Chapter 6
Understanding the Role of Instructional Video in Higher Education Settings

William Sugar
East Carolina University, USA

EXECUTIVE SUMMARY

An instructional designer, Susan Flanagan, who was recently hired (approximately three months ago) at Mount Lee Community College, helped the Social Sciences Division faculty members in creating online modules and classes for future semesters. As might be expected, several instructors were reluctant and resistant to teaching their respective courses online. Based on instructional design analyses, Susan identified that "lack of interaction" was the main concern of the resistant Social Sciences faculty members. Based on her findings, Susan convinced 80% of the Social Sciences faculty to incorporate one-minute video introductions into their respective online courses. As a result, Susan is now tasked with making a recommendation to an upcoming joint committee meeting of the Academic Core Standards committee and the Board of Trustees on instructional design best practices for a variety of video technologies.

ORGANIZATION BACKGROUND

Mount Lee Community College (MLCC) is one of the oldest community colleges in the state. It consistently is placed in the top ten community college choices within the Midwest region. Several prominent MLCC alumni are active in the local com-

munity, county government, as well as in state politics. In preparing for its upcoming marketing campaign ("We stand by Mount Lee"), the College is considering including the following quotes from its graduates:

- "Mount Lee CC gave me self-confidence."
- "For me, MLCC is like family."
- "Coming to MLCC to study radiology was probably the best career move I ever made."
- "I truly believe that my time at Mount Lee contributed significantly to my acceptance into Stanford University's Law School."
- "I've always told everybody that the associate degree I got from Mount Lee Community College has gotten me farther than any other degree I have."

Mount Lee Community College is organized into five academic divisions, including: Business & Health Professions Division, Construction & Industrial Technology Division, Fine Arts & Humanities Division, Natural Sciences Division, and Social Sciences Division. In addition, there are two non-academic divisions including Continuing Education and Community Services Division and the Academic Success Division.

There are forty-five departments within the College. Prominent departments include Automotive Technologies, Biotechnology, Nuclear Medicine, and Theater Arts. It offers five degrees including Associate in Applied Science (AAS), Associate in Arts (AA), Associate in Fine Arts (AFA), Associate in General Education (AGE), and Associate Degree in Nursing (AN). MLCC students can concentrate in specialty areas (e.g., Pre-Business Administration, Music, or Pre-Engineering), as well complete over twenty certificates (e.g., Digital Media Technology). The College also accommodates three learning centers (Business Skills Center, Math Learning Center, and the Writing Center), Weekend College, the Bennie Schlenker Art Gallery, as well as hosts several Physical Fitness summer camps.

In addition, Mount Lee has a very active Advanced College Enrollment (ACE) program where local high school students can receive college credit while in high school. MLCC's University Transfer program enthusiastically supports and advises current students to obtain the necessary skills, knowledge, and necessary courses needed to transfer to a baccalaureate institution. Several departments notably in the Natural Sciences and Social Sciences divisions have specific academic pathway guides that list specific courses that can be transferred. In fact, there are several pre-major articulation agreements with the state's Board of Regents.

Mount Lee has a collaborative working relationship with several four-year colleges across the state. Several MLCC graduates, particularly those with Associate Nursing degrees have transferred to the state's oldest university and land grant

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