

# Introducing Swivl

## Use cases

## What is Swivl?



Swivl is a robotic tool that enables educators to easily and cost-effectively capture, review and share instructional videos. Swivl puts teachers in control of how lectures are recorded, allows for the accommodation of all student learning styles and ensures no one ever misses a moment of instruction.

## How does Swivl work?



Swivl works by receiving an infrared signal from a small remote (marker) you hold or wear. Set your mobile device into the dock and Swivl rotates and tilts to follow you as you move around the classroom. The marker's built-in microphone captures wireless audio while your mobile device\* uses our app to record video, which you can then upload to our private hosting service.

\* Swivl is compatible with any iOS or Android smartphone or tablet, and DSLRs.

## Interested?

Contact us today to learn more about Swivl and how we can help you transform education at your school or district.

Swivl has helped thousands of educators and institutions across the country introduce video into their everyday curriculum. Some of the most common use cases include:

**Flipped classroom**  
 Enable accommodation of all learning styles

**Professional development**  
 Develop skills and increase teacher effectiveness

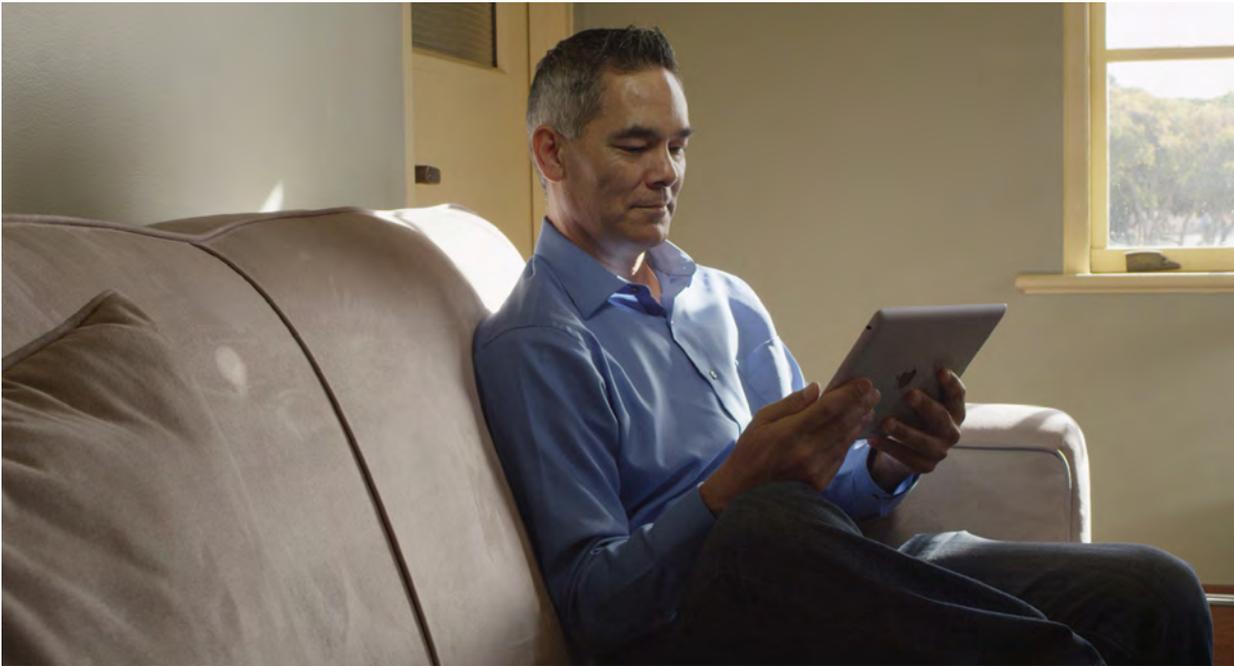
**Teacher training**  
 Help student teachers meet video requirements for degree

**Classroom observation**  
 Evaluate and ensure all learners' needs are met

**Student projects**  
 Build confidence and improve learning outcomes

**Distance learning**  
 Reach remote students or broadcast lessons online

## Enabling teacher collaboration through video with Swivl



### The challenge

Whether a media instructor or history teacher, one of few or of many, coming together for collaborative initiatives often proves challenging for educators at large institutions or districts. As a result, the benefits of sharing teaching techniques, best practices and even lessons are seldom realized. The concern here is that while state and national standards in education continue to demand more of teachers and students, the curriculum, training and approaches to instruction intended to support these advances can grow stagnant.

