

**Showcasing Your Commitment to Faculty and Student Success:**

**Video Capture of Your ACUE Community**

*At ACUE, we are so excited to support you in delivering on your promise to ensure students experience the highest quality education. We treat our partners’ success as our own and are invested in helping you share your stories––of administrators committed to building community among faculty across disciplines and narrowing student equity gaps, of faculty who have taken risks to implement new teaching practices with their students and have been awarded national teaching credentials, and of students who recognize the difference of learning from ACUE-certified instructors.*

*Interested in amplifying the voices of your ACUE community? This document provides a starting point for creating inspiring and impactful videos.*

*If you have any questions, please reach out to Julie Candio Sekel, Executive Director, Learning Media, at jcandiosekel@acue.org.*

**What is the Association of College and University Educators (ACUE)?**

We are[an organization](https://www.youtube.com/watch) that’s on a mission to ensure student success and equity through quality instruction. In partnership with colleges, universities, higher education systems, and associations, we prepare and credential faculty in the evidence-based teaching practices that improve student achievement and close equity gaps. Numerous and independently validated[studies](https://www.usm.edu/faculty-development/acue-faculty-development-institute.php) confirm that students are more engaged, learn more, and complete courses in greater numbers—more equitably with their peers—when taught by ACUE-credentialed faculty. Our online, cohort-based credentialing[programs](https://www.youtube.com/watch) are delivered through institutional partnerships and open enrollment courses endorsed by the American Council on Education.

**How do you pronounce ACUE?**

“Ā-Cue.” In other words, how A is pronounced in “acorn” plus “cue.” Hear our Chief Academic Officer say it at 0:23 in this video:[https://www.youtube.com/watch?v=CFFvwLGubdg&t=2s](https://www.tamus.edu/academic/student-success/scaling-instructional-excellence/?v=CFFvwLGubdg&t=2s)

**What types of videos do you recommend?**

There are a number of video types you might produce––to celebrate faculty who have earned their teaching credentials, to inspire faculty to enroll in ACUE programs, to highlight how students’ learning and achievement have been impacted, to communicate to prospective students and parents the value of attending an ACUE institution, and more. Below are some ideas and examples from our partners.

* **Mission and Impact:** Demonstrate how ACUE supports your institution’s mission and how the partnership has impacted faculty and students.
* **College of Lake County:**<https://www.youtube.com/watch?v=poI7YsSj_rU>
* **Tarleton State University:**<https://www.youtube.com/watch?v=Lebk4M32SlE>
* **The University of Southern Mississippi:** [https://www.youtube.com/watch?v=ncOw1gkgWF8](https://twitter.com/acue_hq?v=ncOw1gkgWF8)
* **Most Impactful Practices:** Ask faculty to share the practice that impacted them or their students most––or, even better, interview a faculty and student pair to highlight the impact of evidence-based teaching practices on student success.
* **Lehman College:**[https://www.youtube.com/watch?v=EeHLl\_pn6Fg](https://www.facebook.com/acuecommunity/?v=EeHLl_pn6Fg)
* **Borough of Manhattan Community College:**<https://www.youtube.com/watch?v=6XR93NUHSrc>
* **Texas A&M University – College Station (student example):**<https://www.youtube.com/watch?v=zVxPyP_Roqs>
* **Partnership Stories:** Interview campus or system leaders about how and why they have partnered with ACUE.
* **University of Toronto:**<https://www.youtube.com/watch?v=fmxmHUpelDY&t=41s>
* **Norfolk State University:**<https://www.youtube.com/watch?v=wHwpI-vpqoo>
* **Faculty Profiles:** Highlight individual faculty members and ask them to share their experiences in the program.
* **Touro University:**[https://www.youtube.com/watch?v=Wq16WaFY7TM](https://support.apple.com/downloads/quicktime?v=Wq16WaFY7TM)
* **Missouri S&T:**<https://www.youtube.com/watch?v=aoCrqmi5xtI&t=133s>
* **Celebration or “Thank You” Videos:** Record administrators celebrating their faculty, faculty thanking their facilitators or administrators, and/or students thanking their instructors. If there’s a pinning ceremony on your campus, you also might consider filming the celebration.
* **CUNY System (students):**<https://www.youtube.com/watch?v=TZMVF7beO2w>
* **Texas A&M University System (leaders):**<https://www.youtube.com/watch?v=VDUVBuDtgM0>
* **CUNY System (leaders):**<https://www.youtube.com/watch?v=7QltZ0IUqWA>
* **Texas A&M University–Kingsville (pinning ceremony):**<https://www.youtube.com/watch?v=szD_G0t6ZMA>
* **Create a Series or Focus on a Theme:**
* **One Word:**<https://www.youtube.com/watch?v=bCYewfs1ghw&t=1s>
* **Innovative Educators Series at Tarleton State University:**[https://www.youtube.com/watch?v=4KLBlSLSTKg](https://www.usm.edu/faculty-development/acue-faculty-development-institute.php?v=4KLBlSLSTKg)
* **My 60-Second ACUE Story at Texas A&M University System:**<https://www.youtube.com/watch?v=P5d3SsDeJPA>
* **Implementing Practices for Student Impact at CUNY:**<https://www.youtube.com/watch?v=f3XKI3QJfWA>

