



WELCOME TO IMPROVING ONLINE STUDENT SUCCESS WITH VIDEOS & ANALYTICS

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DIRECTOR

OVERVIEW

- Video Production Studio
- Sample Videos
- Audience Retention
- Detailed Data Analysis
- From Analysis to Measureable Change
- Ways to Learn More About Video Analytics

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VIDEO PRODUCTION STUDIO

GREEN SCREEN

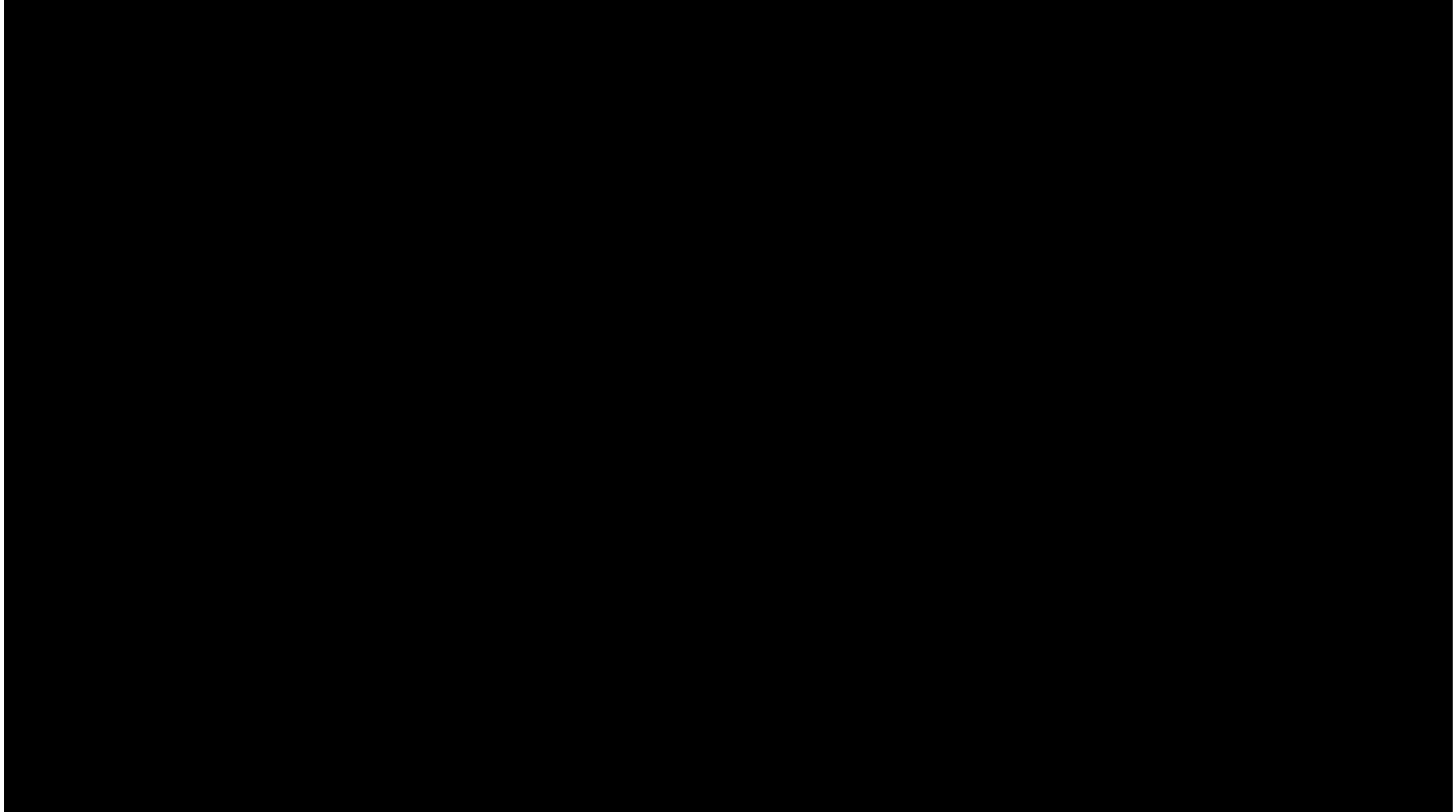
- Over 500 Videos with Closed Captioning
- Over 29,000+ Views



