

Video-teleconferencing as an Effective and Economical Tool for Technology Transfer

Robert E. Bardon, Ph.D.
Associate Professor & Extension Specialist

Susan E. Moore, Ph.D.
Director, Forestry Educational Outreach Program

NORTH CAROLINA STATE UNIVERSITY
COLLEGE OF NATURAL RESOURCES



- **Driving force**
 - continuing education credits
- **Traditional delivery methods**
 - field days
 - short courses
 - workshops
 - conferences



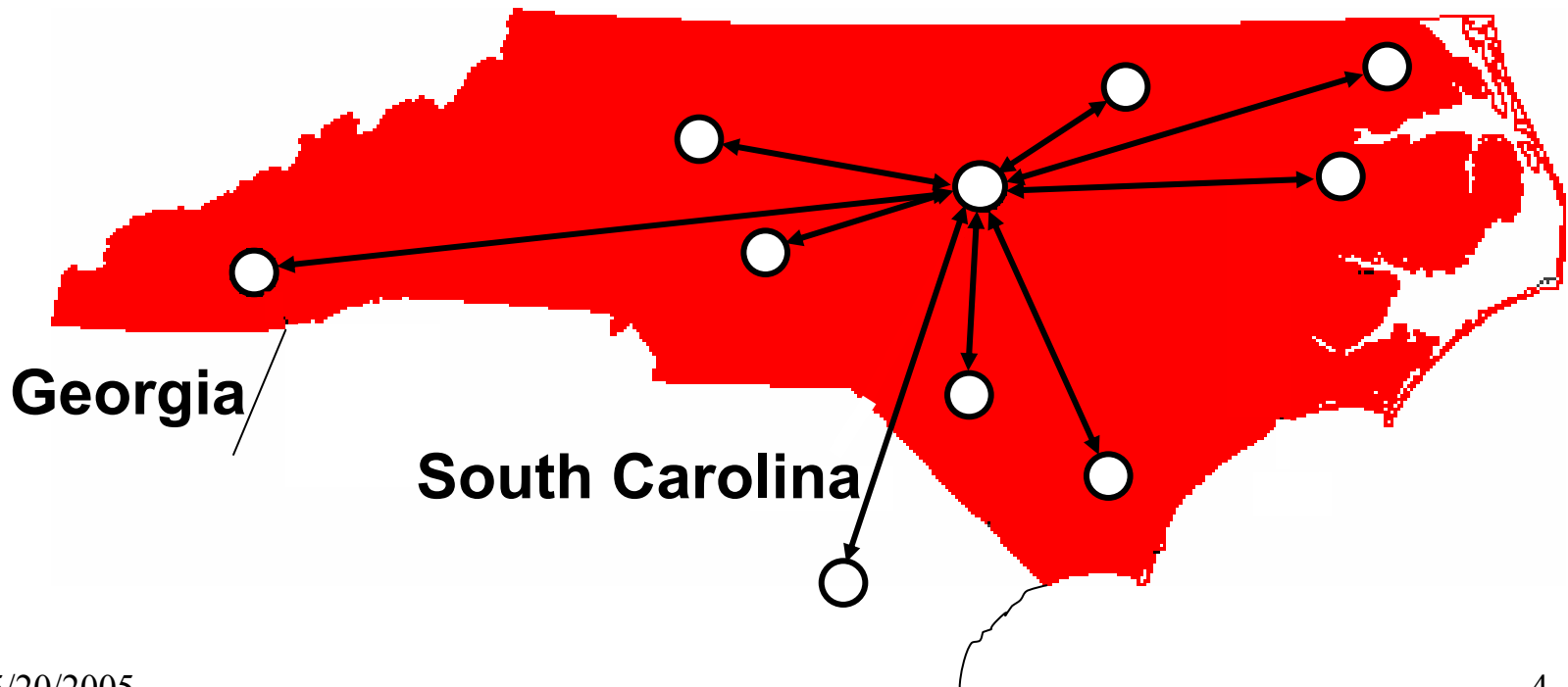
- **Pressure for Change**
 - administrative demand and legislative edicts
 - cost containment
 - cost efficiency
 - cost accountability

