

SAC Educational Multimedia Services - Mission and Goals

The underlying philosophy of the Santa Ana College Educational Multimedia Services department comes from Richard Mayer's research findings. His "Multimedia Principle" asserts that students learn better from words and pictures than from words alone and from that principle we extrapolate that students learn better whenever concepts can be demonstrated with the use of video. With that philosophy as our guide, the role and functions of the EMS department include the following:

1. Support faculty in the integration of video in the curriculum.
2. Collaborate with faculty in the development of instructional videos
3. Facilitate and train faculty in implementing the flipped classroom through lecture capture software such as Camtasia Studio, and Camtasia Relay
4. Facilitate the delivery of media through the internet

The goals of the EMS unit include the following:

1. Increase the number of faculty trained to use lecture capture software by 5%
2. Facilitate the creation of a faculty studio recording infrastructure
3. Train one faculty in each division in uploading media files to the media server
4. Investigate emerging technologies such as the mobile delivery of video for smart phones and tablets
5. Improve the quality of EMS recordings by establishing a studio with soundproofing facilities
6. Improve the quality of video produced by adopting High Definition Video standards
7. Partner with Distance Ed to train faculty in developing and creating multimedia resources for online instruction
8. Add more multimedia information and handouts on the EMS web site