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VIDEO PRODUCTION STUDIO

INSTRUCTIONAL LIGHT BOARD



REDESIGNING INSTRUCTION

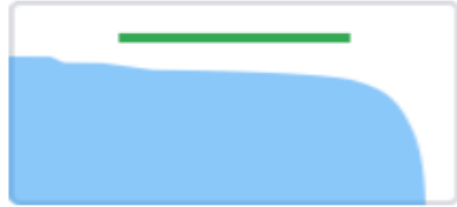
- 50 Redesigned Online Courses
- ADA Standards
- Measurable Changes

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ACTION VIDEO



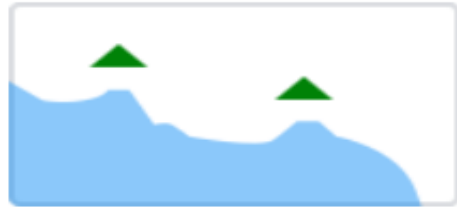
AUDIENCE RETENTION



Flatness means viewers are watching your video from start to finish.



Gradual declines mean viewers are losing interest over time.



Bumps mean viewers are rewatching or sharing those parts of your video.

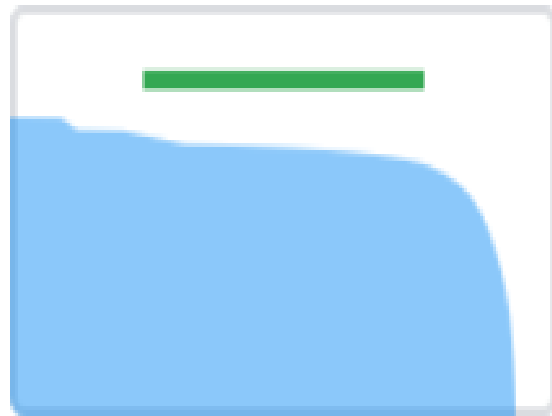


Dips mean viewers are skipping over those parts of your video.



A sudden drop means viewers are leaving your video at that specific part.

FLAT



Flatness means viewers are watching your video from start to finish.

FLAT CURVE - MATH



Type ?
Audience retention

2:48
Average view duration

75.0%
Average percentage viewed

Chart guide ?



GRADUAL DECLINE



Gradual declines mean viewers are losing interest over time.

GRADUAL DECLINE

How to Login to Your AccessKC Portal



0:00 / 1:09

Type ?
Audience retention

0:48

Average view duration

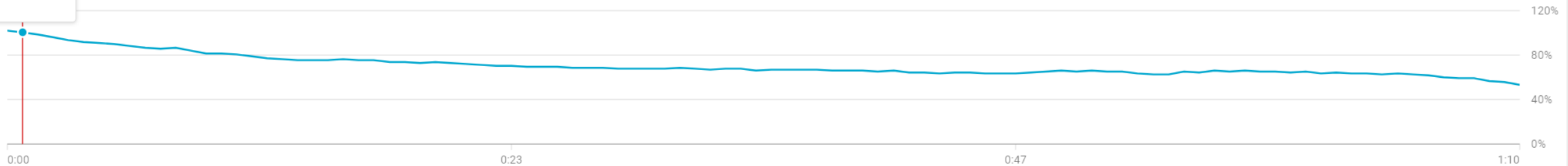
69.7%

Average percentage viewed

0:01

100.5%

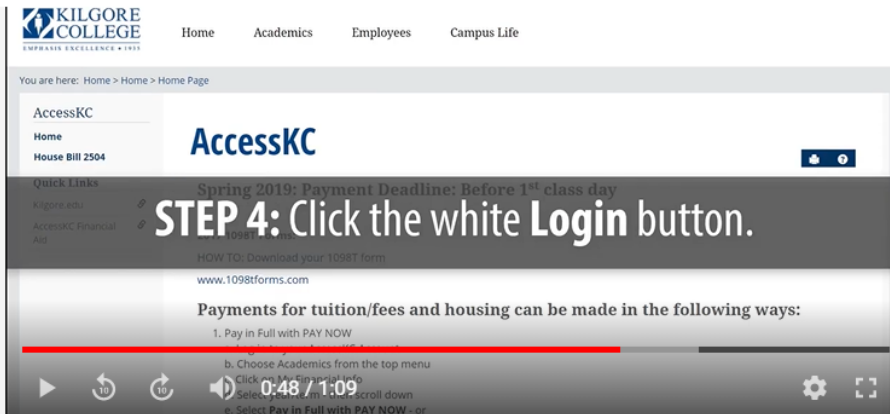
Chart guide ?



