YouTube Becomes GCCTube

By Mary McClintack, ’82

While some people think YouTube is just a kids’ toy, Greenfield Community College’s staff and faculty know that YouTube is a powerful educational and communications tool. Now, GCC students and community members in Franklin County, as well as GCC alumni and supporters across the globe, can tune in to see course materials, lectures by visiting scholars, and concerts and plays performed by GCC students. By posting videos on YouTube, GCC is joining a growing number of institutions of higher education using this social media.

GCC faculty and staff began actively using YouTube in spring 2009. Since 1971, GCC has released cable television versions of some course materials as well as special events such as lectures, student recitals and choral concerts that not everyone has cable television. While the cable content has been accessible to many people, YouTube provides even broader access, allowing anyone with a computer and internet access to view GCC’s videos.

Instead of trying to juggle many professionals’ schedules, the instructors of a health careers survey course filmed a series of interviews with health-care professionals and posted them on YouTube. Students watch the interviews on-line and then discuss the interviews in class. Interviews shown on YouTube have a number of advantages over having health professionals visit a classroom. With YouTube, videos can stop the action, rewind, and watch it again to get more details. With a one-to-one person, students can’t ask a guest speaker to repeat the last five minutes of their presentation.

In addition to using YouTube for course materials, GCC is using YouTube to promote the College and share useful information with local community members and people far and wide. Local students are glad they can share their performances in College plays and concerts with far-flung relatives. Last April’s lecture on the history of the Holocaust has been viewed by many people interested in Holocaust studies. Most events, lectures and concerts on GCC’s campus will be posted on YouTube. GCC’s YouTube materials don’t appear by magic on the web, it takes the skillful work of the College’s educational technology professionals to make it happen.

GCC’s YouTube presence is the work of Gary Longe, an Instructional Media Specialist in GCC’s Educational Technology Center, and Erica Coleman, the College’s webmaster. Gary Longe said, “With our presence on YouTube, GCC is reaching out to everyone. It is now possible to stay in touch with GCC no matter where you are. Not everyone can go to a special event. GCC creates the community of people able to enjoy the benefits of GCC, and it allows alumni to stay connected with current events at the college.”

To see videos by and about GCC on YouTube, go to www.youtube.com/greenfieldcc.

Lecture Series: Capitalism Hits the Fan

7 p.m., Thursday, September 17
Stinchfield Lecture Hall, Main Campus

Economics Professor Richard Wolff breaks down the root causes of today’s economic and social crises. Wolff shows how the current economic malaise is the result of a decades-long spiral of borrowing and debt that ultimately exploded in the mortgage meltdown. By placing the crisis within the larger historical and economic frame, Wolff argues convincingly that the proposals of the government and the private sector fall far short of addressing the real causes of the crisis. In the end, suggesting that no more fundamental change will be necessary to avoid future catastrophes, Wolff calls for a redefinition of democracy, economic, and social. Contact 413-775-1221.

Nearly 300 Attend Student Orientation

Nearly 300 incoming students attended New Student Orientation on Monday, August 31. GCC President Robert Pura welcomed students in the Stinchfield Lecture Hall.

Looking for a place to eat on campus? Visit the NEW North Cafe!

Freshly brewed coffee, daily prepared hot entrees, fresh salads, soup, pastry and other baked goods. The North Cafe is located in the North Wing Room 111 near the Bookstore. Hours of operation are 7:30 a.m. to 2 p.m.

Upcoming Events

The NEW GI Bill
Wednesday, September 23, 12 Noon
UMASS Amherst Student Union

UMASS Amherst Student Union will host a presentation on the new GI Bill. George O’Connor, the Director of Veterans Education will be on hand to speak on veterans, faculty and staff.

PLEASE JOIN US

for the next Alumni Association meeting Thursday, Sept. 24 at 5:30 p.m. at the GCC Downtown Center. Everyone is welcome.

Go online now to join the GCC Alumni Association and sign up for AlumNet, GCC’s online community! Visit ggc.mass.edu/alumniv