OLC Innovate 2019

Calling the Right Plays For Online Educators To Enter the Media Game

Bobby Goldwater, Georgetown University
Jennifer Park, Wiley Education Services
Knowing the Game

Selecting the Best Media to Play
Knowing the Game

*Selecting the Best Media to Play*
Putting Together a Winning Media Strategy

Georgetown Sports Industry Management’s 5 Point Map

- Strategize
  - Create the game plan
  - Practice the style of play
  - Pick the starting lineup
  - Get the crowd involved
  - Keys to victory

4/3/2019
1. Create the Game Plan

Georgetown SIM’s Philosophical Pillars

- Create online courses from best of classroom content
- Maintain curriculum quality, standards, credibility
- Identify and support knowledgeable SMEs
- Establish a collaborative development environment
- Remain faithful to a practical and applied education model
- Recruit experienced executives to join outstanding practitioner faculty
2. Practice the Style of Play

Beyond Entertainment ... Engagement

The effective use of media in any academic setting should accentuate a teaching-and-learning philosophy

SIM activates media to:

• Inspire and illustrate
• Showcase and stimulate
• Enlighten and educate
2. Practice the Style of Play

*Introduction to SIM*
3. Pick the Starting Lineup

To Achieve The Best Roster
To Get The Best Results

Look For the Right Skills
Ask The Right Questions
3. Pick the Starting Lineup

**Question 1**
Who are your stakeholders?

**Question 2**
Who will be collaborating and/or approving your content?

**Question 3**
Are you partnering with an instructional designer?
3. Pick the Starting Lineup

**Question 4**
Do you need to map to accreditation standards?

**Question 5**
Who is your content expert?

**Question 6**
Do you have a media expert?
Planning for Media

Strategic Huddles

- Brainstorming meetings
- Media strategy
- Graphics development
- Interactive development
- Video development

*Our goal for employing media is not to entertain ... We want to utilize tools that engage to illuminate and educate*
Planning for Media: Achieving Goals with Any Budget

Bigger-to-Pro Budget
- Experienced Staffing
- Multiple Cameras
- Studio/Location
- Sound/Lighting Equipment
- Producer
- Teleprompter
- Video Editor

Lesser-to-No Budget
- A Great Idea
- A Willing “Talent”
- A Handy Recording Device (smart phone, iPad, other)
- Basic Video Editing Software (Windows Movie Maker, iMovie)
- Time
- Patience
# Planning for Media: Offensive and Defensive Line Items

<table>
<thead>
<tr>
<th>Media Development</th>
<th>Owner</th>
<th>Date Due</th>
<th>Date Completed</th>
<th>Status</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Media Brainstorming Meeting</td>
<td>Wiley/SME</td>
<td>10/1/19</td>
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<td>Media Strategy Identified</td>
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<td>Media Asset List Provided to Media Team</td>
<td>ID</td>
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### Graphics Development

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<tbody>
<tr>
<td>Rough Cut Developed and Provided to ID</td>
<td>MEDIA</td>
<td>12/15/19</td>
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<tr>
<td>Feedback Returned on Rough Cuts</td>
<td>ID</td>
<td>12/20/19</td>
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<tr>
<td>Final Cuts of Graphics</td>
<td>MEDIA</td>
<td>11/21/19</td>
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<td>TBD</td>
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<td>Graphics Final Approval by SME</td>
<td>SME/ID</td>
<td>12/1/19</td>
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<tr>
<td>Graphics added to LMS</td>
<td>Sabrina/Loreli</td>
<td>12/20/19</td>
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### Video Development

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<tbody>
<tr>
<td>Recording Session Scheduled</td>
<td>ID/Producer/SME</td>
<td>10/20/19</td>
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<td>Guest Speakers Scheduled</td>
<td>Producer</td>
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<tr>
<td>Course Intro Script/Talking Points Created</td>
<td>SME</td>
<td>11/5/19</td>
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<td>Weekly Scripts/Talking Points Created</td>
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<td>Guest Speaker Scripts/Talking Points Created</td>
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<td>Receive First Cuts</td>
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<td>Review and Provide Feedback on First Cuts</td>
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<td>Final Video Edit Revisions Made</td>
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<td>Approve Final Videos</td>
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4. Get the Crowd Involved

Expand the Playbook

- Get Out: Using Locations
- Get Demonstrative: Modeling & Tutorials: A video teaching tool
- Get Creative: Using Imagination
- Get Resources: Using Experts
Get Out: Using Locations

NFLPA Executive Office
NBC Sports Washington
Broadcast Studio
U.S. Bank Stadium
Capital One Arena
Get Demonstrative: Modeling & Tutorials - A Video Teaching Tool

Editing a Writing Assignment Tutorial
Get Creative: Using Imagination

*Animated Behind-the-Scenes Venue Tour*
Get Creative: Using Imagination

*Behind-the-Scenes Venue Tour*
Get Resources: Using Experts

*Media for Sports Events and Academic Courses Can Feature Experts as Commentators*
5. Keys to Victory

Covering All the Bases with Media

Gameplan Like a Coach:
- Select the best media for the message
- Choose timeless over mindless
- Determine duration with delivery
- Enhance a minute detail to become a memorable lesson
- Consider a semester a season: use media to help lead students to win
Calling the Right Plays for Online Educators to Enter the Media Game

OLC Innovate 2019: In-session video recording

In any field, media can help score academic points with students
Calling the Right Plays for Online Educators to Enter the Media Game:
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