Region 4 & 6 Learning Lab for Chapter Recording and Distribution

- San Diego, CA
- 25-Jan-2015
- John Walz, Director 2015-16, IEEE Board
Outline

1. Introductions
2. Purpose, Goal - Coughlin
3. Benefits, Value - Walz
4. Big Picture: Chapter Technical Meetings, ?
5. Big Picture: Technology, Fallenstein
6. How connect & record audio, Dennison
7. How make video recordings, Wei
8. Lab experiences
9. Optional Post-editing, Luo?
10. Q&A ➔ Commitment
1. Introductions

- **Train-the-Trainer**
  - Ron Dennison
  - Mike Fallenstein
  - Xun Luo
  - Joseph Wei

- **Champions**
  - Tom Coughlin
  - Bob Parro
  - John Walz

- **Section Officers**
  - “trainers”

- **Regional Officers**
  - Ray Kahn
  - Pradeep Pamula
  - Ted Rozolis
  - Steve Woods

- **IEEE staff**
2. Purpose, Goal
Goal

- Demonstrate an opportunity to create a new class of Intellectual Property (IP) that benefits members.
- Shows methods for capturing IEEE local Chapter technical meeting presentations and
- Provides a way for these recorded presentations to be stored and accessed by IEEE members
- Recordings will be a video of the presentation combined with the voice of the presenter.
- IP will provide membership value, increase MGA/TAB technical assets, and attract funding for improved Chapter programs.
Current Barriers

- Some Sections / Chapter geography limit high attendance at Technical Meetings
- Members who miss the Technical meeting, never have another viewing opportunity
- Technical meeting slides are mostly not archived on Sections / Chapter websites
- Call for Lecturers do not offer ongoing publicity / visibility of their talk
- Sponsoring Societies focus is on peer review articles for Xplore, and not on Technical Meeting recording & archive
Motion

IEEE Computer Society MGA supports for conducting Chapter Technical Meeting Recording and Archive pilots in Region 6, with technical advice from staff

- John Walz, Division Director-elect
- Tom Coughlin, Region Director-elect
- IEEE Computer Society MGA ExCom
- 5-Feb-2014
# Proposed New Initiative

<table>
<thead>
<tr>
<th>Initiative Name</th>
<th>Chapter Technical Meeting Recording &amp; Distribution</th>
</tr>
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<tbody>
<tr>
<td>Initiative Number</td>
<td>To be assigned upon submission</td>
</tr>
<tr>
<td>Date Submitted</td>
<td>8-June-2014</td>
</tr>
<tr>
<td>Initiative Leader Contact</td>
<td>Tom Coughlin, Region 6 Director Elect</td>
</tr>
<tr>
<td>Alternate Contacts</td>
<td>John Walz, Division 8 Director-Elect</td>
</tr>
<tr>
<td>Contacts E-Mail Addresses</td>
<td><a href="mailto:tom@tomcoughlin.com">tom@tomcoughlin.com</a>, <a href="mailto:j.walz@computer.org">j.walz@computer.org</a></td>
</tr>
<tr>
<td>Phone/Extension</td>
<td>408-202-5098, 630-961-3222</td>
</tr>
<tr>
<td>Organizational Unit Sponsor(s)</td>
<td>MGA Region 6 and Computer Society</td>
</tr>
</tbody>
</table>

1. **Abstract** (not to exceed 100 words)
   
   Provide a description of the proposed initiative to be funded by a one year seed grant.

   **An Opportunity to Create A New Class of IP that Benefits Members:** Capturing IEEE local section chapter technical meeting presentations and providing a way for these recorded presentations to be stored and accesses by IEEE Members. These recordings will be a video of the presentation combined with the voice of the presenter. This IP will provide membership value, increase MGA/TAB technical assets, and attract funding for improved Chapter program.
Learning Lab Purpose - Tool Demo as part of a process

- Demo a capability
  - How to use it
  - Help audience understand how easy it is to use
  - How volunteers can incorporate in a meeting when they return to their units

- Engage the audience
  - Ask if they used the product and/or process
  - Identify issues users may have experienced
3. Benefits, Value
Technical meetings provide value

- Technical meeting is an important product and service to both Section, Chapter, and Society members
  - Provide membership value in terms of education and networking
  - Attracts new and retains members
  - Attractive to Industry Professionals

- Show the vitality of the Section/Chapter leadership

- Section & Chapter leaders are motivated to select the best fit lecturer for their local membership

- Builds IEEE Brand locally

- Industry Practitioners especially values Chapter Technical Meetings

- Many Lecturers first public experience is in front of their Section or Chapter
Technical Meetings could be a new IEEE Intellectual Property

- All IP has an segmented audience with a variety of price points
Value for stakeholders

- Local Chapter, Section, and Region members
  - miss a technical meeting

- Society’s related technical communities
  - Global access
  - IP offering: abstract, speaker bio, pdf slides, and Camtasia video file

- IEEE members involved in continuing education
  - Membership value
  - searchable metadata

- Non-IEEE members
  - consumers of IEEE store
  - realize the advantages of joining the associated Society and/or IEEE
Global access from Section/Chapter & sponsoring Society websites

