



Raritan Valley Community College

Video Transforming Personal Instruction

Organization

Raritan Valley
Community College

Industry

Education

VBrick Products

VBrick's Dual Channel
Windows® Media Encoder

Applications

Live video and
video on-demand
for podcasting

Raritan Valley Community College located in Somerville, New Jersey is a very busy local college, instructing 7,000 students each semester. The college offers their diverse student body the ability to major in an artform that to some, has been lost due to the pervasive use of the telephone and e-mail—speech communication. Raritan was faced with the dilemma of find a teaching format that satisfied their “YouTube” generation of students while teaching them how to hone traditional speech communications skills.

THE CHALLENGE: Video recording and review in a fast, easy to use system

Raritan’s speech and communications curriculum was built around professors actively engaging with their speech communications students and providing immediate feedback. To achieve this collaborative approach to learning, professors relied heavily on their students recording their speeches via video.

Previously, in order to record student speeches, someone had to physically operate a camcorder, and students would bring videotapes to class.

The process became tedious when teachers needed to review their students’ work. If students wanted their professor to review their speeches, the professor had to carry videotapes around with them.

Video recording was an ideal way of teaching speech communications since it allowed professors to review and critique the entire speech, from facial expressions, to intonation, to delivery. However, many professors and students were discouraged by the extra steps and legwork that was involved in creating and recording speeches. In an effort to streamline the process, Raritan decided to upgrade their video program.

THE SOLUTION: A VBrick system that was user-friendly and capable of migrating existing content

Raritan undertook an extensive search for the proper video provider. Based on feedback from students and professors, Raritan knew that their next video solution:

- Needed to be easy to install and use
- Quickly migrate all the College’s existing content to the new platform
- Contain easy access and high-level security features
- Be cost-effective and easy to rollout and implement
- The equipment should be durable to withstand student use

In the end, Raritan chose VBrick Systems. “VBrick provided us with a solution that wasn’t complicated to install and maintain, as well as gave us the ability to migrate all of our existing content,” said Mike Machnik, Executive Director of Instructional Technology at Raritan Valley Community College.

Additionally, VBrick’s ability to compress many types of file formats and copy content into a podcast or other media made the product more attractive to the college.

“VBrick provided us with a solution that wasn’t complicated to install and maintain...”

- Mike Machnik,
Executive Director of
Instructional Technology

ROLLOUT & RESULTS: Raritan determined that two classrooms in their West building should be equipped with VBrick equipment, given the large number of speech and communication classes held there. Working with the Technical Department, Raritan is exclusively using VBrick for all student speech classes.

THE BENEFITS: Timely recording and access via Video on Demand, Podcasts

After the successful migration, students and professors were taught how to record and immediately upload speeches for review, as well as for later upload. With the VBrick system in place, it was quickly discovered that videos could also be turned into podcasts allowing students and professors to access the content from almost anywhere. The new process for uploading and reviewing videos has become easier and is a much needed timesaver. To record and upload speech or lecture videos, a student or professor only needs to turn on the recording equipment for that particular classroom. Once the equipment is on, the video is automatically uploaded to the network via the VBrick appliance and stored for on-demand access by students and professors. Security measures were put in place so a username and password is required to access lectures or speeches.

Raritan Valley Community College is pleased with the results since installing the VBrick solution. Almost 200 students have taken speech communication classes since the rollout was completed last fall and the feedback has been resoundingly positive.

“Using VBrick’s technology to record my class lectures and review student speeches has been incredibly easy,” said Professor Thomas Valasek. “Students create recordings in every class. I can review them and provide feedback.”

The power of VBrick’s technology has enabled teachers to provide their students with valuable constructive feedback on their speeches as well as provide students with a resource that truly lets them see their visual strengths and weaknesses. In a world where video and YouTube has captured an audience of millions, Raritan has found a way to use video to teach personal communications to Generation X.

About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions. With over 6,000 customers and 60,000 installations worldwide – including 50 of the Fortune 500 – VBrick enables rich media communications to employees, customers, partners and shareholders. Examples of live and on-demand applications include executive broadcasts, distributed training, digital signage, TV distribution and Web 2.0 marketing. Headquartered in Wallingford, CT, VBrick’s products and services are available through industry leading value-added resellers.

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