



The Fifth African Higher Education Week and RUFORUM Biennial Conference 2016

Integrating video mediated learning in higher education in Africa

Concept Note

Background

Agricultural advisory services in developing countries face many challenges, one of which is to respond meaningfully to farmers' diverse demands for advice on crop, livestock, fish, processing, business, finance and marketing issues. With limited resources, advisors struggle to reach the millions of farmers.

Across countries, research institutes, universities, NGOs, extension services, companies, radio stations and farmer-based organisations are making considerable efforts to find or develop suitable training materials for their staff and the farmers with whom they work. Farmer to farmer training videos have proven to be an effective method of knowledge sharing and have recently created a momentum in Africa.

Recent research shows that 20% of the about 100,000 visitors to the video sharing platform of Access Agriculture (www.accessagriculture.org) come from African Universities. Hence the Regional Universities for Capacity Building in Agriculture (RUFORUM) and Access Agriculture (an international NGO that serves as an independent, not-for-profit global facilitator for the sharing of relevant, quality farmer training videos in support of sustainable agriculture, natural resource management and markets in developing countries) signed, in 2015, a Memorandum of Understanding to further stimulate video use in universities and progressively include video mediated learning into the curricula of universities (extension schools).

Purpose of the Side Event

This event aims to:

1. Create awareness for video mediated learning among Higher Education institutions, mainly universities

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2. Initiate the inclusion of video mediated learning into the curriculum of universities, especially in the curriculum of schools of extension and rural development

Objectives

- i. Share the experience of pilot universities in video use in extension and teaching
- ii. Share research outputs on video mediated learning
- iii. Introduce a selection of university lecturers to basic techniques of farmer training videos (fact sheet development, script writing and video production)

Approach and Methodology

This event will comprise a series of presentations to share experiences. There will also be a hands-on training in video production which will be split into three parts: a) a session to discuss fact sheet development, script writing and tips for video production; b) a session to allow participants to practice shooting videos and c) another session to edit. The outputs (short videos) of the training will be shared on the conference website

Venue and Participants

The side event will be held in Cape Town, South Africa at Manhattan Suites (Thursday 20th October, 11:15-17:30) and Meeting Room 11, Century City Conference Centre (Friday 21st October, 14:00-17:30)

Confirmed participants represent universities and other higher education and research institutions from across Africa including Benin (West Africa), Kenya (East Africa), Malawi (Southern Africa), Uganda (East Africa) and the Republic of South Africa (Southern Africa)

Side Event Organizers and Contact

Access Agriculture,

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SIDE EVENT PROGRAMME

Day One: Thursday 20 October 2016

Venue: Crystal Towers Hotel, Cape Town, South Africa		
Time	Agenda	Responsible
11:15-12.15	Experience sharing: Video mediated learning 1- University of Parakou (Benin) 2- University of Abomey Calavi (Benin) 3- Makerere University	Facilitator and Florent O.
12.15-13.15	Experience sharing: involvement of extension students in training video production Experience of Egerton University By Simon Mutonga Experience of University of Parakou by Moumouni Ismail	Facilitator and Jonas W.
13.15-14.00	Lunch	
14.00-15.30	Tips for fact sheet development and script writing	Facilitator and Josephine R.
15.30-15.45	Coffee break	
15.45-17.30	Tips for video production	Facilitator, Josephine and Kevin M.
17.30	End	

Day Two: Friday 21 October 2016

Venue: Room 11, Century City Conference Centre, Cape Town, South Africa		
Time	Agenda	Responsible
11:15-12.30	Video editing, Voice Over recording etc.	Josephine, Kevin, Phil M.
12:30-12.45	Presentation of the manual for quick video production	Josephine and Kevin
12.45- 13.15	Action Plan, discussion and closure of side event	Facilitator, Florent O. and Jacqueline N.
13.00	End	

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