



Podcasts as a Tool to Leverage Institutional Research Functions

Turning Information Assets into Digital Assests



Background

Accountability mandates

Limited understanding of available evidence and how to use it

Limited resources in institutional research

Increase institutional capacity to use evidence in program review process



Resources

Institutional Research

Content – research expertise

Multimedia Services

Production—technical expertise

Format/content critique

Multimedia Production

Production/captioning—technical expertise

Public Affairs

Announcement/release



Process

Idea initiation = critical functions with repeated requests for support

Brainstorming/storyboarding = articulate purpose, develop content, visuals (PowerPoint), graphics, draft scripts

Production = script re-writes, visual re-writes, and digital audio recording

Post-production = audio editing (cuts), vocal editing (voice stability, clarity), music and visuals, captioning, file conversion (to iTunes and Windows Media File)

Dissemination = Loading files to server, developing webpage, announcements to campus

Future directions = see final slide!



The Podcast Series

PART ONE

Title, Credits, Background, and Goals (Slides 1-4: 2:30)

Roles in program review (Slide 11:1:20)

PART TWO

Types of data (Slide 16-18: 2:30)

PART THREE

Using data in the program review process (Slides 24-26: 2:30)

Captioned slides!



Insights

Leveraging component important—requirement to view podcast prior to requesting resources or additional support, including training

Early collaboration with multimedia critical

Non-copyrighted material

Audio recording is acting! Be prepared for re-takes!

Need to couple with live training (e.g., staff development)

Need to include visual instructions (e.g., screen shots) of how to access and download media



Future Directions

Enhanced podcast to vodcast—motion , visual representation

Move to modular instruction--longer to shorter segments, topically driven

Expansion to annual planning, assessment, and ARCC

Incorporate an assessment component for podcast for purposes of program review for institutional research



Contact Information

Nathan R. Durdella
Cerritos College
ndurdella@cerritos.edu

Young K. Kim
Cerritos College
ykim@cerritos.edu

Caroline Q. Sheldon
Santa Monica College
Sheldon_caroline@smc.edu