

One of the amazing things we have as part of our culture at the University is pervasive video.

These students are the net generation, the digital natives; they use video and social media pervasively. It's their form of communication.

West Texas A&M University Pervasive Video for 21st Century Learning

West Texas A&M University was founded 100 years ago, in the Texas Panhandle. It was created for the purpose of serving the educational needs of the people living in this area.

Our students today want a different type of technology in their classroom; they not only want it, in some cases they demand it.

It really created a 21st century campus, a framework that truly delivers next generation teaching, learning, security and communications for our campus and for our students.

We have incorporated video through our web presence through our learning management systems, through our new digital signage systems, through our video-enabled smart classrooms. We're using the media experience engine to convert some of the videos to different formats to make that video accessible to any device – whether we're talking about an iPhone, an iPad, a Blackberry, a Windows Mobile device, a PC or a Mac.

The Cisco MXE enables us to know that on the backend, this box that plugs into our network is going to enable the students to share, it's going to share consistency, it's going to share equality, and it's going to share confidence. One of the things we've been using is the Cisco Show and Share. It allows the student to upload video into this portal, and from that portal they're using it in assignments, they're using it in communication.

In the Cultural Intelligence class that I'm teaching this semester, I'm using Show and Share as a way to share information between students in Canyon and students in Russia.

We've been able to blend through the use of video, all these different cultures that come together.

We launched digital signage with our Classroom Center, and we have over 50 screens running throughout the building. We primarily use the Cisco digital media to push information to our students, information relative to them in different zones. For example, the students on the first floor near Career Services – they're going to see information relative to career information. Let's say they move up to the second floor, they're going to see information relative to College of Business.

The bottom line impact for pervasive video in our institution is a better student experience. It's a better faculty delivery of what we're trying to do in the classroom. It's a delivery in a way in which the student understands on their terms.

Using video has impacted me as a teacher because I'm using a technology in the classroom that my students have skills to use that are different from my skill set. So, I have to learn something new, and that's a good thing.

For more information: www.cisco.com/go/mxe

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