Such was the case at a Long Island, New York middle school. Teachers were asked to record lessons to be shared with the principal (teacher observation), absent students needed a way to review missed lessons and teachers ultimately needed a way to improve teaching methods.

## The solution

While attending the largest annual education technology conference, Kristina, this middle school's librarian, came across Swivl. An educator who regularly applies for technology grants for her library, she immediately recognized Swivl's potential to transform education at her school, giving teachers an easy and cost-effective way to capture, review and share videos. For Kristina, Swivl also meant the facilitation of collaborative teaching, making it a must-have tool. She got her hands on one and, in just a few short months, the middle school librarian brought significant changes to her school.

Like her colleagues, Kristina too was asked by her principal to record herself teaching. Swivl quickly and drastically simplified the professional development initiative in progress and, after demonstrating its capabilities with her assistant principal, Kristina then introduced Swivl to her colleagues.

**Swivl's main selling point is how easy it is to use. It's simple and intuitive.**



— Kristina

Kristina didn't stop at classroom and teacher observation. Given the small footprint Swivl leaves in a classroom, she decided to try using the tool with her ESL (English as a second language) students, recording them while they delivered presentations. She suggested the idea to two more teachers, including the school's special education instructor, and shared Swivl with them. The results were the same across all three student groups—increased confidence.

The special education teacher had particular interest in using Swivl to capture presentations and reflect with students on skills like body language and behavior. Swivl allowed students to immediately receive feedback by reviewing their performance with their teacher. Finally, students could see exactly what their teacher was evaluating them on, accelerating skill development and making them much less intimidated by the prospect of delivering future presentations.

## The outcome

Swivl finally allowed the educators at this middle school to capture lessons on video. Sending these videos to absent students was a given, but it also allowed teachers to share them with one another. This allowed for the exchange of new teaching techniques, new approaches to instruction and the continued advancement of education. Swivl simplified collaboration amongst educators.

## Swivl helps teachers focus on the child, not on the technology.



— Kristina

"This is just the beginning," says Kristina. Swivl will continue to be used in the library, as well as expand into new classrooms. To see what it can do for students of the arts, Kristina next plans to work with her school's music teacher. Together, they intend to record videos of students singing and playing music in order to improve technique. Like the students watching footage of their presentations with the teacher, this group would be able to watch video of themselves playing instruments to look at hand position, for example.

## Get in touch!

These are just some of the ways Swivl's technology is being put to use in K-20 classrooms across the country. To learn more about how Swivl can make a difference at your school, or to learn more about our demo program, contact us today by calling **888.837.6209** or emailing **[sales@swivl.com](mailto:sales@swivl.com)**.



# The flipped classroom: Empowering educators to transform education

## Executive summary

As educators look for new ways to tackle the challenges faced by schools, teachers and students today, many are turning to video. Video has, in recent years, been recognized as a highly effective instructional tool used for lecture capture to improve student comprehension and retention, increase engagement and boost teacher effectiveness. Today's educators are especially looking to the flipped classroom model of teaching, which flips traditional instruction on its head.

With adoption levels of the flipped classroom only increasing, many schools and districts are exploring the benefits afforded by technology solutions that simplify the process of capturing and sharing lectures on video. In this paper, Swivl introduces and summarizes some of the key advantages and results of the flipped classroom, and shares the ways in which its solution enables educators to quickly and easily flip their classrooms to profit from the method's many benefits.



## What is the flipped classroom?

The flipped classroom is a teaching model in which the traditional lecture and homework elements of a class or course are flipped. Instead of having students sit through lectures during class time, instructors record and assign lessons to be watched as homework. With this method of teaching, what was once homework is now completed in the classroom, allowing instructors to spend more time guiding and working with students to solve problems, ultimately enriching the learning experience, increasing retention and boosting performance.