- **North Carolina's Investment**
 - **electronic communications**
 - **ensure information access and equity for all citizens**
 - **NCREN and NCIH**
 - **multiple site delivery**
 - **microwave, H.320, and internet protocol**
- **Research has shown**
 - **used most often in secondary and post secondary education**
 - **video-teleconferencing is cost effective**
 - **maintains the ability for two way to interaction**

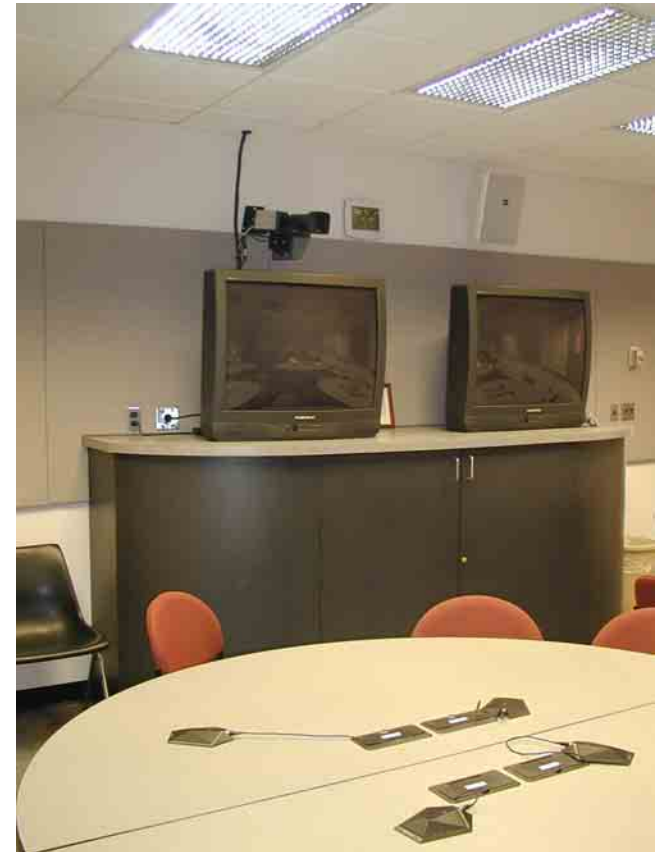


Method

- **fee-based program for sustainability**



- **two-way interactive**
 - delivered by microwave, H.320, IP
- **conference style**
 - limited to 3 hours
 - 6-10 conference per season
 - Upto 12 sites
- **site hosts**
 - distribute materials & facilitate interaction

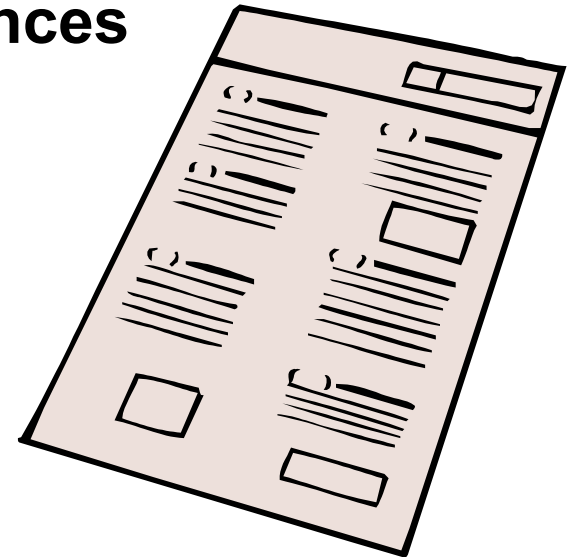


- **marketed through**
 - direct mailing
 - email distribution
 - web posting
 - list serves
 - notification of government agencies/organizations
- **target audiences**
 - natural resource professionals, government agencies, private landowners



