

## **Enhancing Smith's Website Through Web Casting**

Smith's website should be enhanced with more video production including web casting. Wouldn't it be great to web cast sporting events, musical or theatrical production, Ivy Day, or graduation to the many parents/families that cannot travel to Smith? Broadcasting these events live would also be attractive to prospects and/or their parents. Broadcasts can be archived and prospects, alumnae, families can go online at their convenience to view Smith events.

This would require Smith to invest in the technology capabilities to do so across campus. This might require a larger capacity for streaming or funding to outsource the streaming. This would also require some hardware capabilities at various sites including more wiring. We could start by wiring the facilities with the greatest potential for use of web casting, ITT, the Quad, Sage, JMG, the gyms, or Mendenhall.

It would also require some coursework or possibly workshops and training to teach people about video production, broadcasting, and announcing. A laboratory space would be necessary for students, faculty, and staff to work on projects, check out equipment, and learn new techniques. Students could acquire skills that may lead to productive careers in these fields.

Submitted By,

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