

CUNY

Computing Information Services  
Project Management Office

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# *Teaching and Learning with Rich Media: Podcasting and iTunes U*

7<sup>th</sup> Annual CUNY IT Conference  
John Jay College  
December 5, 2008

# *iTunes U: What is it? Why use it?*

*Apple Computer, Inc.  
Colleges & Universities  
Storage & Distribution  
Rich Media*

## ***iTunes U: What is it? Why use it?***

- **Serves a promotional, informational objective,**

*allowing colleges and universities to promote themselves and to inform their constituencies including the general public, alumni, prospective students as well as its their campus communities about the university, the colleges, their programs, faculties and student body.*

- **Serves an educational objective,**

*allowing instructors, administrators, and affiliates to manage, distribute, and control access to educational audio and video content for students within a college or university using the Apple iTunes Store and Application infrastructure.*

# *iTunes U: What it won't and will do*

## **It won't...**

**Help you compose or  
edit audio or video**

**Make you stronger**



**Or wiser**



**Or bring you luck**



## *iTunes U: What it won't and will do*

### **But it will...**

**Support Single Sign On via Blackboard**



**Provide Free & Safe storage**



**For Thousands of audio & video files**



**Distribute & Organize content using iTunes**



**Allow you to take content wherever your media player goes...**



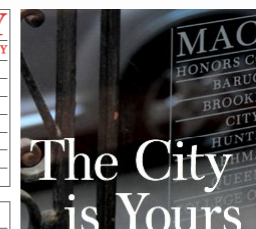
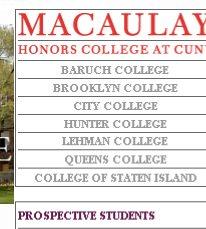
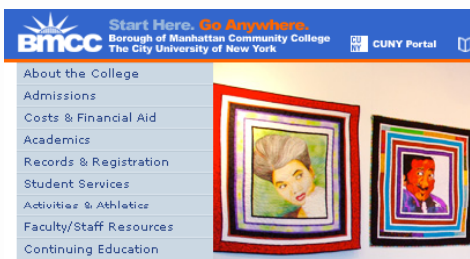
# *Teaching & Learning with Rich Media*

**CUNY Academic Affairs  
Pilot Project  
Discovery  
Best Practices  
Pedagogy  
Content  
Technology  
Campus Teams  
Collaboration**





# The Pilot Project: 17 Campuses



# Collaboration: [wiki.itunesu.cuny.edu](http://wiki.itunesu.cuny.edu)

[Home](#)[Edit locked page](#)[New page](#)[Comments](#)[Files](#)[Settings](#) [Help](#)

## The City University of New York

### Computer & Information Services

Brian Cohen, CIO

This wiki supports a university-wide, collaborative effort coordinated by the Project Management Office of The City University of New York to establish a CUNY presence on iTunes U. The project encompasses the university and its 23 colleges and schools.

### One Project, Two Tracks

1. CUNY University Relations is sponsoring the effort to focus on public and community affairs missions of the university to inform, teach, and promote the university, its colleges, schools, institutes and programs to its various constituencies, including students, faculty, prospective students, staff, alumni and the public at large in the City of New York, the United States and beyond;



### Visit CUNY on iTunes U

You must have the iTunes application on your computer or be prepared to download this application to view CUNY on iTunes U

2. CUNY Academic Affairs is sponsoring the effort to bring together the vast and able resources of the university's faculties, academic technologists, Centers for Excellence in Teaching & Learning, and students to develop a body of best practices, to identify technologies and processes and to integrate the university's Learning Management System with the iTunes U platform in ways that enhance teaching and learning.

#### SideBar

#### Wiki Pages

[Intellectual Property Considerations](#)  
[iTunes U at Other Institutions](#)  
[Technologies for Rich Media](#)  
[iTunes U Site Administration](#)  
[iTunes U Technology FAQ](#)  
[Taxonomies and Metadata](#)

#### Teach & Learn Academic Pilot Project

- ◆ [Access Control Considerations](#)
- ◆ [Assessment: Gauging Outcomes](#)
- ◆ [Blackboard and iTunes U Integration](#)
- ◆ [Content Creation for Faculty](#)
- ◆ [Faculty - Subject Area Pages](#)
- ◆ [Learning Support Services](#)
- ◆ [Gateway: College Project Activities](#) **NEW**
- ◆ [Pedagogy: Best Practices](#)
- ◆ [Pedagogy: Resources](#)
- ◆ [Rich Media: Resources on the WWW](#)

#### Public, Community Affairs Project

- ◆ [Gateway: College Project Activities](#) **NEW**
- ◆ [Guidelines for CUNY-on-iTunes-U Public Sites](#) **NEW**
- ◆ [Marketing-Branding with iTunes U](#) **NEW**

#### WWW Links & Other Wikis

[CUNY on iTunes U Discussion Group](#)  
[Directory iTunes U Universities & Colleges](#)  
[Apple iTunes U Support](#)  
[CUNY Portal](#)