- Chapters and their Societies could build up Technical Meeting IP along with searchable metadata
- IP offering: abstract, pdf slides, speaker bio, and Camtasia video stream and downloadable file
- Membership value
4. Big Picture: Chapter Technical Meetings
Technical Meeting Time Line

1. Section / Chapter Program select local interesting topic

2. Call for Lecturers on this topic

3. Lecturer submission
   - Author Name, photo, bio, title, keywords, description, willingness to release IP, availability dates

4. Acceptance with date; Author signed release form

5. Technical Meeting announcement

6. Technical Meeting
   - Presentation laptop load & install, configuration test
   - Record live presentation, Q&A

7. Recording preview, submission, & distribute

8. Post editing option

9. Social networking
5. Big Picture: Technology
Big picture

Camtasia Relay
Your presentation, automatically produced into multiple formats, and automatically published to multiple destinations.

Presenters Record
Server Produces & Publishes
Viewers Watch

Record on your computer
Automatically produce on the server
Automatically publish to wherever you want

iTunes U
Blackboard
Your Media Server
Screencast.com
6. How connect & record audio
Audience/Audio Basics

• For small venues (~20-30 people or less) House Audio is Not Required BUT may be used if available

• Use of the built-in laptop microphone is not recommended

• The recommended wireless microphone system supports all presenter styles
  • Podium/fixed
  • Lavaliere
  • Headset

• Set up wireless mic’s and receiver in accordance with system manual

• Recommend headset mic for presenter and handheld for audience
Connection to PC and Mixer

Use of balanced cables is only necessary with very long cable runs or when the audio cable is run alongside ac power cables.
CASE 1 - No house audio (small group) Hookup to Camtasia PC Only
CASE 2 - Using House audio With access to mixer
CASE 3 - Using House audio WITHOUT access to mixer
Microphone and Recording Basics

• Distance/Position is everything!
• Each Microphone has different/unique requirements

Handheld dynamic microphone
4” ~45 degrees out of plane
Lavaliere (midline as close to throat as possible)
Headset - corner of mouth, flat/front of transducer facing and parallel to face
Putting it all together

• Make a short test recording
• Check level, clarity
• 5 volume/gain controls
• Avoid highest gains due to potential distortion
• Troubleshooting
7. How make video recordings

- Download and install software on presentation laptop
- Acquire Presenter’s copyright
- Make a Video Recording (12 steps)
- Submit recording for encoding on server
- Receive email with recording URL link
Login for software install
Camtasia Relay software downloads

TechSmith Fuse® for Camtasia Relay Information

TechSmith Fuse is a camera video recorder for iOS and Android devices designed for use with the Camtasia Relay server. TechSmith Fuse records camera video and uploads it to the Camtasia Relay server for automated encoding and publishing.

TechSmith Fuse also can upload existing videos from your library to the Camtasia Relay server.

Portable Recorder Information

You can run the Camtasia Relay portable recorder from a mobile storage device if there is any reason you cannot (or do not want to) record and upload directly from the presentation computer.

How to Install the Portable Recorder

1. Plug in a mobile storage device (such as a USB flash drive) and format the device as FAT32.
2. Click Download Portable Recorder and save the PortableCamtasiaRelay.zip file to your computer.
3. Locate and open the saved .zip file.
4. Copy all files from the .zip file onto the mobile storage device. All files from the .zip folder need to be copied to the device.
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Please check this box if you do not wish to have video/audio recordings made of your conference presentation.
Make a Video Recording

1. Launch TechSmith Relay Recorder.

2. Log in with your username and password.

3. Click the Audio button and select an audio device in the Select Audio Device dialog.

Select Record System Audio to include the sound you hear from your speakers in the recording.
Make a Video Recording (2/5)

4. Select which display to record if using a projector displaying a different screen or multiple displays.
Make a Video Recording (3/5)

5. Click the Camera button to select a camera to record along with your presentation. This camera is displayed in the lower right corner of your presentation in a picture-in-picture format (optional).

6. Enter a presentation title and description.
Make a Video Recording (4/5)

7. Make a test recording to verify that you are recording from the correct display, camera, and audio device.

8. Click the Record button. The recorder is minimized to the system tray.


10. Stop the recording using the icon in the system tray.
11. If needed, click Trimming to set trim points to cut out extra video at the beginning and end of the presentation.

12. Click the Submit button.

If you are connected to the Internet, the presentation starts uploading to the TechSmith Relay website.

If you are not connected to the Internet, the recording automatically starts uploading when you connect to the Internet. You do not receive notice when your presentation begins uploading.

Check the Status of Your Presentation on the TechSmith Relay website.
11. Preview and Submit the Recording

After you finish recording your presentation, it opens in the TechSmith Relay Review window.