GRADUAL DECLINE

How to Login to AccessKC

Since uploaded (lifetime)



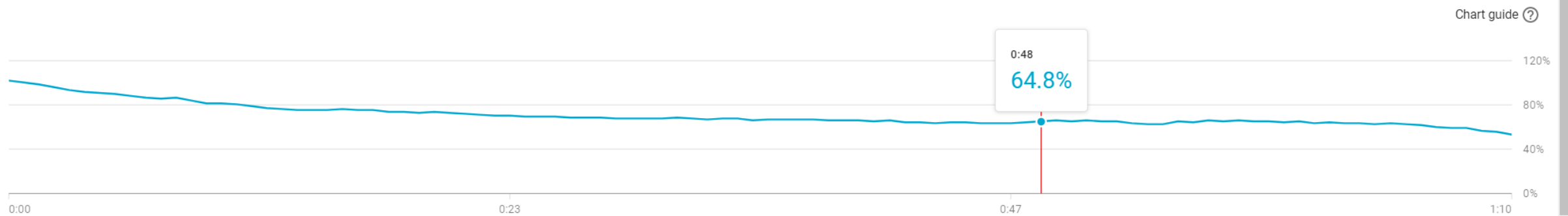
Type ?
Audience retention

0:48

Average view duration

69.7%

Average percentage viewed



VIDEO BUMP



Bumps mean viewers are rewatching or sharing those parts of your video.

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VIDEO BUMP



Kilgore College E-Learning / Video

1408.1.A Introction / What is Biology? 🔍

Aug 22, 2018 – May 3, 2020

Since uploaded (lifetime)

Read Chapter 1 of the text, Concepts of Biology
Complete Lab 4
Take Quiz 1 over the chapter reading and lab
Submit your entry into the discussion forum

3:17 / 3:39

Type ?

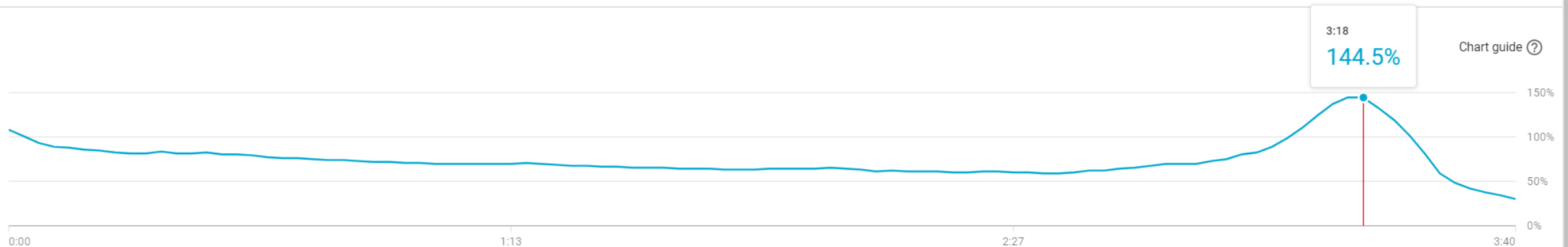
Audience retention

2:34

Average view duration

70.1%

Average percentage viewed



DIPS



Dips mean viewers are skipping over those parts of your video.

DIP IN VIEWS

C) BOOKS OF OTHER MATERIALS AUTHORED BY A PROFESSIONAL HISTORIAN OR SCHOLAR (SOMEONE WITH FORMAL ACADEMIC TRAINING WHO IS EMPLOYED BY A COLLEGE/UNIVERSITY/PROFESSIONAL INSTITUTE/LIBRARY/ARCHIVE OR IS A PROFESSIONAL PUBLIC HISTORIAN)

D) GOV AND EDU WEBSITES ARE GENERALLY SAFE (AND SOME .ORG SITES TOO), BUT AGAIN, THOSE SOURCES MUST HAVE STATED AUTHORS, EDITORS, AND PUBLICATION DATES.

