

Engaging Faculty and Students: Expanding Horizons with Multimedia Technologies

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**Health Sciences Library
University of North Carolina at Chapel Hill**

Objectives

- To explore innovative uses of multimedia technologies
- To support teaching and learning, research, and communication

Background

- Setting: Large academic health sciences library serving 5 schools and a 700-bed teaching hospital
- Allied Health Department (School of Medicine)
- Participating Allied Health Divisions
 - Speech and Hearing Sciences
 - Physical Therapy
 - Occupational Science
 - Rehabilitation Counseling & Psychology

We sought opportunities to demonstrate the feasibility and desirability of having students use multimedia tools to communicate about their learning experiences

Why Allied Health?

- Small but diverse
- Department eager to participate
- Disciplines lend themselves to multimedia
- Willing to be first and to tolerate learning curve
- Established relationship with library liaison
- Prior, related collaboration
- Students starting to experiment

Method

- Started with Speech and Hearing class and a familiar delivery method, poster presentations.
- A few SPHS students were already experimenting with multimedia in a research project and in class
- Our intent was to attract additional faculty and demonstration projects and to encourage experimentation with a range of applications.

Sparks

- Student poster presentations in a public forum persuaded key decision-makers that this was an effective learning activity to extend across divisions
- Success with posters and student-initiated exploration of new audio and video technologies for online delivery using such methods as YouTube and iTunes

Fortuitous Events

- Encouraged by Health Affairs Communicators to develop content for new Carolina YouTube channel
- Our presentation at AHS Chair's Advisory Meeting enabled us to help faculty imagine possibilities
- Allied Health Departmental Website re-design
- Key champion: AHS Director of Development (also serves as Communications Director for Department)



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This channel offers videos of events and activities related to the educational, research, and engagement mission of UNC-Chapel Hill

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UNC Chapel Hill Health Sciences Library Cafe



The Health Sciences Library Friends' Cafe



0:05 / 1:29



<http://www.youtube.com/watch?v=PH00Xhgssdc>

Push / Pull

- Students and the social environment push toward new media technologies
- New methods of communication offer new possibilities for active learning

But . . .

For faculty and administrators

- Difficult to imagine how these new technologies apply to what they do
- Uncertainty about ability to use the tools and concerns about the learning curve
- Concerns about costs and long-term viability

Conclusion

- New multimedia tools offer great potential for learning, research, and communication
- These tools are becoming more powerful, easier to use, less expensive
- Students are motivated, and their use of multimedia tools encourages active learning
- Our job is to help faculty imagine the possibilities and to provide the tools and expertise to make this a reality