Engaging Faculty and Students: Expanding Horizons with Multimedia Technologies

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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)
The University of North Carolina at Chapel Hill offers videos of events and activities related to the educational, research, and engagement mission of UNC-Chapel Hill.

Name: University of North Carolina
Age: 218

The University of North Carolina at Chapel Hill, the nation's first public university, is a leader in American higher education and known around the world for innovative teaching, research and public service.

Now in its third century, Carolina offers 71 bachelor's, 107 master's, 74 doctorate and four professional degree programs. This fall the
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