



CUSTOMER

Kean University

INDUSTRY

Higher Education

LOCATION

Union, New Jersey

SIZE

16,000 students
in bachelors, masters
and doctoral programs

CUSTOMER

Kean University in Union New Jersey boasts over 150 years of academic excellence and a student population of nearly 16,000. With 37 percent of the undergraduate population enrolled in education majors, Kean is, among other things, a training center for tomorrow's teachers.

CHALLENGE

Dr. Sheree Reese spent most of her career teaching speech and language pathology with an overhead projector close-at-hand. Keenly aware that a picture is worth a thousand words, she used traditional methods to show her students examples of pathological conditions.

SOLUTION

Today, she is able to add the power of audio and video to give her students a better idea of what conditions, such as stuttering look and sound like. With the help of MediaCAST, she is able to seamlessly pepper audio and video clips into her lectures. Dr. Reese says she intersperses video segments into her lectures "quite intensively...I am clear on the importance of using the most concrete visual examples for hands-on clinical learning."

She can even create short segments of videos that are too long to show in class. "I save a lot of time using MediaCAST's Snag-A-Segment tool, taking dozens of short clips out of our collection of 60 and 90 minute videos and adding them to my daily lectures," she notes.

Additionally, Dr. Reese is able to use video segments to augment student testing, embedding the video directly into electronic tests. Dr. Reese is also teaching her students to use MediaCAST so that they can be effective teachers and clinicians once they graduate.

BENEFITS

Kean University has also seen other important applications for their MediaCAST system. The school is offering a master's degree program in Holocaust and Genocide Studies. MediaCAST serves as a central repository for digitized collections of photos and encoded audio, video and memorabilia that are now at risk due to their age.

MediaCAST creates new opportunities for students to take advantage of asynchronous learning – anytime, anywhere access to coursework – as well as for programs to reach out and collaborate on projects. Dr. Reese says MediaCAST provides "the best support I've ever had from any type of vendor."

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-Dr. Sheree Reese
Professor