



# Effective Global Communications

## Potential Streaming Media Applications for a University

**Studies show that people remember 10 percent of what they read, 20 percent of what they hear, 30 percent of what they see, and 50 percent of what they see and hear together.**

What is more effective than face-to-face communication among students, staff, alumni and the community?

- People rather **Watch** than **Read**.
- Most would rather **Talk** than **Type**.
- All of the tools would fundamentally supplement your educational programs and differentiate it from others.

Following are key features and potential applications of how streaming media tools could help any University with its potential, current and past students, staff and community.

- I. Webcasting makes interactive education and personalized online teaching possible. It allows a University to have live, recorded and pay-per-view broadcasts via the internet anytime, anywhere. This provides the ultimate in flexible education, and could be used to promote your students to potential employers around the world. Note: Web casts can be embedded easily onto any current Web site. This could be the creation of University internet television.

### ***Potential Applications:***

- A. Classes could be taught online, archived and put into permanent online libraries for on demand access.
  - B. Students and their capabilities could be featured to potential employers. They could learn how to professionally communicate to their target market – future employers.
  - C. Communication – Internal and external communication is easily and quickly accomplished. Communication may entail an announcement by the president to the entire University community, orientation and tour of the campus to new students, daily or weekly broadcasts of activities and presentations of new programs to the community.
  - D. Special Guest Presentations
  - E. Graduations could be broadcast
- II. Video mail takes e-mail to the next level with respect to its effectiveness. Each V-mail contains an embedded video and may also include text messages, attachments, custom banners, and links to the University website. V-mail has much more impact than e-mail and conventional mail. It could save the University a significant amount in postage. Additionally,

an embedded link to PayPal can be made to conveniently receive fees, payments, and donations. Note: V-mail can be private labeled, so the University's name is spread throughout the world even after students complete their programs.

***Applications:***

- A. **Updates** for class schedules, enrollments, programs, seminars and events could be broadcast to an unlimited number of current or past students. Banners could be used to drive traffic to more detailed presentations via Web casts. Timely payments could be increased through linking PayPal.
- B. **Teachers** could establish a much more personalized relationship with students when they use v-mail to communicate reminders, project details, reviews, etc. V-mails will document that communications were sent and received.
- C. **Fundraising** – The University could more easily stay in touch and build relationships with the community, employers and alumni. V-mail provides video updates that will have much more impact, translating into more donations.

**D. Marketing**

- 1. V-mail broadcasts could be set up to target any market for enrollment, including students and employers.
- 2. Testimonials can be sent via v-mail and posted on the University's Web site. Video testimonials will be much more effective in recruiting students and employers than text only.

III. **Video Conferencing** – Up to five locations can be viewed on the conferencing feature and an unlimited number may be present via instant messaging. Users may be switched in and out of the video. This feature allows for the ultimate in interactive education.

***Applications:***

- A. **Classes and training** – Early to adopt Universities could take the lead in online education with this state-of-the-art technology and help students improve their grades. Conference calling also gives the teacher the ability to check that online students are at their computers paying attention to the lesson. Teachers can switch students in and out of the video slots.
- B. **Group projects** – Video conferencing allows for group projects among students located anywhere. It allows online students to establish a more personalized working relationship with other students thus producing better results.