Make Lemonade: Strategies for Getting More Out of Your Instructional Videos

Samantha Paul - Valdosta State University
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Background

- Valdosta State University’s Odum Library
- Over 11,000 students
  - 77% undergraduate
  - 23% graduate
Helping Distance Education Students

- Research appointments (phone/online)
- Live Chat
- LibGuides
LibGuides and Videos

- Started making more videos
- 2015: 6
- 2016: 7
- 2017: 13
- Used LibGuides as the main place to have this video content.

....but did the students like this?
Survey Says...

- 92% of students agreed or strongly agreed that the mix of formats (video, text, images) improved comprehension of the material.
Some Changes

Previous Set-up

New Set-up
## Our Set-up

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop with dual monitors</td>
<td>$1,082</td>
</tr>
<tr>
<td>Speakers</td>
<td>$100</td>
</tr>
<tr>
<td>Yeti microphone</td>
<td>$129</td>
</tr>
<tr>
<td>Acoustic foam</td>
<td>$100</td>
</tr>
<tr>
<td>Camtasia software</td>
<td>$137</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Approximately $1,500</strong></td>
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The Problem(s)

- Time
- Interface changes
- Higher priority tasks
Our Workflow

- Plan
- Script
- Film
- Audio
- Upload
- Use
Planning with Trello

Allows us to review our video production and planning.
Strategies for Success/Motivation

- Prioritize video projects
- Keep project files of all completed videos
- Brainstorm useful video projects that rely less on UI
Getting the Most Out of Your Videos

- Promotion
- Integration into LibGuides
- Social Media
  - 5SecondsApp
  - Photoshop
Helpful Links

- Lindsay Kolowich’s How to Make an Animated GIF in Photoshop: bit.ly/2I0W2WG
- Camtasia Studio 8 Tutorial: bit.ly/1EBxsoe