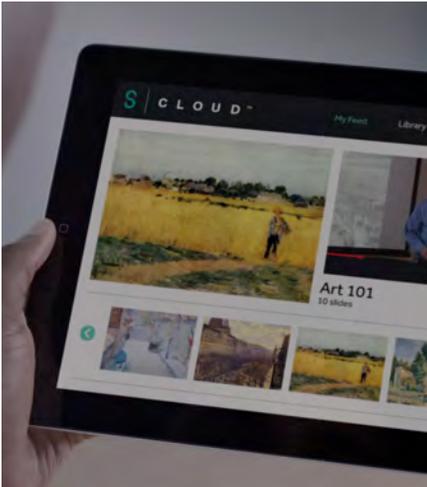
As schools around the world experiment with flipping their classrooms, many look for an easy-to-use, cost-effective solution that makes getting started easy. Armed with the feedback and needs of thousands of educators, Swivl designed its solution to make the capturing and sharing of lectures and class time especially simple and enriching. Swivl ensures learning content is always captured and never lost, and it ends the time-consuming search for topical, ready-made content online. Instead, teachers are provided the necessary tools to create and share original content for entire courses all on their own.

## Personalize the learning experience

Every teacher teaches differently and every student learns differently, and at different speeds. Traditionally, classrooms progress through course material at a speed of one-size-fits-all in order to cover all of the required curriculum. For the faster learners, this very often results in decreased levels of engagement and stifles their curiosity. For those students who require more time to fully grasp a topic, moving on too soon can mean never learning the fundamentals and putting them at a disadvantage as they struggle to cope with current and future coursework. This is often the case with STEM subjects, and can be the cause for students' belief that math and science simply aren't for them.

By flipping a classroom, teachers are equipped to effectively support the varied learning styles and speeds of every student. Just as important, teachers are not forced to alter the way they teach. After students have watched their lesson at home, they arrive in class the next day where their teacher's time is now freed to assist them through assignments. The flipped classroom ensures no student is left behind and enables every teacher to spend more time providing the one-on-one attention students deserve.

## Empower students to take ownership of their education



So often the responsibility for educating students falls entirely on the teacher, when really that responsibility ought to be shared by at least one other—the student.

When teachers capture their lectures on video and then share them with students online they are providing students with the tools they need to take ownership of their own education. The learning content created by teachers can be consumed and reviewed by students at the pace they are most comfortable with in a more relaxed environment. Each student is able to pause, rewind, fast-forward and replay lessons as often as they require. As a result, everyone shows up to class the next day fully prepared and ready to apply the skills they've learned.

Through the flipped classroom model, class time no longer exists as a dissemination of knowledge. Instead, students engage in conversation and practical exercises with the teacher and other students in order to work toward the mastery of knowledge and skills.

## Promote skill development and collaboration

For students, the use of video capture solutions, especially those that leave only a small footprint in the classroom, provide a low-anxiety path to step in front of the camera for projects, presentations, collaboration and more. Students learn new skills, recognize bad habits and, over time, their confidence builds as they put their abilities to the test on camera.

This development and acquisition of new skills does not begin and end with students. By capturing lessons on video, teachers too stand to learn new skills, perfect teaching methods and drop bad habits. The lecture capture that naturally occurs when the flipped classroom model is in place means that teachers constantly develop a library of learning content to be shared not only with new students during the following year, but also with colleagues or even teachers at other schools. These videos are also ideal for preparing substitutes to pick up where teachers have left off with a class.

Furthermore, teachers are able to send videos of their lessons and class time to teacher mentors, coaches and administration during professional development initiatives. Students are no longer distracted by the guests sitting in the room, teachers are captured in a much more relaxed environment, and staff and administration are able to evaluate and measure teacher effectiveness when their schedule permits.

**“Online video of lectures is becoming an important tool for educators to improve learning outcomes and reach a broader audience. Swivl is creating the solutions that will scale to create the impact necessary for the future of education.”**

**Ross Watts**

Professor Emeritus,  
MIT Sloan School of  
Management

## Curate large libraries of learning content and expand reach

Access to on-demand videos of lectures, presentations and class time benefits not only students, but also educators. As more and more teachers adopt the flipped model of teaching, the amount of videos created that can then be shared with future classes and by other teachers grows exponentially. The result is that many schools are finding they have amassed vast libraries of lectures and instructional videos to later use for the purpose of enriching the learning experience.

