-point.