A USER GUIDE

EXTENDING THE CLASSROOM

Classroom capture is a tool for reaching public officials who are unable to attend School of Government programs due to budget or scheduling reasons. Classroom capture is a relatively simple and inexpensive way to record a presenter and presentation in the Knapp-Sanders Building and make the recording available online to viewers in an accessible, high-quality format. As the name suggests, the service captures what goes on in a classroom. Presentations can include slides, audio and video clips, DVDs, web browsing, audience polls (TurningPoint), software demonstrations, and classroom interactions.

WHY USE CLASSROOM CAPTURE?

Classroom capture allows clients to register for and view courses at their convenience from their personal or work computer. They will see and hear the presenter and all presentation materials as if they had attended the live event. Clients can start and stop the recording as needed, download handouts, control the playback speed, and participate in audience polls—even after the live event. Presenters teach their face-to-face class as they normally do, and the capture system does the rest.

MAKING THE CHOICE: CLASSROOM CAPTURE OR WEBINAR?

<table>
<thead>
<tr>
<th>CLASSROOM CAPTURE</th>
<th>WEBINAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports presenter audio and video</td>
<td>Supports presenter audio and photo</td>
</tr>
<tr>
<td>Video clips and DVD material easily shared</td>
<td>Video clips and DVD material not supported</td>
</tr>
<tr>
<td>Records live face-to-face class event</td>
<td>Records live online event (remote attendees)</td>
</tr>
<tr>
<td>No need to submit materials in advance of presentation</td>
<td>Presentations, polls submitted in advance of webinar</td>
</tr>
<tr>
<td>Delayed live broadcast with limited interactivity</td>
<td>Live online broadcast with interactivity</td>
</tr>
<tr>
<td>Classroom capture can be simultaneously broadcast live over the web (webcast), but with some delay and less interactivity than with webinars.</td>
<td></td>
</tr>
<tr>
<td>Ongoing audience polling supported in on-demand recording</td>
<td>Audience polling closed in on-demand webinar</td>
</tr>
<tr>
<td>Shorter lead time for scheduling (pending availability)</td>
<td>Longer lead time required</td>
</tr>
<tr>
<td>No orientation or dry-run necessary</td>
<td>All presenters should attend an orientation or dry-run</td>
</tr>
<tr>
<td>Recording and audio monitored by program manager</td>
<td>Full monitoring and support by IT Division</td>
</tr>
</tbody>
</table>
THE BASICS

WHICH CLASSROOMS CAN BE CAPTURED?
Though the system is designed for use in the School’s A/V classrooms (2401, 2402, 2403, 2404, 2601, 2602), the capture system is cart-mounted and can be set up in any classroom.

WHAT IS THE LENGTH OF THE RECORDED SESSIONS?
The IT Division can record sessions from 15-minute lectures to lengthy conferences that span multiple days. Recordings can be edited to include only those sessions—or portions of sessions—that are most appropriate to be posted online. Recorded sessions are always more difficult to view than live sessions, so care should be given to editing, and only the most relevant or valuable content should be posted online. Ideally, a single session posted online should not exceed 60 minutes.

HOW MUCH LEAD TIME IS NEEDED?
The School can capture only one event at a time, so we recommend that you reserve the system well in advance; however, if available, the system can be reserved with two days’ notice. If the recorded course is to be made available to clients through NetSuite, the standard lead time and procedures for marketing and budgeting must be followed.

Once a class is recorded, the Instructional Support team generally requires two business days to complete edits and make the course available for faculty review.

WHAT SHOULD I CHARGE?
Charges for classroom capture depend on the complexity of the project. Contact the Instructional Support team for details.

THE PROCESS

PRIOR TO EVENT
1. SUBMIT REQUEST TO INSTRUCTIONAL SUPPORT TEAM
2. INITIATE BUSINESS AND REGISTRATION PROCEDURES (IF THE SESSION WILL BE SOLD AS AN ON-DEMAND ITEM)
3. SCHEDULE AND COORDINATE MARKETING EFFORTS FOR THE ON-DEMAND RECORDING
   a. Program manager coordinates print materials, marketing e-mails, web announcements, etc. with the Marketing and Communications team. Program manager coordinates listserv messages and blog posts with faculty member(s).
4. DEVELOP THE PRESENTATION

DAY OF THE EVENT
5. DELIVER THE PRESENTATION WITH SUPPORT FROM THE INSTRUCTIONAL SUPPORT TEAM AS NEEDED

AFTER THE EVENT
6. EDIT AND PUBLISH THE PRESENTATION
   a. Program manager provides materials to the Instructional Support team, including course evaluation edits and applicable handouts and polls
   b. Instructional Support team uploads session to server
BEST PRACTICES

- Program manager determines whether/when audio or video clips will be used in the presentation so that they can be prepared to switch capture modes on cart
- Presenter wears a wireless microphone
- Audience questions should be repeated by presenter so that they will be recorded
- Audience comments and questions can be captured if a wireless microphone is used by class attendees or, in smaller rooms, if the Polycom microphone system is used

GETTING STARTED

For more information or to schedule a classroom capture, contact InstructionalSupport@sog.unc.edu.

SAMPLES AND ADDITIONAL MATERIALS

Samples of classroom captured sessions and additional resources can be accessed at the IT Division website at www.sog.unc.edu/itd.