Student Created Videos As Drivers of Engagement:

Easy Startup & Best Practices for Faculty

Please visit: **www.WritePresentCreate.com/Stanford.html** for free resources from today's IdeaLab

Curiosity and Creativity Create Pathways For Content Retention

Set the bar high for creativity, but be flexible on production quality.

Publish clear boundaries for profanity, nudity, and drug reference.

Remain FERPA compliant by allowing students to use an alias for online publishing or publish only within your learning management system. Using this assignment as extra credit is also an option.

Keep videos short. Creating a high quality 30 to 45 second video actually takes a lot of time and effort. Shorter videos will also save you tons of reviewing time.

Have students agree to clear terms. Your "waiver" doesn't need to be written in full legalese, but give students alternatives to not showing their face on camera or publically using their real name. A copy of my waiver can be received by signing up on the email list or leaving your card today.

This is about engagement not assessment. Grading in a credit / no credit structure allows students the freedom to create and allows for grading without personal bias.

Give them a prompt that is specific enough to supply a clear direction while still allowing them space to connect the dots themselves.

Software: I review software used to record and edit short videos in my book: *Write, Present, Create: Science Communication for Undergraduates.* If you leave your email with me today, I will send you a free review copy.

What if students don't have access to technology? Create a learning cohort to put students in groups that they may not have otherwise chosen. Chances are at least one of them will have a camera phone, at minimum. If not, most campuses also have technology rentals available to students.

Student voting is another way to increase engagement even further. This can be handled through Twitter retweets, Canvas *like* buttons, or a private Reddit page with upvotes.

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