



## Boosting student retention and engagement rates with video at Odessa College

### About Odessa College

- A medium-sized community college in West Texas
- Made a substantial academic shift towards offering a majority of classes in an 8-week format to accommodate distance learning and working students
- Since the implementation of TechSmith Relay, 66% of teaching staff have begun adding video components to their courses
- Odessa College experienced more than 10 times the adoption at one third the cost of their previous system within six months of introducing TechSmith Relay

Incorporating blended learning technology throughout an entire college campus can be difficult if you don't have the right tools, resources, and buy-in to help along the way. One college in Texas sought out a lecture capture solution that not only recorded class lessons, but also gave faculty the ability to create an engaging, blended learning environment. Something that would be easy for faculty to use, fit within their budget, and give students the ability to access class lectures online at anytime.

A medium-sized community college in West Texas, Odessa College (OC) strives to be the best in the nation when it comes to retention and completion rates. In the fall of 2014, the college made a substantial academic shift towards offering a majority of classes in an 8-week format. This change was made to accommodate distance learning students, working students, and the growing need for online learning options.

In order to meet these demands, OC faced the challenge of finding a new lecture capture solution that could help move the college forward. They needed a tool that was easy to use, cost efficient, and one that provided high-quality customer support. They found what they were looking for in TechSmith Relay.

With the combination of faculty-wide training and TechSmith Relay, OC has been able to meet their goals, and boost student retention and completion rates overall.

### Increased Faculty Usage

Since the implementation of TechSmith Relay across the OC campus, 66% of teaching staff have begun using the software to add a video component in their courses, ranging from welcome videos, to rich video lessons, including both screen video and real world video. Additionally, many instructors have adopted TechSmith Relay as a way to flip their classrooms, allowing for lecture content to be

shared with students virtually, so classrooms can be used to engage students with hands-on activities.

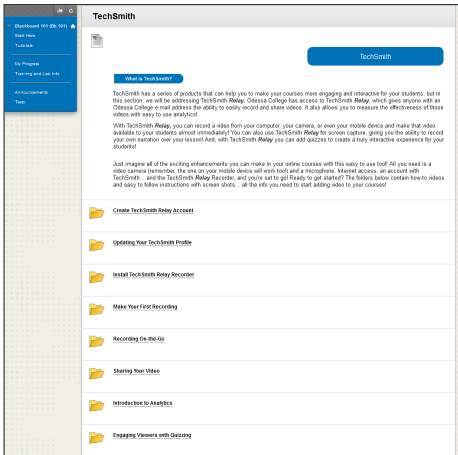


“With TechSmith Relay, faculty teaching blended courses are realizing the freedom of presenting more of their lecture portion outside of class, so that the time spent in-class is focused more on instructor-to-student, and student-to-student learning.”

—Robert Rivas, Director of Institutional Research at OC

Increased faculty usage of TechSmith Relay has led to over 2,400 videos created in the system for class use, tutorial videos, and more. As more faculty use TechSmith Relay and talk about it in their circles, more want to use it. “One of the most exciting changes that I’ve seen around the campus since the introduction of TechSmith Relay is the increased enthusiasm in faculty to learn this new software and use their videos in their courses,” said Jennifer Virgin, Program Coordinator, “Before TechSmith Relay, only about a dozen or so users on campus were utilizing our lecture capture software. After the introduction of TechSmith Relay, we’ve got over 100+ users on campus creating and using videos! It has been wonderful to see faculty, especially ones that traditionally have been hesitant to try new technology, get so excited and so involved with this new software. They are really loving it!”

## Campus-Wide Training



Moving from a traditional teaching system to an online-based curriculum is no easy task, but OC was able to achieve this thanks to their training team called OC Global. The OC Global team is tasked with ensuring all faculty feel knowledgeable and comfortable using the software and technologies available to them.

