

THE  
★  
MASTER  
CLASS

**Thought provoking ideas for the alumni of The University of Texas at Austin**

Marsha Miller - Director of Photography, Office of Public Affairs

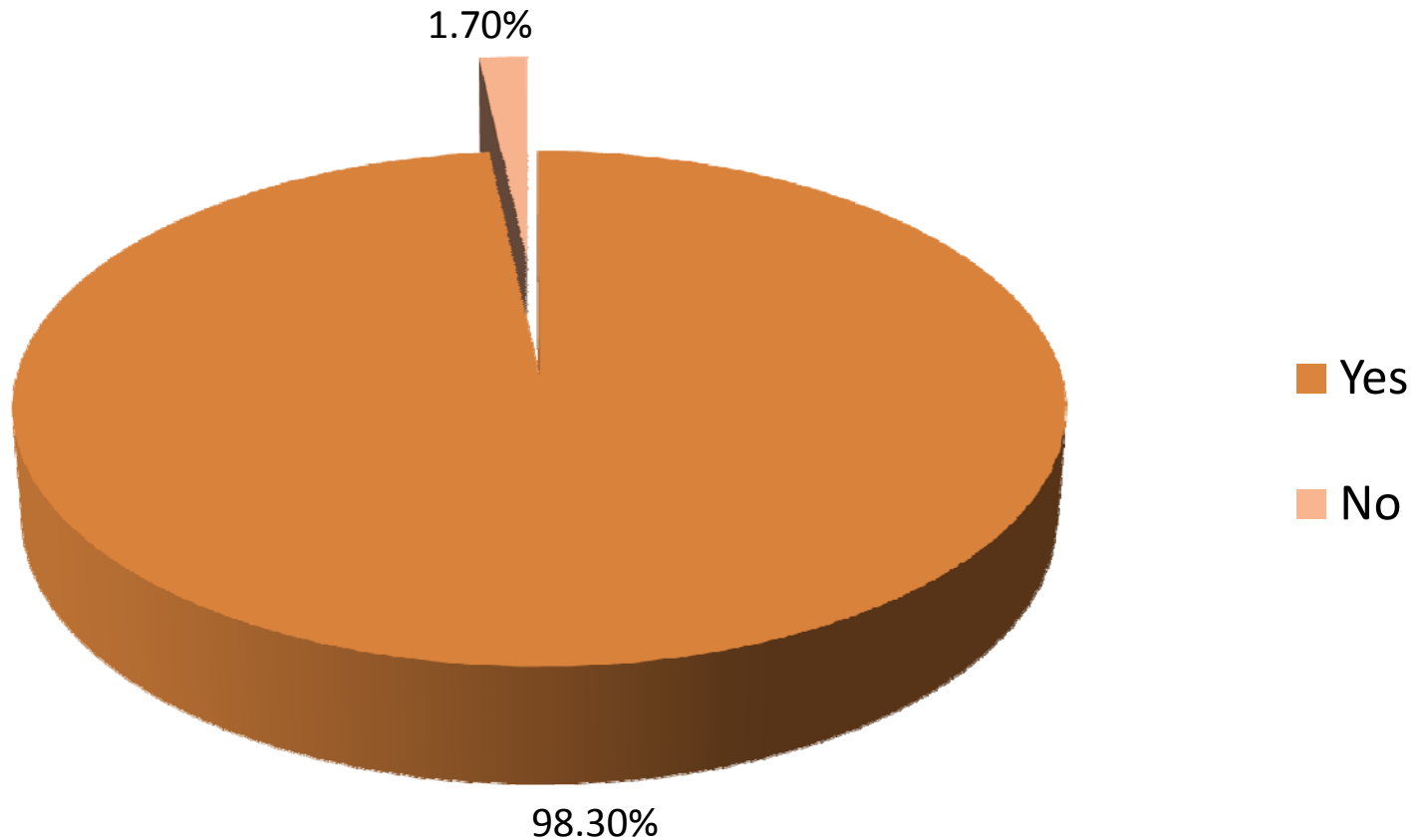
Juan Garcia - Video & New Media Producer, Faculty Innovation Center, Cockrell School of Engineering

## “Lifelong Learning” Objectives

Our charge: to engage  
to re-engage  
to continue a conversation with our alumni  
to add value to their lives

