

Making a Welcome Video

A [welcome video](#) is an effective way to:

- increase your social presence in a course with online instruction
- clarify important aspects of the course, such as its structure and your approach as an instructor, and
- create a welcoming and supportive learning environment

Tools and Duration

- Canvas Studio and other apps listed on [CAFÉ's Multimedia Instructional Materials page](#)
- Lightboard (available in the [Digital Studio](#))
- Aim for a 3- to 5-minute video

Content

Segment	Suggestions
Introduce Yourself	<ul style="list-style-type: none">○ Welcome the students○ Introduce yourself, including your name, title, and area of expertise○ Share something about you (e.g., hobby, passion, photo, work in the discipline or industry)
Introduce the Course	<ul style="list-style-type: none">○ Course name and number○ How does this course relate to other courses in the curriculum?○ State prerequisite knowledge or competencies students should have○ What is the main purpose or big idea of this course?○ Help students see how the course is relevant to them
Navigating the Course and Course Site	<ul style="list-style-type: none">○ Summarize how you've organized the course into units or modules○ Note how this organization relates to the course learning objectives○ Elaborate on expectations for participation, communication, and technology○ Explain where they will find key resources online (syllabus, schedule, assignments, discussion)○ Introduce the first activity, how and when they should complete it (e.g., student introductions)○ Briefly state what students will/should be doing in an average week, and any tips for success○ Convey your availability and eagerness to help them, when and how they should contact you○ State where they should start or go next online
Wrap-up	<ul style="list-style-type: none">○ Reinforce supportiveness and community (e.g., "looking forward to a great semester with you")

Preparation and Accessibility

- Have a script or outline and use it to keep your video short.
- [Dictate your script in Word Online](#) (available through onedrive.queens.edu) and then post this file as a transcript alongside your video for accessibility or use Canvas Studio to request captions.
- See [tips for visually framing yourself](#)
- Show enthusiasm!
- Instead of a video, you can share an [instructor welcome message](#) through a course announcement.

References

["How to Create Instructor and Course Introduction Videos."](#) Kent State Online. This work is licensed under the Creative Commons Attribution 4.0 International License. <http://creativecommons.org/licenses/by/4.0/>

Schlicht, S. ["Creating a Positive Presence in an Online Course."](#) *Minnesota Online Quality Initiative*, January 21, 2014.

["Step-by-Step Guide to Making a Welcome Video."](#) Ohio State University College of Public Health.