E) "GOOGLE SCHOLAR" WEB SEARCH (HTTP://SCHOLAR.GOOGLE.COM/)

"GOOGLE SCHOLAR PROVIDES A SIMPLE WAY TO BROADLY SEARCH FOR SCHOLARLY LITERATURE. FROM ONE PLACE, YOU CAN SEARCH ACROSS MANY DISCIPLINES AND SOURCES: ARTICLES, BOOKS, ABSTRACTS AND COURT OPINIONS, FROM ACADEMIC PUBLISHERS, PROFESSIONAL SOCIETIES, ONLINE REPOSITORIES, UNIVERSITIES AND OTHER WEB SITES... GOOGLE SCHOLAR AIMS TO EASE DOCUMENTS THE WAY RESEARCHERS DO, WEIGHING THE FULL TEXT OF EACH DOCUMENT, WHERE IT WAS PUBLISHED, WHO IT WAS WRITTEN BY, AS WELL AS HOW OFTEN AND HOW RECENTLY IT HAS BEEN CITED IN OTHER SCHOLARLY LITERATURE." (SOURCE: HTTP://SCHOLAR.GOOGLE.COM/INTL/EN-US/SCHOLAR/ABOUT.HTML) PLEASE KEEP IN MIND THAT GOOGLE SCHOLAR USUALLY ONLY PROVIDES A CITATION AND BRIEF EXCERPT FROM THE SOURCE, SO STUDENTS MAY NEED TO USE THE KC LIBRARY OR THEIR LOCAL LIBRARY'S INTER-LIBRARY LOAN SERVICE (WHERE ONE LIBRARY BORROWS A WORK FROM ANOTHER LIBRARY) TO GET THE COMPLETE SOURCE. THIS MAY TAKE SEVERAL DAYS TO GET THE SOURCE, SO BE SURE NOT TO PROCRASTINATE.

06:42 / 12:30

Type ?
Audience retention

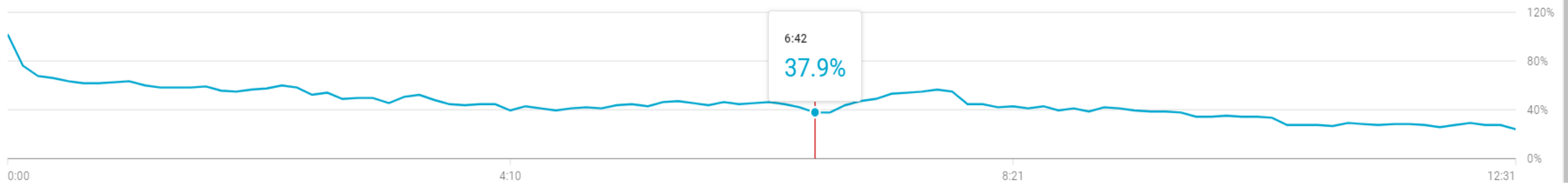
4:46

Average view duration

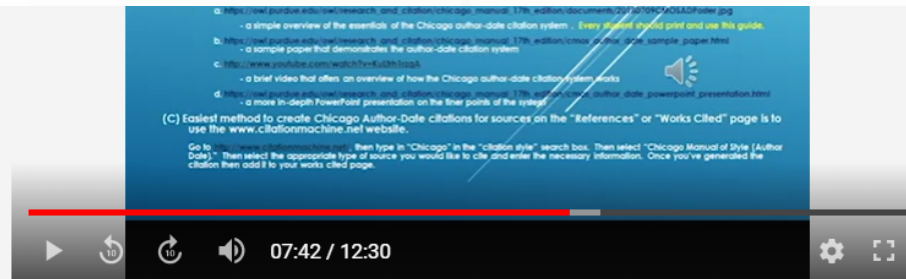
38.2%

Average percentage viewed

Chart guide ?