**What questions should I ask?**

At the end of this document, we’ve provided a list of recommended interview questions for administrators, faculty, and students to get you started. We encourage you to ask your interviewees for other topics they may be excited to talk about.

**Why should I include students?**

We believe there is nothing more powerful than the student voice. Students recognize and appreciate effective teaching. If our ultimate goal is to impact student success and equity, it is students’ stories about their experiences that will be most impactful and inspiring to faculty, administrators, your campus community, and other higher education stakeholders.

**Where should I showcase my video(s)?**

Many of our partners feature their videos on a dedicated partnership web page. Here are a few examples:

* **The University of Southern Mississippi:**[https://www.usm.edu/faculty-development/acue-faculty-development-institute.php](https://www.linkedin.com/company/acue/)
* **CUNY System:**[https://www.cuny.edu/academics/faculty-affairs/cuny-innovative-teaching-academy/acue-effective-teaching-practices/](https://www.youtube.com/watch)
* **Texas A&M University System:**[https://www.tamus.edu/academic/student-success/scaling-instructional-excellence/](https://www.youtube.com/watch)
* **California State University Northridge:**[https://www.csun.edu/undergraduate-studies/faculty-development/effective-online-teaching-practices](https://acue.org/programs/catalog/)

In addition, we have seen partners share them:

* On social media
* On YouTube channels
* In campus newsletters
* As part of faculty recruitment emails

When sharing your videos on social media, we’d love for you to tag us:

* LinkedIn:[ACUE (Association of College and University Educators)](https://www.youtube.com/watch)
* Twitter:[@ACUE\_HQ](https://support.apple.com/downloads/quicktime)
* Facebook:[@ACUECommunity](https://www.youtube.com/watch)

**Do you have recommended specs and branding?**

We encourage you to your institution’s specs and branding when producing your own videos. If you are interested in matching to our specs, they are: HD 1920x1080 or 4K, 16:9 ratio/NTSC, 23.98 frame rate, Non-log (c-log) footage.

**Should I share the videos and/or raw footage with you?**

Yes! If you are sharing completed videos on your website or on social media, please tag us and send a direct link to Julie Candio Sekel, Executive Director, Learning Media, at jcandiosekel@acue.org.

If your administrators, faculty, and students would like the opportunity to be featured in ACUE’s media (on our website, in our newsletter, etc.), please follow these steps:

* Send us the raw footage, without any lower thirds or music.
* Ask the interested participants to complete and return our Appearance Release form.
* Label your files using this format: Institution Name\_Interviewee Name\_Type (e.g., BCC \_KellieSmith\_Broll)
* Send your files via a Dropbox or alternative link to jcandiosekel@acue.org.

We look forward to sharing your stories with our community!

**What if I want to produce videos but don’t have a media team?**

No worries! You can share our Self-Recording Video Guide with those interested in recording their own videos. This guide will help participants to set up their space and utilize the software available to them. When you share this guide, be sure to let participants know how you prefer for them to label and submit their files to you.

Page Break

**Suggested Interview Questions and B-roll**

**Debriefing Statement:** Thank you so much for agreeing to participate today. Just to confirm, have you signed the consent form? Please respond to the questions in complete sentences, since I will never appear in the videos. If you would like to redo or rephrase something, take a moment and then start your sentence over again. The beauty of editing is that there is nothing you can say wrong. Do you have any questions before we begin?

**Administrator Questions**

1. Please state your name, position, and institution.
2. Why did your institution partner with ACUE, and how is this work connected to your institution’s mission?
3. Why is teaching excellence important to your students’ success?
4. How does scaling effective teaching help to sure equity for students?
5. Have you found that faculty are hungry to strengthen their teaching? How do you know?
6. How has your partnership with ACUE impacted your faculty and students?
7. As you’ve observed faculty engage in these efforts to strengthen their teaching, what has made you the proudest?
8. Have you heard any specific success stories from faculty or received any impact data that you’d like to share?
9. How has your partnership with ACUE helped you to engage and support instructors as partners in your efforts to retain and graduate more students?
10. What demographics of your faculty are engaged in ACUE (e.g., adjuncts, full-time faculty, faculty in certain disciplines)?
11. How has your partnership with ACUE helped to build a community and culture of teaching and learning excellence across campus?
12. Is there anything I haven’t asked that you’d like to share?