To get started training faculty, the team transitioned away from their old lecture capture tool and began creating new training materials with TechSmith Relay. The team created a resource course called Blackboard 101, focused on helping faculty set up their TechSmith account, showing them how to record video, how to use that video in their class, and how to sync the recording with the school’s Blackboard Learning Management System (LMS).

“I found TechSmith Relay easy to use. The recording interface is simple and intuitive, and the online video dashboard and library are easy to navigate. I don’t recall running into any major obstacles along the way. It was a pretty easy transition.”

—Jennifer Virgin, Program Coordinator

OC has a service area of 33,000 square miles, so in order to easily train all faculty, the college records trainings on a variety of topics and saves them for future viewing. Jennifer said she loves being able to record live trainings for faculty to review whenever they need them. “It allows a sense of convenience for the faculty member,” says Jennifer, “They can review a topic whenever they want, even if it’s 3am!”

## Building Student Success

In their classes, students are now receiving more engaging online learning opportunities with video lessons. Most professors have found that video is a great way to spark interaction and interest in an online classroom because it has the power to appeal to a larger group of learners with a variety of different learning styles.

Because TechSmith Relay integrates with OC’s LMS, it is within reach for all faculty and students. “The ability to download the TechSmith Relay recorder from any internet-connected computer allows for faculty, staff, and students to be able to connect, create, and interact with video content from virtually anywhere,” said Robert Rivas,

Director of OC Global, “the addition of the mobile application also allows for faculty to consider new ways to engage with students. That didn’t exist with our previous system”.

Professors teaching online and hybrid classes enjoy the ability to add recordings to their Blackboard courses, so students can refer to the videos later to pause and play as needed to meet their learning needs. These videos can range from video lectures, lab activities, hands-on demonstrations, and more.



“All of our courses, whether online, hybrid, or face-to-face have a presence in our Blackboard LMS. As more of our courses move to online and hybrid formats, we have found TechSmith to be an invaluable tool for our students. The ability to add videos with lectures, lab activities, hands-on demonstrations and so much more into our Blackboard course shells allows our students the opportunity to refer to the videos, where they can pause and play as needed to meet their learning needs.”

—Julie Lyon, Program Coordinator

According to Jennifer Virgin, TechSmith Relay has been an important addition to OC’s online learning tools, “With the added ability to add questions to videos and track analytics on viewing progress of videos, it has increased our student-content engagement substantially!”

### **TechSmith Relay Adoption**

With TechSmith Relay, OC is able to give faculty a better way to engage students online at a price they can afford. Jennifer Virgin stated that when it came to switching to TechSmith Relay, “the cost of our adoption proved to be a more cost-efficient solution when compared to what we were paying for our previous lecture capture software.”





“Odessa College experienced more than 10 times the adoption at one third the cost of our previous system, all within six months of introducing TechSmith Relay.”

—Shawn Shreves, VP of IT at Odessa College

OC has begun to see positive changes since the introduction and adoption of TechSmith Relay. On top of the increased engagement and completion rates from students, OC is also

seeing increased enthusiasm from the faculty to learn more about how to use the software to create engaging videos, as well as an eagerness to learn how to create and use videos in their courses.

### Learn More About TechSmith Relay

TechSmith Relay is a campus-wide learning solution that gives anyone the ability to record videos, share securely, and measure their impact. With TechSmith Relay, you’ll get an easy-to-use desktop and mobile recorder, built-in analytics, quizzing, and hosting options to manage images and videos securely.



“The people at TechSmith Relay stand strongly behind their product and have supported us in every aspect of our adoption. Absolutely, and without a doubt, some of the best customer service I’ve ever had when working with a software company.”

—Jennifer Virgin, Program Coordinator

Give your faculty and students the ability to share knowledge through video, on and off campus. Design engaging online courses, or use for simple lecture capture. Either way, professors will love creating content at anytime, and students will enjoy making their own videos for hands-on interaction.

[Learn More about TechSmith Relay >](#)