NEW PEAK



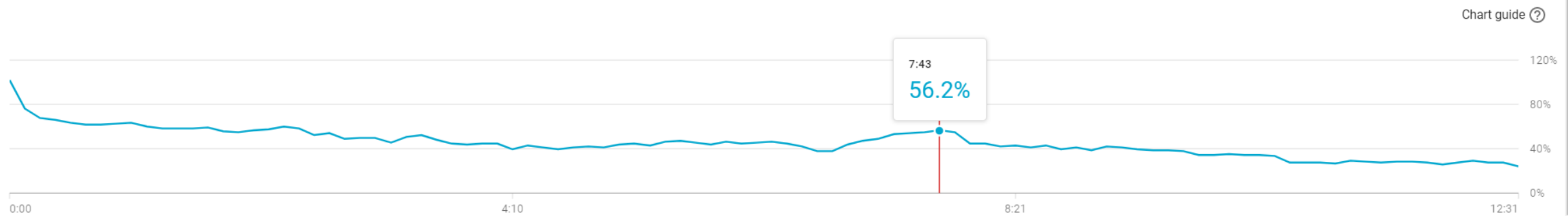
Type ?
Audience retention

4:46

Average view duration

38.2%

Average percentage viewed



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SUDDEN DROP



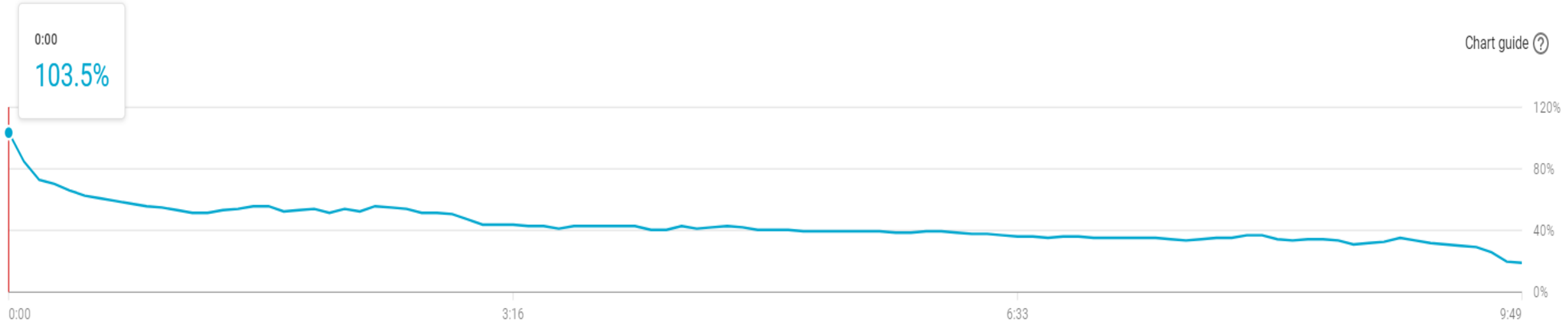
A sudden drop means viewers are leaving your video at that specific part.

SUDDEN DROP

Type ?
Audience retention

4:01
Average view duration

41.0%
Average percentage viewed



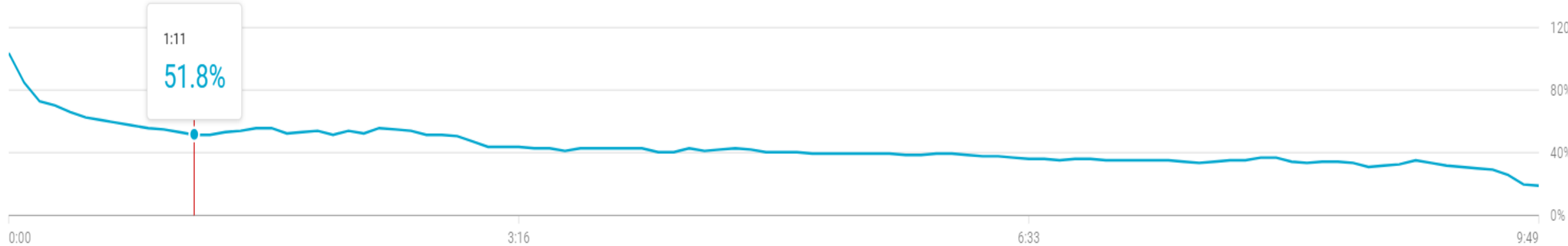
SUDDEN DROP

Type ?
Audience retention

4:01
Average view duration

41.0%
Average percentage viewed

Chart guide ?