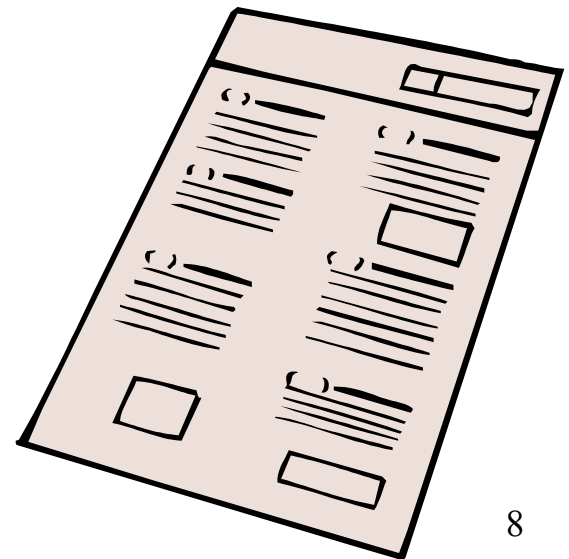
Assessment

- **post conference**
 - **individual cost savings**
 - **program quality**
 - **willingness to attend similar programs as traditional conferences**
 - **primary reason for attending**
 - **benefits of attending the video-conference**
 - **level of satisfaction**
 - **suggestions for improvements**
 - **suggestions for topics**