**Faculty Questions**

1. Please state your name, position, and institution.
2. Which ACUE course did you complete?
3. What do you believe your role is in ensuring student success at your institution?
4. How would you describe the ACUE course to a colleague?
5. Why did you initially enroll in the ACUE course, and what was your experience like completing it?
6. Was completing the course worth the time and effort you invested? Why?
7. What key takeaways or teaching practices impacted your teaching the most? Why?
8. Describe a specific teaching practice or positive interaction you had with students as a result of your learning in the ACUE course.
9. Why do you think it is important to view teaching as a lifelong skill that you continually refine?
10. What’s one word you would use to describe your experience in the ACUE course and why?
11. Is there anything I haven’t asked that you would like to share?

**Faculty B-roll**

* A few minutes of the instructor at a computer engaging in the ACUE course—watching videos, planning to implement a practice, writing a module reflection
* With student permission, a short segment of the instructor teaching in the classroom

**Facilitator Questions**

Facilitators may be interested in responding to select questions from above. In addition, you might ask them:

1. What has your experience been like serving as an ACUE facilitator?
2. What have you heard from instructors or students about the impact ACUE is having?
3. How is your cohort building community and what are some of the benefits?
4. What is most rewarding about contributing to the institution’s student success goals?

**Facilitator B-roll**

* Leading in-person or online cohort meetings
* Typing course announcements or reading discussion forums

**Student Questions**

1. What is your name, grade, and major?
2. What class did you take with Professor X?
3. What are some things your professor did in the class that helped you to be engaged and supported your learning?
4. How could you tell that your professor cared about you as a person and wanted you to succeed?
5. Is there anything in particular that you’d like to share about your learning experience with Professor X? Any specific experiences or interactions that stood out to you?
6. Sometimes we've heard that students gravitate toward instructors who give them an “easy A” or are funny, but we like to think students can differentiate between simply *liking* an instructor and *learning* from them. Why is it important that your professor helps you learn and what’s the benefit to your future courses and career?
7. How does it make you feel knowing that your instructor is completing a course to learn even more effective teaching practices to help you engage and be successful in the course? Does it demonstrate care for you as a student or inspire you to be a lifelong learner? Please explain.
8. Is there anything I haven’t asked that you would like to share?

**Student B-roll**

* A few minutes of the student in office hours or class with the instructor

**Self-Recording Guide for Remote Filming**

Thank you for preparing a video for submission. This guide is intended to help you to prepare your space and produce a recording that is ready to be shared!

**Setting Up**

First, you’ll want to find a naturally lit space with the light source to your side, not directly in front or behind you. Choose a space that you’re comfortable showing on camera and where there is minimal background noise. Be sure to select a chair that will not swivel as you record.

Set up your camera to show from your shoulders up and ensure the shot is horizontal. Lift the computer or phone so it is at eye level (a stack of books can help to give your device a lift!). Leave a bit of head room between the top of your head and the top of the frame, but do not show the ceiling. Be sure not to cut off the top of your head. Do your best to center yourself. If you are recording on a phone or tablet without a tripod, try to prop it up on a stable surface.

Please dress comfortably and avoid tops that have a brand name or busy pattern. Also, it is usually best to select a top that is a different color than your background. Try to avoid jewelry that may make noise when recording, such as bangles.

A picture containing text, person, indoor, electronics

Description automatically generated

A person smiling at the camera

Description automatically generated with medium confidence

**Recording Your Video**

There are many ways to self-record videos using your computer, cell phone, or tablet. Here are some of the programs we recommend:

* **Mac users:**[Photo Booth](https://support.apple.com/guide/photo-booth/welcome/mac) or [QuickTime](https://www.youtube.com/watch)
* **Windows users:** [Camera](https://acue.org/?activetab=pivot:overviewtab) or [QuickTime](https://www.youtube.com/watch)
* **Cell phone and tablet users:** Record using your Camera app. Please take extra care to ensure your recording is horizontal and that your shot is level.

Some additional tips:

* Please look directly at the camera when recording.
* Be sure that you have enough storage on your device to record your video.
* If possible, avoid wearing a visible headset to record (AirPods are fine).
* If you have the option to record a high-resolution file, please do so! For example, when using QuickTime, after you record your video and click “File,” “Export As,” and you should be able to select the highest quality file type (4K, 1080p, or 720p).