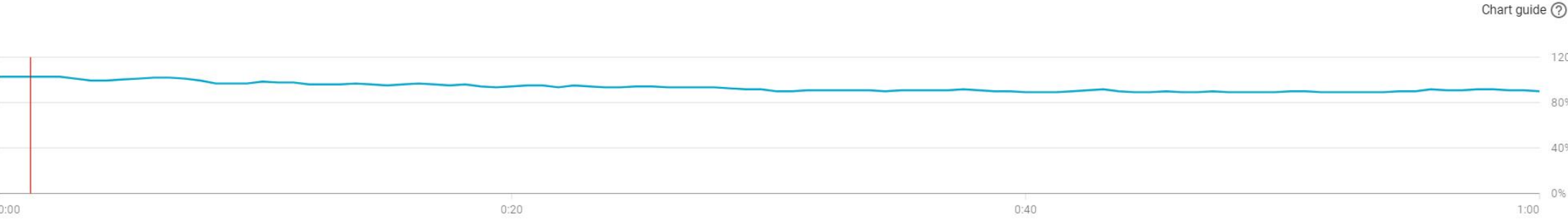
IDEAL



Type ?
Audience retention

0:55
Average view duration

92.4%
Average percentage viewed

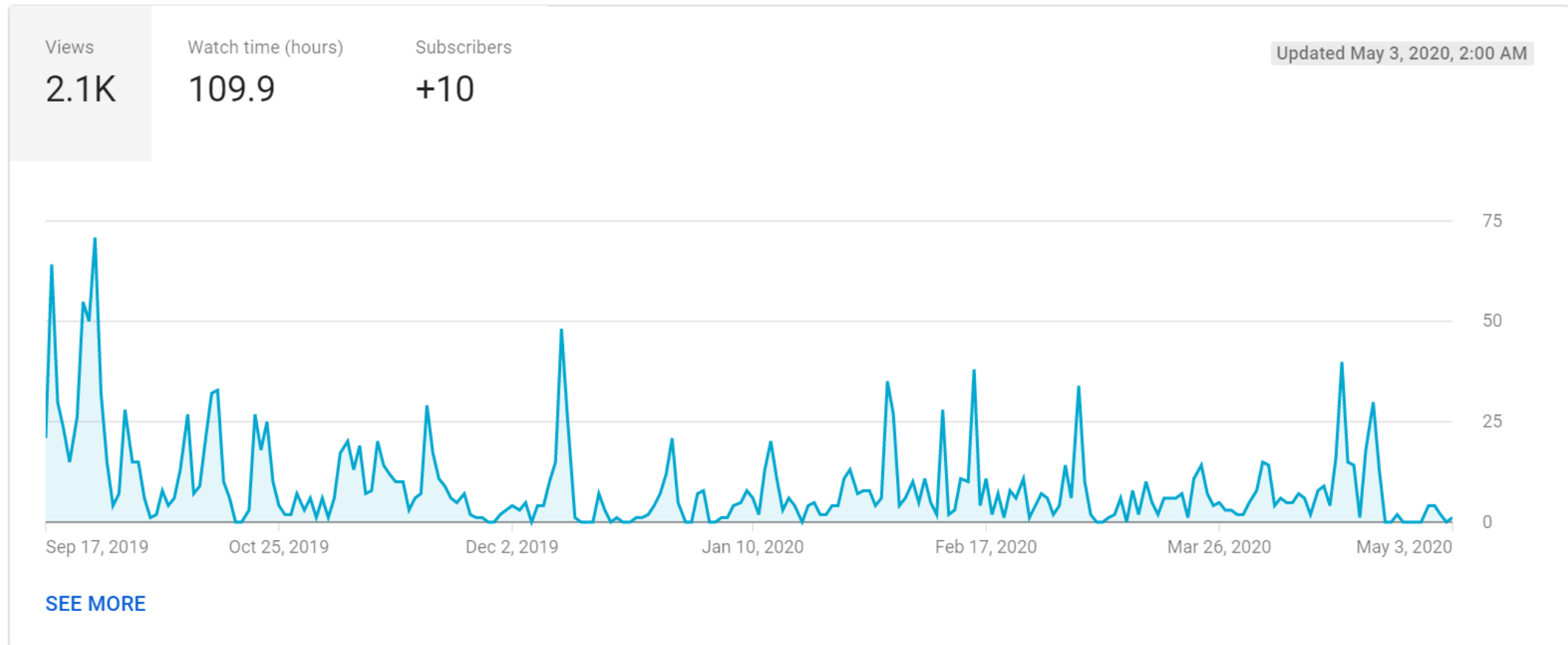




DETAILED ANALYSIS



MORE DETAILED ANALYSIS – VIEWERS BY DATE



