



Teaching Conference for
Management Educators

OBTC 2016 at Walsh University
June 8th – 11th, 2016

1) Title, Abstract & Keywords

Title: Gather around the “Video-Clip Campfire” and share your best teaching video clips

Abstract:

OBTC has long been a place to discover compelling video clips. We propose another version of our “virtual video campfire” session with a plan to showcase a new set of our favorite clips and invite participants to do the same. Short (less than 5 mins) clips are preferred and a wonderful new feature this year is that we now have the capability to load and play all clips from DROPBOX so there will be *immediate access* to all clips. So bring your best “go-to” clips and we will orchestrate a spirited session -- and maybe even provide a roasted marshmallow.

Keywords:

- Video clips
- Student engagement
- Uniting OBTC communities
- Contemporary pedagogy

2) Format

- Activity or exercise
 Roundtable discussion (60 minute only)
 General discussion session

2a) For activities and exercises only, is yours best suited for

- A traditional classroom
 An online class
 Either

2b) For activities and exercises only, is yours best suited for

- Undergraduate students
 Graduate students
 Either

3) Time Requested:

- 30 Minutes
 60 Minutes (*Roundtables must select 60 minutes*)
 90 Minutes

4) Planning Details:

Will need video projection capability – thus *not* eligible for the roundtable format.

5) Teaching Implications:

No one who has ever been to a great movie questions the power of film to move us emotionally, make us laugh or to stick with us. Video is uniquely suited to show the subtleties, the emotions, and the context of behavior -- and OB / Management provides subject matter particularly amenable to its use. Put simply, video can show organizational behavior *as it really is*. Contemporary students are particularly engaged with electronic media illustrations and modern technology and access (e.g. YouTube) make the acquisition and use of video more convenient, legal and accessible than ever before.

From an instructional perspective, however, the larger question is how the potential of video can be harnessed to achieve learning outcomes. In 1988, the authors of this proposal presented an OBTC session whereby they showcased their discovery of several compelling film clips and how they were using those clips in their classes. That session helped spawn a small band of OBTC “filmies” who would regularly discover and share great clips and relish an annual OBTC reunion with their like-minded colleagues. Now, over twenty five years later, the revival of this annual session is designed to re-visit the topic, report on lessons learned (new clips, sources and ways of using) and mostly to re-energize a community of OBTC’ers passionate about the use of video clips in the classroom.

6) Session Description and Plan:

Our session is overtly modeled after Rae Andre and colleague’s (George Hrivnak has carried the torch of late) pioneering experiential-exercise-sharing session. We will begin with a brief introduction of why and when video clips are formidable learning stimuli and what that evidence suggests regarding the most effective use of video in classroom contexts (5 minutes).

We will then quickly transition to showing our own recent favorite clips and inviting discussion of how we use those clips in our classes today (25 minutes).

Third, as noted above, we plan to energize a community of OBTC participants around the topic of video use in the contemporary OB classroom. Toward that end, we will invite participants to briefly share their own favorite clips and how they use those clips to achieve outcomes. Our hope is that the group can sustain beyond the conference, share clips and experiences throughout the year, and re-unite each year at OBTC (30 or 60 minutes pending whether assigned a 60 or 90 minute block).

7) Application to Conference Theme:

To be perfectly honest, our session is legacy driven and one that has struck a chord in the last few conferences – generating a following and momentum to continue. Therefore, it would be disingenuous to contrive a story that we are directly targeting *this year's* conference theme. That said, we would contend that the underlying goal is in fact to unite those among us with a passion for video in the classroom and we believe that such a union will ultimately lead to a higher level of impact of video in our teaching and learning.

8) Unique Contribution to OBTC:

As noted, we did propose and present the same basic concept the last two years (and in an earlier iteration 26 years ago) – and have thus even labeled this session as a *sequel*. But, of course, the content of the session will be materially different because it is based on a new set of our own clips and dependent on the nature of the participants and the clips they choose to share this year.

References and/or Additional Materials:

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