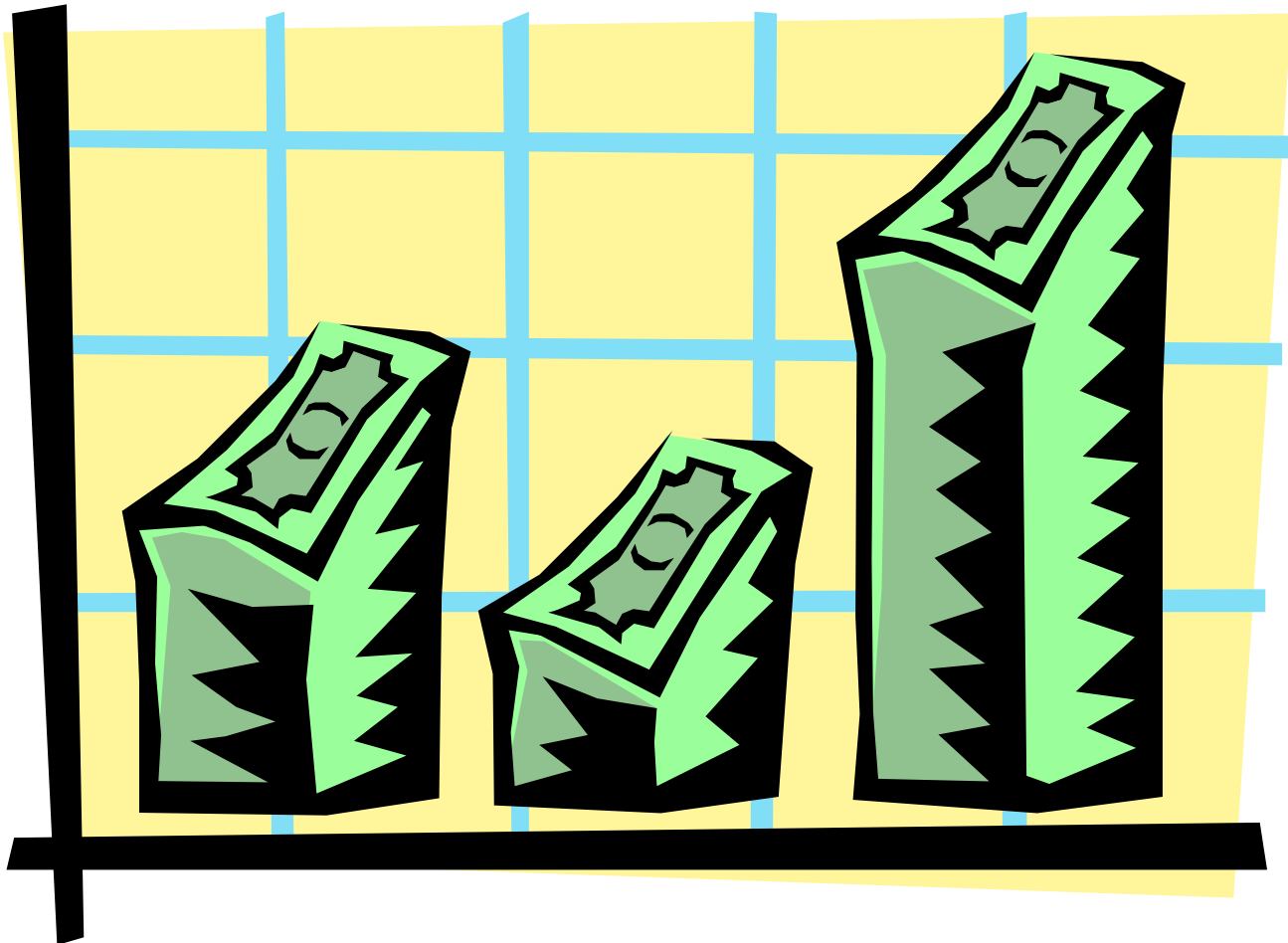


Assessment

- **post season**
 - 6-12 months
 - understanding of subject matter
 - application of information
 - enhancement of job skills



RESULTS & DISCUSSION



Number of conferences, number of registrations, and average