Video Production for Community Outreach

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This presentation demonstrates YouTube video production and videoblogging while traveling with students abroad, which the presenter calls ‘vlogging abroad’. In an age where faculty members are increasingly called upon for community outreach activities, video production opens up new possibilities to serve a wider community of college stakeholders. One initiative to be shown is a case of vlogging abroad from New Zealand to a women’s college in Japan. With the cooperation of college staff, through a campus blog, parents were reassured in close to real time that their daughters were all right and having a worthwhile experience studying English abroad. Reporting after students arrive home contributes only the obvious, whereas blogging videos and photos as well as messages from abroad meets the most acute needs while enhancing services of continuing value to the campus community and possibly beyond.

In the social context of East Asia, with fewer young people available to higher educational institutions, there is increasing pressure on faculty members to engage in traditional community outreach activities such as demonstration lessons. Thus, it could be argued that if faculty members take the initiative in off-campus activities and utilize social media such as online video, educational institutions will be able to reach a wider audience than was hitherto possible. The presentation therefore suggests wider aims for community outreach as well as showing how to use technologies to accomplish these goals. Needed equipment will be shown and, as time allows, participants can watch a study abroad program unfold in scenic New Zealand.
Definitions of Key Terms

- Community Outreach – expanding one’s action radius beyond given relationships, publicly, for a purpose
  - Out of institutional imperatives and/or one’s own initiatives
  - In this case, utilizing online technologies to enhance integrative motivation in learners toward the L2 community

- Social Media – user-driven free online software suites that generate virtual social environments
  - Wide definition – from venerable Web 1.0 social functions to YouTube (social functions; social purposes largely implicit)
  - Focused definition – Social Networking Sites (SNS) are most characteristic, also, e.g., Wikipedia, Flickr, Twitter, Buzz, etc.

- Vlogging Abroad – video blogging to report on a study abroad program most vividly in nearly real time
  - In this case, producing YouTube videos of students in New Zealand & embedding them in a campus blog back in Japan
Criteria for Innovation

“How to measure innovation in eLearning” (Crosta & Prieto, 2009)

- Technological breakthrough
- Sociological breakthrough
- Improved services to e-learning users

Do any of the criteria apply to the following initiatives?

Community Outreach Activities

- Assigned duties with online enhancements possible
- Initiatives to enhance assignments with social media
- Initiatives taken independently through social media for community outreach and to motivate L2 learners
Community Outreach Activities

Representative Cases during the 2008-09 academic year

Assigned ⇒ Enhanced | Independent Activities

- Junior High (JHS) English seminar ⇒ Intranet article in Japanese
- JHS students visit ⇒ CALL lab activities, podcast the interview
- Web article in English for a regional consortium of colleges
- Child Research Net in Tokyo invited the author to edit college students' essays for their English Website through 2010
- The author encouraged HS students who showed interest in his college through a community in the Mixi social networking site
- The author reached a student after graduation to follow up on research, without having any contact information, through Mixi
- The author’s Computer Communication class final presentation was to make a YouTube video introducing the class
- Report on a 3-week study abroad program in New Zealand including video of students’ presentations ⇒ Vlogging abroad
Stages in video production

YouTube Channel – a video producer’s online site
IEEE1394 digital video camera to USB2.0 port videotape data transfer cable

Movie Maker Japanese version. Now with Windows 7 the English version 2.6 can be downloaded alone or with other Live programs. Click to start & stop capture of videotape running.

Segments are generated to cut, edit, drag & drop into a desired sequence.

Camera sits in a stand to connect to a computer and recharge. Tripod also used but not pictured here.
Movie Maker 2.6 for Vista works with Windows 7
Upload edited video file from hard disk. YouTube converts it to a light Flash file.
At one’s Channel, refine how the video is shown. When finished, click on the file name, copy the URL to link to the video at YouTube or copy the code to embed the video & player in a blog entry.
Paste the copied code into the body of a blog entry and it will look like this when posted.
English News Letter

New Zealand Video Blog, Part 6: Sayonara Party

Use earphones to hear the videos well. Enjoy all the videos starting from Part 1. The videos are edited to be only about five to eight minutes long. - Steve McCarty
For Further Reference

- Watch “Tips and Techniques” for shooting video
- Visit the author’s [YouTube Channel](#)
- This presentation and related articles are linked from the author’s [Online Library](#) of publications

Thank you!