

# Elevating Learning: Effective Video Strategies for Online Courses

with Faculty Kihyung Kim



# Zoom Netiquette

There are multiple ways to participate in this session



Raise your Zoom hand  
(using the Reactions button)



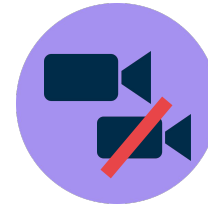
Use the chat (and  
stay on topic!)



Unmute your mic (and  
say who you are!)



Keep your mic on mute  
(unless you are sharing)



Turn your camera on if you can  
(recommended)

# Recording

We are recording this session.

The recording will be posted on our public Missouri Online website.





# Today's goals

By the end of this webinar, you will learn about:

- The powerful role of video in cultivating teacher credibility and effectiveness
- Tools to leverage video content to create an engaging learning environment
- Practical and sustainable tips



# In the Zoom chat:

Please share insights into the strategy you currently employ for integrating video content within your asynchronous online courses.

# Background

Why are instructor videos crucial?

- provide a personalized and engaging medium
- foster a sense of connection
- deliver content with clarity
- facilitate effective communication

# More stats

- Viewers claim that they retain 95% of the information given in the form of videos.
- Every week, people spend 18 hours watching videos online.
- Take a cue from marketers who know how videos influence customers.

Singh, C. (2024, January 4). *100+ surprising video marketing statistics you should know in 2024*. SocialPilot. <https://www.socialpilot.co/blog/video-marketing-statistics>

# Canvas Development Course

<https://umssystem.instructure.com/courses/277299>

- Strategy 1: Segmentized Lectures and Easy Navigation
- Strategy 2: Active Learning Checks
- Strategy 3: Synchronized Teaching with Light Board
- Strategy 4: Global Benchmarks
- Strategy 5: Transmitting Passion
- Strategy 6: Collaborative Support



# Other Sources

- [99 Tips for Creating Simple and Sustainable Educational Videos: A Guide for Online Teachers and Flipped Classes](#) by Karen Costa (2020)
- [Building Teacher Credibility blog posts](#) by Dr. Elmer Ragus (2023-24), [elmer.ragus@umsystem.edu](mailto:elmer.ragus@umsystem.edu)

# Q&A

**What questions do you have?**

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**MISSOURI  
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