1. Preview your recording.

2. If you did not do so prior to recording, log in and enter a title and description.

3. If you need to, trim the beginning and end of the recording.
11b. Trim, not Discard
12. Camtasia Relay Recording Upload

The presentation was submitted for upload to the server.
If you are currently **online**, the presentation will begin to upload immediately.
If you are **offline**, your presentation is now stored on your computer and will automatically begin to upload the next time your computer is online.
13. Presentation Published on server

Subject: Presentation Published: Test demo1
From: IEEE CS Camtasia (camtasia@computer.org)
To: johnwalz@ameritech.net;
Date: Saturday, August 23, 2014 3:45 PM

A presentation recorded at 8/23/2014 1:35:10 PM is ready for sharing and viewing.

Title: Test demo1
Description: Test demo1
Duration: 0:00:13

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP4 (Original Size)</td>
<td>425 KB</td>
<td>View...</td>
</tr>
</tbody>
</table>

Automatic notification by Camtasia Relay
Send TechSmith your feedback.
Content Distribution

Screencast.com from TechSmith
http://www.techsmith.com/screencastcom.html
- public access or three levels of privacy
Camtasia Demo

- Make a great recording: Select, Start, Pause
- http://www.screencast.com/t/1zj7SE7j8RjE (6:52)
8. Lab experiences

- Install & run
- Audio connection
- Make a Test Recording
- Make a short Recording, whose title has your email
- Preview the Recording
- Submit the Recording
9. Optional Post-editing
10. Q&A → Commitment
10. Q&A → Commitment
10. Q&A → Commitment

Commitment
- Audio purchase
- Train Chapter officers
- Request Software License
- Software downloads on Chapter and Speakers’ laptops
- Manage Chapter recordings
- Publicize Chapter recordings
- Share best practices & best presenters
11. Backup
Chapter Recordings & Distribution Configurations

- Audience
- Audio
- Laptop
- Presenter
- Manual / Automatic work flow
## Audience Configurations

<table>
<thead>
<tr>
<th># attendees</th>
<th>Presenter style</th>
<th>Audio configuration</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 10</td>
<td>podium</td>
<td>wireless mic</td>
</tr>
<tr>
<td>up to 30</td>
<td>podium, walk around</td>
<td>wireless mic</td>
</tr>
<tr>
<td>over 30</td>
<td>podium, walk around</td>
<td>wireless mic &amp; handheld</td>
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</tbody>
</table>
Audio Configurations

Room selection:
- size,
- house audio,
- mixer,
- podium & hand mic,
- speaker phone

- No access to house audio
- House audio connect to Mixer
Laptop Configuration: IEEE’s or Presenter’s

1. Presenter uses IEEE laptop
2. Software loaded on Laptop
3. Audio connect to Laptop
4. Presenter records live with Q&A
5. Recording profile completed by officer & saved
6. Recording & profile uploaded to server for
7. Recording available
8. Presenter uses own laptop
Presenter Configuration: local / remote

- Presenter attends with Q&A
- Presenter records live with Q&A
- Software loaded on Laptop
- Presenter pre-records
- Recording & profile uploaded to server for encoding
- Recording available
- Recording playback
- Presenter with live Q&A
## Manual / Automatic work flow

<table>
<thead>
<tr>
<th></th>
<th>Manual</th>
<th>Automatic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Distribution site</strong></td>
<td>Screencast.com</td>
<td>computer.org</td>
</tr>
<tr>
<td><strong>Presentation website</strong></td>
<td>Manual on Chapter web</td>
<td>Automatic on computer.org</td>
</tr>
<tr>
<td><strong>Presentations Catalog</strong></td>
<td>Manual on Chapter web</td>
<td>Automatic on computer.org</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>Open</td>
<td>IEEE login</td>
</tr>
<tr>
<td><strong>Non-IEEE</strong></td>
<td>free</td>
<td>small mtc. fee</td>
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<tr>
<td><strong>Search</strong></td>
<td>?</td>
<td>Yes on metadata</td>
</tr>
<tr>
<td><strong>Social media</strong></td>
<td>?</td>
<td>Yes</td>
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<tr>
<td><strong>Analytics</strong></td>
<td>?</td>
<td>Yes</td>
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<tr>
<td><strong>Date</strong></td>
<td>Now</td>
<td>Feb/March</td>
</tr>
</tbody>
</table>
Chapter Recordings & Distribution Flow

1. Presenter review and approval
   - Presenter metadata and artifacts received and approved

2. Recording request with Presenter metadata & artifacts uploaded
   - Recording request with Presenter metadata & artifacts uploaded

3. License received & Laptop loaded and tested
   - License received & Laptop loaded and tested

4. Introductions, Branding, Presentation, & Closing
   - Introductions, Branding, Presentation, & Closing

5. Trim, Auto uploading, encoding, approval request
   - Trim, Auto uploading, encoding, approval request

6. Review, Trim, Approve
   - Review, Trim, Approve

7. Review Distribution webpage; updates
   - Review Distribution webpage; updates

8. Update Chapter, Region, Society Catalogs
   - Update Chapter, Region, Society Catalogs

9. Attendee satisfaction
   - Attendee satisfaction

10. Chapter webpage update
    - Chapter webpage update

11. Liferay & Camtasia
    - Liferay & Camtasia

12. Publicity
    - Publicity

13. Venue setup
    - Venue setup

14. Introduction, Presentation
    - Introduction, Presentation

15. Staff Approval
    - Staff Approval