Schools and districts are recognizing that with this content their teachers are creating they are now able to expand their reach beyond the walls of their institutions. Now, sick, homebound, distance learners or students otherwise unable to attend class can receive the same experience as their counterparts sitting in the actual classroom. In the case of universities, these large libraries translate into content used for Massive Open Online Courses (MOOCs), online and distance learning programs, and more.

## Include families in the learning experience

When a student requires additional explanation of an idea, topic or assignment and the teacher is not around, where do they turn? Very often, the answer is a family member. The trouble here is that the family member typically has little to no context when attempting to step in and assist their student.

Flipped classroom content provides family members with access and insight into what students are learning, and how. They are able to watch along as students review lessons, and are subsequently better equipped to assist with assignments. For parents and guardians, having this insight

can be especially important as they prepare for parent-teacher conferences, as it provides a clear window into the quality of education provided.

## The flipped classroom with Swivl



Swivl is a complete learning platform—a motion tracking robot, cloud hosting service, and mobile app—that enables anyone to capture and share videos from anywhere, at any time. Utilize existing technology, such as tablets and smartphones, and create valuable multimedia videos that enrich the learning experience, easily. Users can then share this learning content on Swivl's private and secure video hosting service, where they always retain the rights to their content.

What makes flipping classrooms so easy to do with Swivl is teachers never have to change the way they teach. They can record lectures during class to offer as supplemental learning content, quickly capture them quickly outside of class to then assign as homework, or even start capturing lessons today to build a library of content to be deployed in future flipped classrooms. With Swivl, teachers are able to lecture and work across whiteboards at a range close enough to ensure the board's content is captured on video. Or, teachers can upload slides before capturing a presentation to have them embedded in a video. Both options offer students engaging and comprehensive learning content that improves comprehension and retention.

Once uploaded to Swivl Cloud, the ends of videos can be easily trimmed and sections cut out to pare a 60-minute lecture down to something more digestible for students. Then, when shared on Swivl Cloud, teachers can review data and analytics on which students have watched videos, to what extent, see timestamped feedback and even send reminders to watch in advance of class. As a result, teachers can ensure every student has completed the assigned lessons and arrives prepared to maximize class time.

## A few tips before getting started:

### Capture 10-minutes of video or less

Plan on capturing videos of no more than 10-minutes in length. Engagement levels will quickly decrease beyond this mark.

### Position Swivl at the front of the room

If you're planning to include a whiteboard session, position your Swivl near the front of the room so everything can be seen during playback.

### Upload slides before capturing video

Create more compelling lectures by uploading slides to your Swivl Cloud account before you capture the lecture.

## Capture a lesson today in 5 easy steps

Swivl automates the entire capture and editing process, making it easy for any teacher to start capturing lectures and classes for a variety of purposes. Here's all it takes:

- 1 Record
- 2 Teach
- 3 Review
- 4 Share
- 5 Analyze

Before sharing, teachers can review content and make the necessary edits to trim the video down to the ideal 10-minutes in length. Then, once shared, teachers can review data and analytics on which students completed watching the assigned video to understand who may require additional help and maximize class time.

## Summary



From elementary to higher education, every classroom and school stands to benefit from the same advantages of the flipped classroom, including:

- Empowering students to take ownership of learning
- Equipping teachers to reach students of varying learning styles
- Producing libraries of shareable, online learning content
- Promoting skill development and collaboration
- Providing parents with insight into students' lessons

When all is said and done, flipping classrooms is about transforming education for the better. To reap the benefits of this innovative and widely adopted teaching model, the focus must always remain on advancing education and not the technology used to reach that end. It is the simplest solutions, those that enable teachers to simply teach, that will allow educators to transform how we teach and learn.

## Contact us

The flipped classroom empowers educators to personalize the learning experience, and deploying a solution in your school doesn't have to be difficult or expensive. Our easy-to-use, cost-effective technology allows teachers to simply deliver lessons the way they always have and turn them into shareable, measurable learning content that enriches the learning experience for students.

Want to learn more? Contact us today to find out how Swivl can help your school with the flipped classroom, lecture capture and more.

**Call 888.837.6209 or email  
sales@swivl.com and we'll be in touch.**

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