



# SUMMER BULLETIN

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## College to Launch iTunes U in New Educational Program With iPods

Beginning next fall, SUNY Cortland students will be able to listen to class lectures in their cars, in the gym or anywhere using portable iPods in a new program known as iTunes U.

SUNY Cortland has become part of a growing number of colleges and universities nationwide to join an Apple program that makes lectures and other course materials available online through the same technology of the iTunes Music Store.

"This is another example of Cortland being at the leading edge of instructional technology," said Paula N. Warnken, information resources.

iTunes U is a hosted content distribution system that allows colleges and universities

to make audio and video from lectures, interviews, audio books and more available online. Students can download the content to their Mac or PC, transfer the information to their iPod and listen to it any time, anywhere. They can also subscribe to content for particular classes and then have that material automatically download into iTunes on their computer.

The technology will be introduced at the College in the fall semester by at least six professors who will incorporate it in their courses, including a set of three linked classes called Digital Living. By next spring, more faculty members will be trained to integrate the technology into their classes.

Besides making recorded lectures available, iTunes U will allow students to receive and create podcasts – broadcast video and audio that can be downloaded to iPods and other media players. Students, for example, could produce their own presentations on podcasts and then share them with their instructors and classmates.

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"Students could then view those as many times as they need in any context," said Paul van der Veur, communication studies, who will be teaching a section of the Digital Living course. "They can even watch and listen to it while they're skiing on the slopes."

Digital Living, a freshman learning community consisting of three classes, will allow students to use the technology from three perspectives: writing, art and communications. Associate Professor of English Alex Reid, who will teach Writing in the Digital Age, said iTunes U will allow students to show each other their work—from designing Web pages to blogging—using podcasting.

"Ultimately we have to think about what we're using the classroom time for," he said. "If you have the traditional image of the professor standing up there and giving a lecture and then leaving – that kind of activity will be less useful down the line. The classroom will have to become a more interactive space."

With iTunes U, for example, faculty members could distribute a lecture or a video clip before class for students to review and then use class time to discuss the material in

small groups. Students who want to review the lecture could listen to it several times outside of class.

Other applications of the program could include using an iPod to record a student teaching in an elementary or secondary school and then reviewing the tape to determine how to improve pedagogy. In the field of exercise science, workouts or instructional recordings for specific sports, such as how to improve a golf swing, could be created as podcasts. Foreign language students could also listen to podcasts created by instructors to improve their speaking skills.

"With iTunes U, the sky is limited only by the imagination and ingenuity of our professors," said Christine L. Widdall, library, who is training faculty to use iTunes U.

Apple launched iTunes U in 2005 as a pilot project at six universities: Stanford University, the University of Michigan School of Dentistry, the University of Wisconsin, the University of Missouri School of Journalism, Brown University and Duke University. Last January, Apple expanded the service to a larger group of schools and SUNY Cortland applied to sign up for the program in February.