MINUTES VIEWED BY DATE

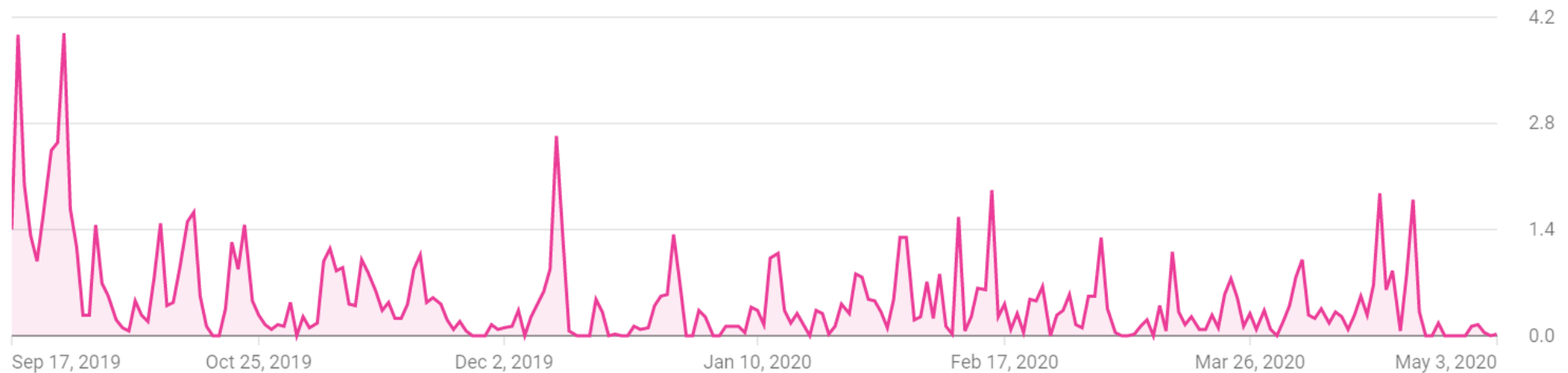
Watch time (hours)

109.9

Average view duration

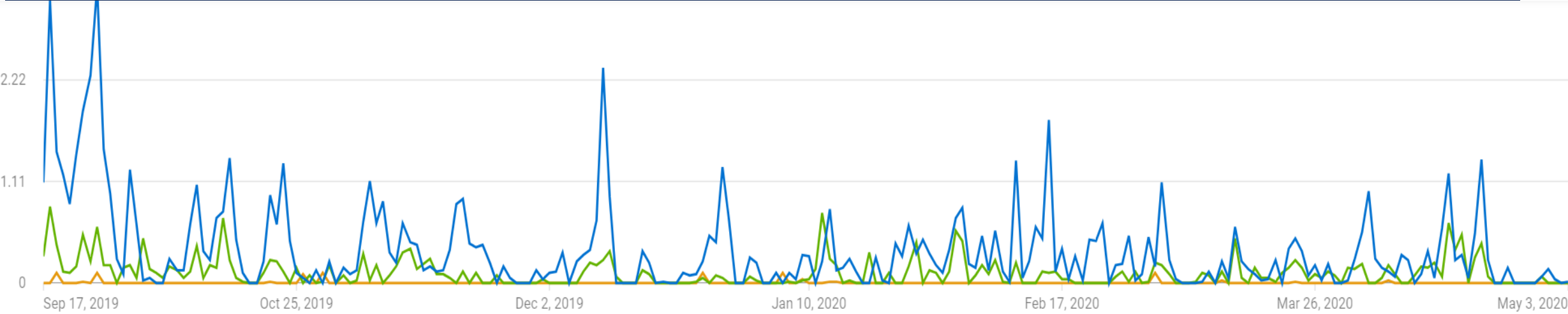
3:07

Updated May 3, 2020, 2:00 AM



[SEE MORE](#)

