## 2017 Sautter Award Submission: UC Video Pros & UC San Diego Video Pros

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**Team Members:** Special thanks to all the UCs and their representatives

### Project Description

All UC campuses have at least one video production unit, with many campuses having several.  Craig Bentley came to the UC system in late 2013 with an extensive video background, but very little university-related video experience. Trying to quickly acquire academic video expertise, Craig was frustrated that there was no easy way to network with video professionals in other units at his campus or with other UC campuses.

As Craig attended conferences like UCCSC, which caters to IT staff, he saw the potential for gathering UC video professionals on an annual basis.  The goals would be to share best practices, new technology and procedures, and general tips in the field of video.

Craig started by polling UC video professionals about the viability of starting a UC Video Pros group.  By attending an inter-campus Instructional Design & Faculty Support meeting at UC San Diego in March 2015, he met with attendees and asked them to identify the people at their campus who might be interested in joining such a group.

An initial email query  was sent to potential participants from which additional contacts were identified. Having received overwhelmingly positive responses, Craig organized the first UC Video Pro meeting at UC San Diego in August 2015.

### UC Video Pros

For the first meeting Craig hoped for ten attendees from at least three campuses.  It was thrilling when 34 attendees from nine campuses and UC Office of the President (UCOP) participated.  Two very successful half-day meetings covered a wealth of topics and included campus facility tours.

The group decided to meet annually, with the goal of having a different campus host each year.  UC Davis was selected for 2016.

Craig knew that the second year attendance would be an indicator of whether the group was sustainable. Fortunately, attendance in 2016 was just as high as the first meeting, with all ten campuses plus UCOP represented.  A lengthy agenda and some campus tours were covered, again in just two half-days.

The third annual meeting for summer 2017 will be hosted by UC Santa Barbara and is currently being planned.

**UC San Diego Video Pros**

In 2015, at the first UC Video Pro meeting, Craig proposed that UC San Diego participants hold a campus-only video meeting roughly halfway between the annual UC Video meetings.  After identifying several campus-centric issues (b-roll sharing, facility tours, campus branding, charging procedures, etc.), the UC San Diego attendees agreed there was enough substance to merit a half-day meeting.

The first meeting was held in February 2016, with representatives from seven UC San Diego video units discussing a wide variety of topics. Attendees agreed to meet annually with the hosting duties rotating among the participating video units.

The second annual meeting, held in February 2017 proved the group was sustainable and included even more attendees (8 total  units).  Planning for the third annual meeting in 2018 is underway.

**UC Video Slack Group**

As an offshoot of the UC Video group, a Slack channel was started. This gives video pros an instant tool to communicate between meetings to ask questions and share new work, discoveries, and best practices.

**Measurement of Success**

The success of the UC San Diego and UC Video groups is reflected in the participation by every campus in the UC system and every production unit on the UC San Diego campus.  All units are learning how to better serve their customers.  The true measure of success is in the feedback from the group's members:

*This group has helped me tremendously.  Working solo as a video maker at UCSF, I found the opportunity to network and share ideas with peers from other UC campuses extremely valuable. The guest speakers, show and tell sessions, and discussions were interesting and inspiring. After the conference, I went back to my department and started training faculty to record their own video lectures using Camtasia. We are now using Zoom to record interviews with partners in the community and researchers working in different locations around the globe. I am able to edit these videos together to create timely, engaging content for our online learners.*
Gina Gaiser
Instructional Designer Online Education
UC San Francisco Clinical & Translational Science Institute (CTSI)

*It's been invaluable to connect with other producers from other UC's and learn how they've set up their shops. Another great takeaway was watching the work the other campuses have produced. Lots of great inspiration. I think our initial meeting about drones led to us purchasing one, as well as having our team go through the proper licensing for flying it – info taken from the meeting. We enjoyed the presentation from Oculus at UC Davis and have begun making 360 videos here.  Thanks so much for pushing this very important annual meeting forward. Looking forward to the next one!*
John Mounier
Associate Director of Visual Communication
UC Davis Office of Strategic Communications

*This group has been a tremendous asset for me, not only as an outlet to bounce work off of, but helping to further understand better ways to get the mission of the UC out there. It's a great resource for equipment and processes related to the UC, and the creative people in this group serve as an inspiration for me.*
Joe Proudman
Multimedia Specialist
UC Davis Office of Strategic Communications

*It's nice to have a group of video producers within our university system to meet with and help with decision making. I feel no matter the subject, I am confident I have the resources I need. Our UC San Diego Video Group is a great group to share ideas with and I feel I have help from within our university to help the university and to help our department do the best job we can.*
Mike Sterner
Managing Producer
Visual Media Group, UC San Diego

*The UC & UC San Diego Video Group have been an incredible platform for exchanging ideas and perfecting production processes. Staying up-to-date with available technologies which help in production could easily be a job of its own. The group allows us to share our findings, tips, and tricks that allow us to produce content that serves the university's audiences. Beyond the technical aspects of our conversations, I also value the members' perspectives and visions on communication, neither of which I would have been privy to were it not for our meetings.*
David Baillot
Manager of Creative Services
Jacobs School of Engineering, UC San Diego

*As a late arrival to video production within the context of teaching and learning, I have found the UC Video Pros Group to offer many thought-provoking discussions and information regarding video production in the UC world. The Slack discussion on captioning was very helpful and the footage that Craig recently provided of the Lecture Glass in a live class situation really opened my eyes to yet another innovative use of the Learning Glass. Getting an insight as to what equipment each department is using (in all its techy glory) is always a good read. I was not able to attend the group meeting last year, but look forward to attending this year.*
Geraint Bell
Director / Producer Online & Hybrid Initiatives
UC Irvine, The Paul Merage School of Business

*Just wanted to let you know how useful the UC Video Group has turned out to be. I truly enjoyed seeing my fellow UC colleagues, and talking to them about how they accomplished similar projects and problems. I thought you guys did a great job organizing it all. The session on the Learning Glass was great.*
Greg Barnes
UCLA Instructional Media Production
Office of Instructional Development

*I would just like to say that I found a nice camaraderie in getting together with people trying to solve similar problems and even when I wasn't there, I took pleasure in knowing at least some of my*

*colleagues were there to represent us.  I'm not involved at the technical level of you and the others but I so appreciate getting the big picture on what's being done here at UC San Diego and elsewhere in the system.  So thanks!*
Shannon Bradley
UC San Diego, UCTV

*For the meetings I've been able to attend I think they've brought our UC community closer.  We've learned from each other what new technologies are usable and unusable, what skills we can focus on to make stronger videos as well as what role we play in the larger system.  It's exciting to hear what other campuses are doing.  Thanks,*
Michael Fausner
Studio Manager and Producer
University Communications & Public Affairs, UC San Diego

We believe the feedback above demonstrates the following about the two groups:
- Helps spread innovation throughout the UC system.
- Has the potential to effect broad positive change across all UC locations.
- Improves collaboration within and across campuses.
- Improves operational efficiency of all units.
- The intra-campus model is easily transferrable to other UC locations and may have already been implemented at other campuses.