number of registrations per conference season

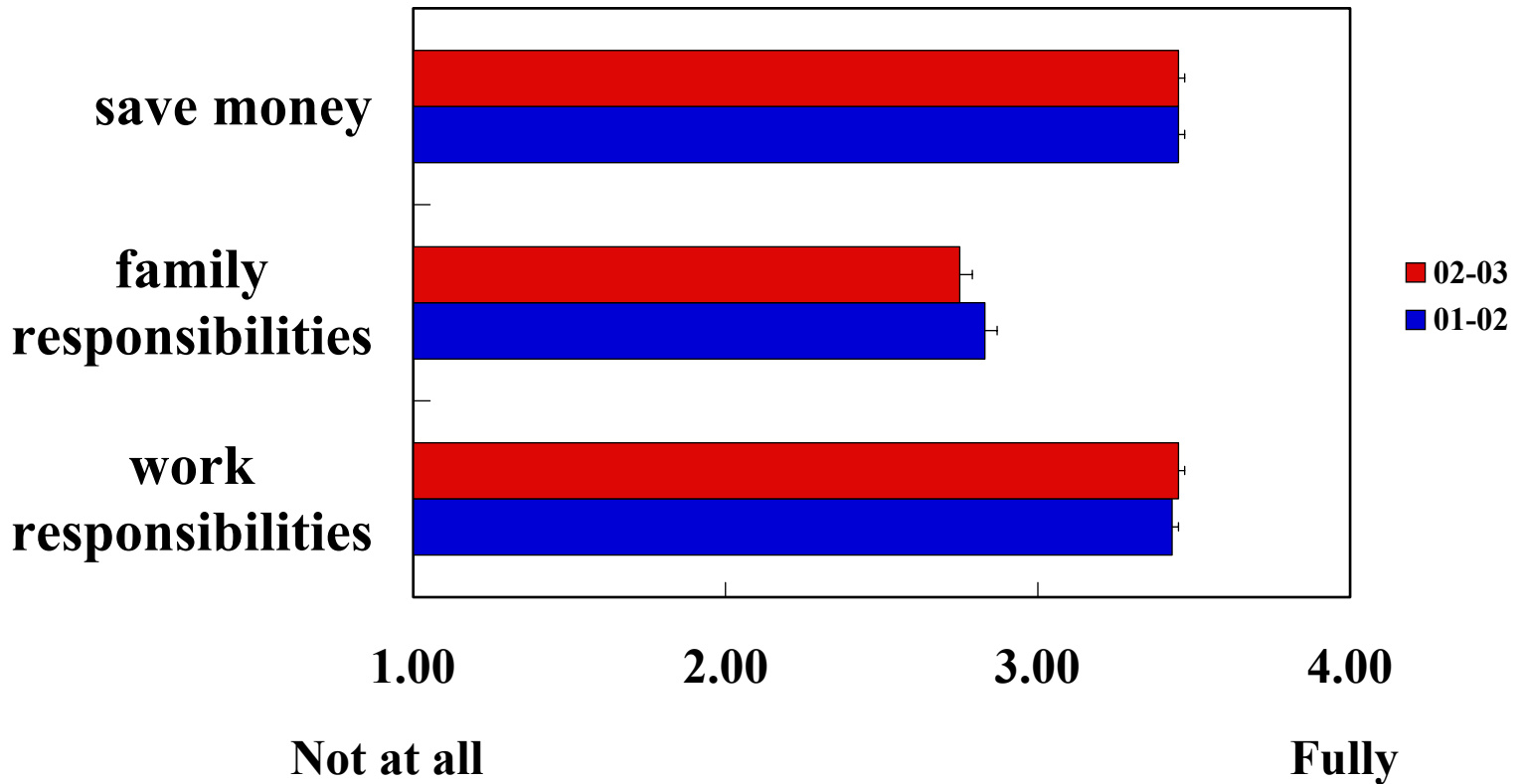
Conference Season	Number of Conferences	Number of Registrations	Average No. of Registrations per Conference
00-01	9	595	66
01-02	9	630	70
02-03	7	704	100
03-04	6	671	111
Total	31	2600	83