#### Project Management

[Contact the Project Manager](#)  
[Project Calendar: Academic Track](#)



# Collaboration: Discussion Forums



## CUNY on iTunes U: Teaching & Learning with Rich Media

### Home

New since last time: 1 message

This forum is a place for asking/answering questions, exchanging rich media content to support and enhance the academic mission (CUNY). All participants in the CUNY iTunes U academic pilot others. Also, be sure to [visit the CUNY iTunes U project wiki](#)

S. Landau, CIS-PMO, Project Manager

**Discussion Forum** 9 of 107 messages [view all](#)

#### [ANNOUNCEMENT: CUNY IT Conference 2008](#)

By stephen.lan...@mail.cuny.edu - Oct 10 - 1 author - 0 replies

[MacLearning.org webcast, Topic: iTunes U and](#)

By S. Landau, PMO - Sep 30 - 1 author - 2 replies

[ANNOUNCEMENT: iTunes U Index of Universities](#)

By stephen.lan...@mail.cuny.edu - Sep 30 - 1 author - 0 replies

[ANNOUNCEMENT: CUNY Content Featured on iTunes U](#)

By stephen.lan...@mail.cuny.edu - Sep 30 - 1 author - 0 replies

[ANNOUNCEMENT: CUNY on iTunes U \(public\) L](#)

By S. Landau, PMO - Sep 20 - 1 author - 0 replies

[Coming Attraction: CUNY on iTunes U](#)

By stephen.lan...@mail.cuny.edu - Sep 17 - 1 author - 0 replies

[Apple Prevents Application from Bypassing iTunes](#)

By stephen.lan...@mail.cuny.edu - Sep 16 - 1 author - 0 replies

[Accessibility](#)

By stephen.lan...@mail.cuny.edu - Sep 15 - 1 author - 0 replies

[iTunes U-Blackboard Domains-Vanderbilt Buildir](#)

By stephen.lan...@mail.cuny.edu - Jul 10 - 1 author - 0 replies



## CUNY on iTunes U: Public & Community Affairs

### Home

This forum is a place for asking/answering questions, exchanging ideas for using audio, video and hybrid rich media content to support and enhance the public and community affairs missions of The City University of New York (CUNY). All participants in the CUNY iTunes U Public & Community Affairs project may post or respond to postings by others. Also, be sure to [visit the CUNY iTunes U project wiki](#)

S. Landau, CIS-PMO, Project Manager

[\[edit welcome message\]](#)

**Discussion Forum** 9 of 38 messages [view all](#)

[+ new post](#)

#### [iTunes U Activity Analytics](#)

By stephen.lan...@mail.cuny.edu - Oct 6 - 1 author - 0 replies

[MacLearning.org webcast, Topic: iTunes U and Woolamaloo](#)

By S. Landau, PMO - Sep 30 - 1 author - 2 replies

[ANNOUNCEMENT: iTunes U Index of Universities & Colleges](#)

By stephen.lan...@mail.cuny.edu - Sep 30 - 1 author - 0 replies

[ANNOUNCEMENT: CUNY Content Featured on iTunes U front page](#)

By stephen.lan...@mail.cuny.edu - Sep 30 - 1 author - 0 replies

[ANNOUNCEMENT: CUNY and College Public iTunes U Sites Launched](#)

By michael.ar...@mail.cuny.edu - Sep 28 - 2 authors - 1 reply

[How to Standardize Links in Courses and Welcome Pages](#)

By S. Landau, PMO - Sep 23 - 1 author - 0 replies

[Guides for CREATING & PROMOTING Your iTunes U Site](#)

By stephen.lan...@mail.cuny.edu - Sep 22 - 1 author - 0 replies

[College Site Links to CUNY on iTunes U](#)

By S. Landau, PMO - Sep 22 - 1 author - 0 replies



# Significant Events

**CUNY Sign iTunes U Agreement**  
Summer, 2007

**Academic Pilot Launched**  
December, 2007

**CUNY Public iTunes U Launched**  
September, 2008

**200 faculty and staff participate from 17 campuses**

- *project wiki launched*
- *discussion forum launched*
- *17 academic iTunes U sites established*
- *Blackboard v. 6.3 and iTunes U linked*
- *9 presentation webinars held*

**CUNY launches public iTunes U sites**


- *The University*
- *Baruch*
- *BMCC*
- *Lehman*

# Our Presentations



CUNY IT Conference 2008

**Teaching and Learning with Rich Media (iTunes U): CUNY IT Conference 2008**

	<p><b>Albert Robinson - Instructional Technology</b> Last Modified: Tue Oct 28, 2008 Total Tracks: 0</p>		<p><b>Prof. William Bauer (CSI) - Music</b> Last Modified: Thu Nov 6, 2008 Total Tracks: 0</p>
	<p><b>Prof. Ellen Smiley (OLB) - Research Methods</b> Last Modified: Mon Oct 27, 2008 Total Tracks: 0</p>		<p><b>Prof. Giulia Guarnieri (BCC) - Italian</b> Last Modified: Tue Nov 18, 2008 Total Tracks: 12</p>