DEVICE TYPE



Device type	Views ↓	Watch time (hours)	Average view duration	
<input checked="" type="checkbox"/> Total	2,105	109.9	3:07	
<input checked="" type="checkbox"/> Computer	1,560 74.1%	83.6 76.1%	3:12	
<input checked="" type="checkbox"/> Mobile phone	525 24.9%	25.4 23.1%	2:53	
<input type="checkbox"/> Tablet	20 1.0%	0.9 0.9%	2:49	

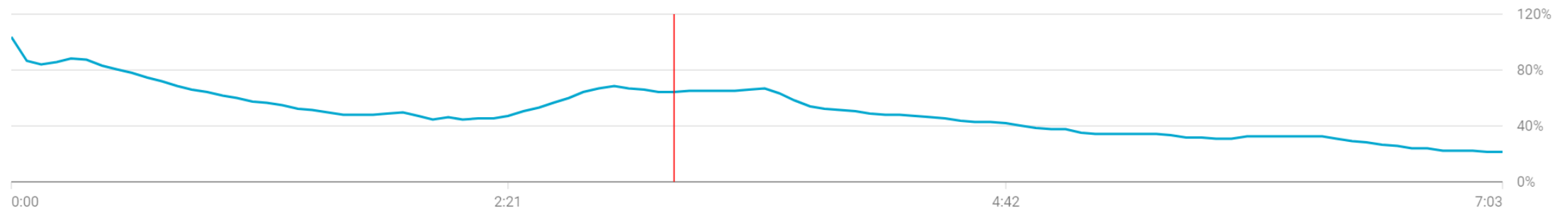
PEAKS AND DIPS

Type ?
Audience retention

3:07
Average view duration

44.4%
Average percentage viewed

Chart guide ?



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CHEMISTRY LAB



MOVING FROM ANALYSIS TO MEASUREABLE CHANGE

YouTube's Demographics Report

- In YouTube's demographics report, you can see the different types of people who watch your videos

Card Click-Through-Rate

- Cards are slide-in panels that encourage people to take a desired action during a video

LEARN MORE AT THE CREATOR ACADEMY

 YouTube Creator Academy

My Academy

Catalog

Creator Resources 

 Search



K



COURSE

Get insights with
YouTube Analytics

LESSON 1

How is my channel doing?

LESSON 2

Who's watching my channel?

LESSON 3

Understanding your video
reach on YouTube

LESSON 4

How much money am I
making?

LESSON 5

Common YouTube Analytics
questions

LESSON 6

How engaged is my audience?



High Views vs Watchtime - Compare Your Videos With YouTube Anal...



Watch later

Share



STUDENT SERVICES

- Online Orientation
- Online Tutoring
- Online Advising
- Extended Hours Help Desk



How to Use the AccessKC Portal



The [AccessKC web portal](#) is designed to help students easily access personalized information at Kilgore College. It is a one-stop source where you can access much of your personal, academic and financial information. From within the portal you can request information, register for courses, check your grades, view your financial information and much more!

Your First Username & Password for AccessKC

Your username is:

- The first four letters of your last name
- + The first four letters of your first name
- + The LAST four digits of your KC ID number (Not your social security number, but the college-issued ID number.)

Example: If your name is Chris Smith and your KC ID is 1234-56789, then your username is smitchri6789.

Your first password:

Your initial password is the word "Student" + your month number and birth date number, using double digits for each. For example, if you were born on May 6, your password is Student0506. **NOTE:** Student has the S capitalized! It will not work unless you do the capitalization of the S. The rest are lower case.



QUESTIONS