Primary reason for participation in the video-teleconference series

<u>Primary Reason</u>	<u>Conference Season</u>		
	<u>01-02</u>	<u>02-03</u>	<u>03-04</u>
	Percent (%)		
To earn continuing education credit	61	61	65
Subject matter content	22	20	21
Personal enrichment	11	13	10
Advancement in current job or career	5	5	4
Other	1	1	0

Over 7000 continuing education credits awarded

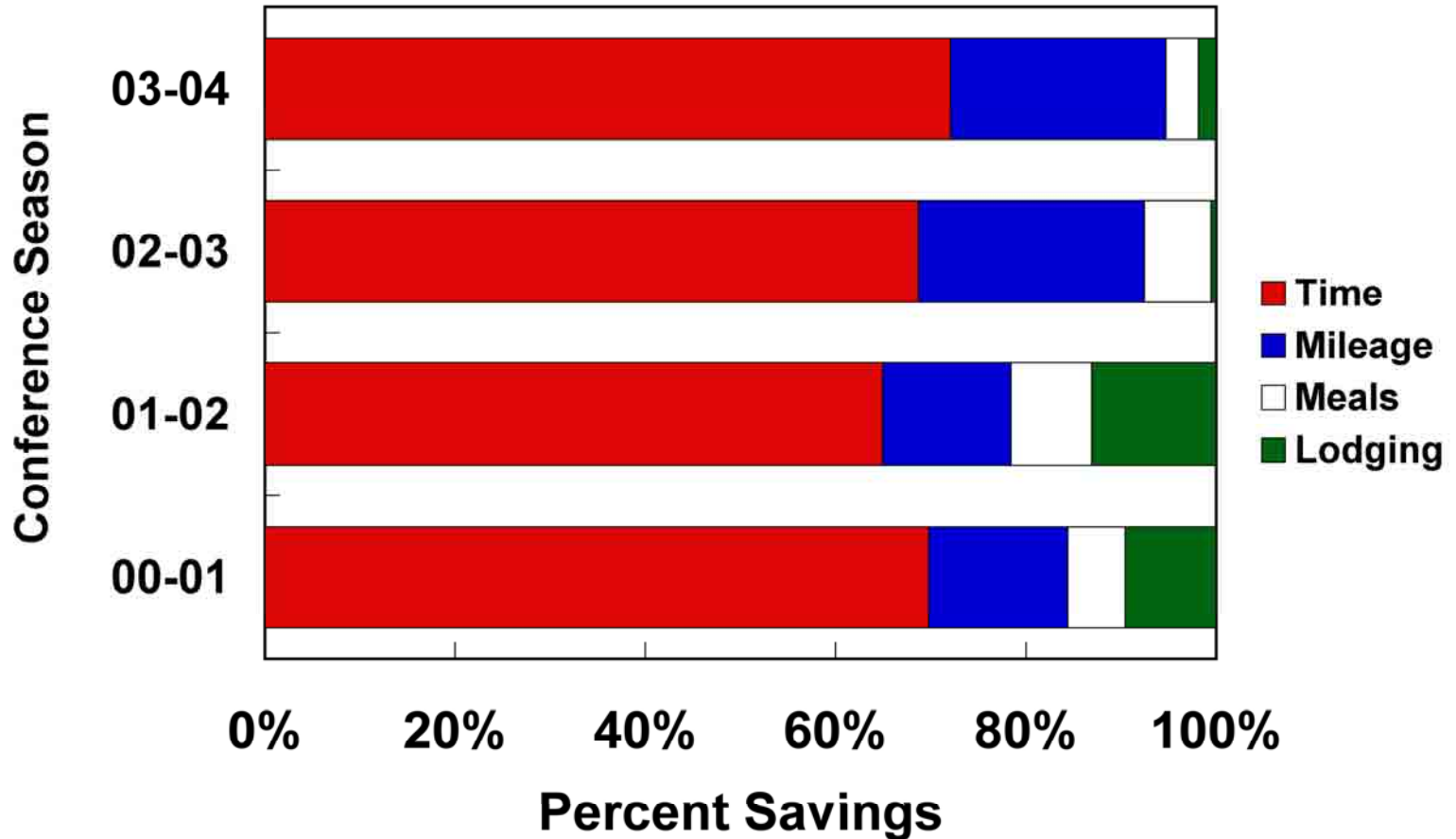
Ways in which video-conference technology helps the user



Traditional vs. Teleconference

- **Traditional**
 - attend in one location
 - long commute
 - average commute is 378.19 km (235 miles)
 - long hours away from work - 7.79 hrs
 - increased travel expenses
 - cost associated with lost productivity
- **Teleconference**
 - attend in multiple locations
 - Short commute
 - average commute is 57.94 km (36 miles)
 - able to return to other work responsibilities
 - Savings in cost associated with time and travel
 - \$15-\$25 in cost savings per \$1 invested
 - \$1 Million plus for all conferences to date

Percentage of savings per \$1 invested, per conference season, for cost categories of time, mileage, meals, and lodging.



Direct operating costs to conduct per conference

Expenditure	Cost
Administration	\$703
Supplies and Materials	\$660
Printing/Mailing/Copying	<u>\$703</u>
Total Cost	\$2066

Broadcasting costs, covered by other sources of funding, range from \$50-\$100 per site and would run approximately \$3000 per conference

Post evaluation

- **99% of the participants had an increase in their understanding of the subject matter**
- **98% of the participants applied information they received during the teleconference**
- **77% of the participants enhanced their job skills by attending the teleconference**

Other benefits

- **provided direct link between researchers and users**
- **provided researchers the opportunity for feedback**
- **provided greater cooperation between faculty, governmental agencies, and external stakeholders**

Conclusion

- **cost-effective means for delivering continuing education**
- **readily adaptable to other forms of distance education technology**
 - technology is an effective tool for program delivery
 - should not hinder the users ability to learn
- **meets the administrative demands for cost containment, cost-efficiency, & cost accountability**