

RECRUITMENT, ADVISEMENT, AND ORIENTATION: USING MEDIASITE BEYOND THE CLASSROOM



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California State University, Fullerton

- Part of the California State University system
- Largest University in the system
- Located in southern California (near Disneyland)
- Multicultural student body/non-traditional



RN to BSN, Distance Program

- 70% of RNs in California have an Associate Degree
- A BSN is often required for management level jobs
- A large number of BSN nurses is required for hospitals to achieve magnet status
- BSN = better patient outcomes



RN to BSN, Distance Program

- Started in 2001 in partnership with large state-wide hospital partnership
- Offered at hospital/clinic sites and a community college
- Blended technology delivery: face to face, broadcast (ISDN), online



Our Journey with Mediasite



Year 1: Thinking In the Box

- Mediasite purchased
- Rack mounted unit installed in broadcast classroom
- Used to backup broadcast classes
- Not much else



Year 2: Venturing Out

- Started using the Portable unit to capture remote classrooms or guest speakers
- Pre-recorded sessions used for instructor absence
- Continued backup of broadcast



Year 3: Some Innovation

- Used as enrichment for an online class that had previously been only broadcast
- Used to capture faculty/student orientation sessions
- Used for webstreaming to classroom sites affected by wildfires



Year 4: Steady Innovation

- Modules for technology orientation of faculty and students
- Modules for recruitment of students to our programs
- Modules for student advising
- Primary course delivery



Year 4: Steady Innovation

- Set up of a Recording Room for Faculty
- Used to enable a remote student to finish a course out of sequence
- Used to webstream a broadcast where a broadcast classroom was not available



Lessons Learned



Be Creative

- Think outside of the original reason for purchase
- Take advantage of cost savings and efficiency
- Think about your end users needs



Make it Convenient

- The Recording Room is not fancy but it works
- No set up—just turn on the equipment
- Scheduled but flexible
- Heavily used this year



Make it Accessible

- Prospective Students
- New Faculty



- On the Nursing Website

Make it Engaging

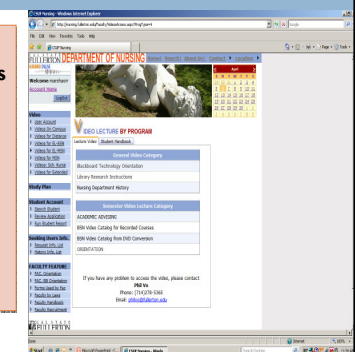
- Keep Modules Brief and to the Point
- Give the viewer options



- Technology Modules

Make it Consistent

- Don't keep changing the means of access
- Make access consistent semester to semester
- Academic Advising



Make it Meaningful

- Recruitment Module

- Recruitment
 - A Static webpage
 - A dynamic presentation



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