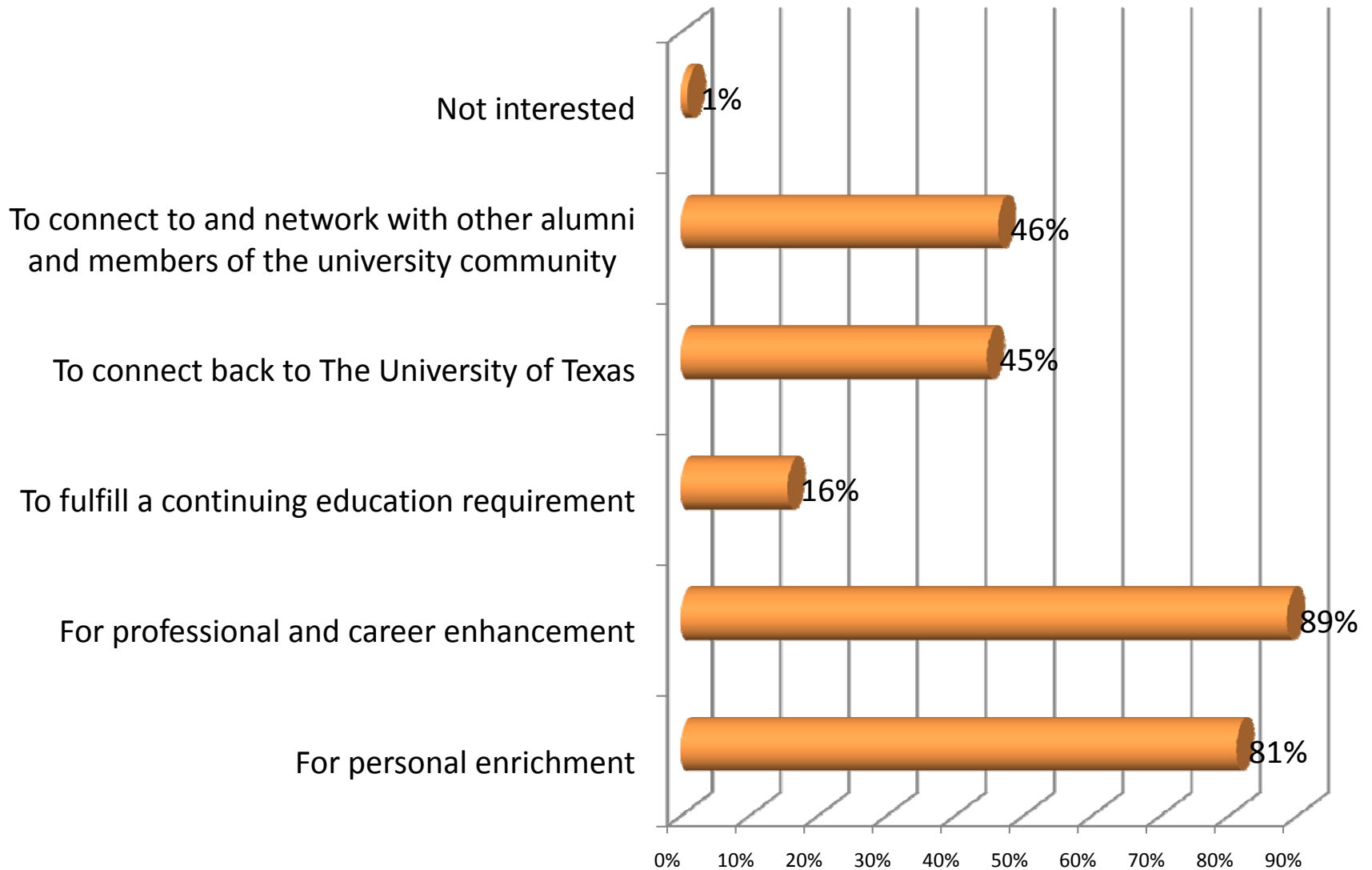
- Engage alumni (engage = mutual value)
- Increase awareness and pride in UT Austin’s talent and breakthroughs
- Set the stage for increased contributions from a broader base of alumni, friends and other constituents
- To continue to showcase our disciplined culture of excellence, as defined by the Commission of 125 and the president.

# UT Alumni Value “Lifelong Learning”

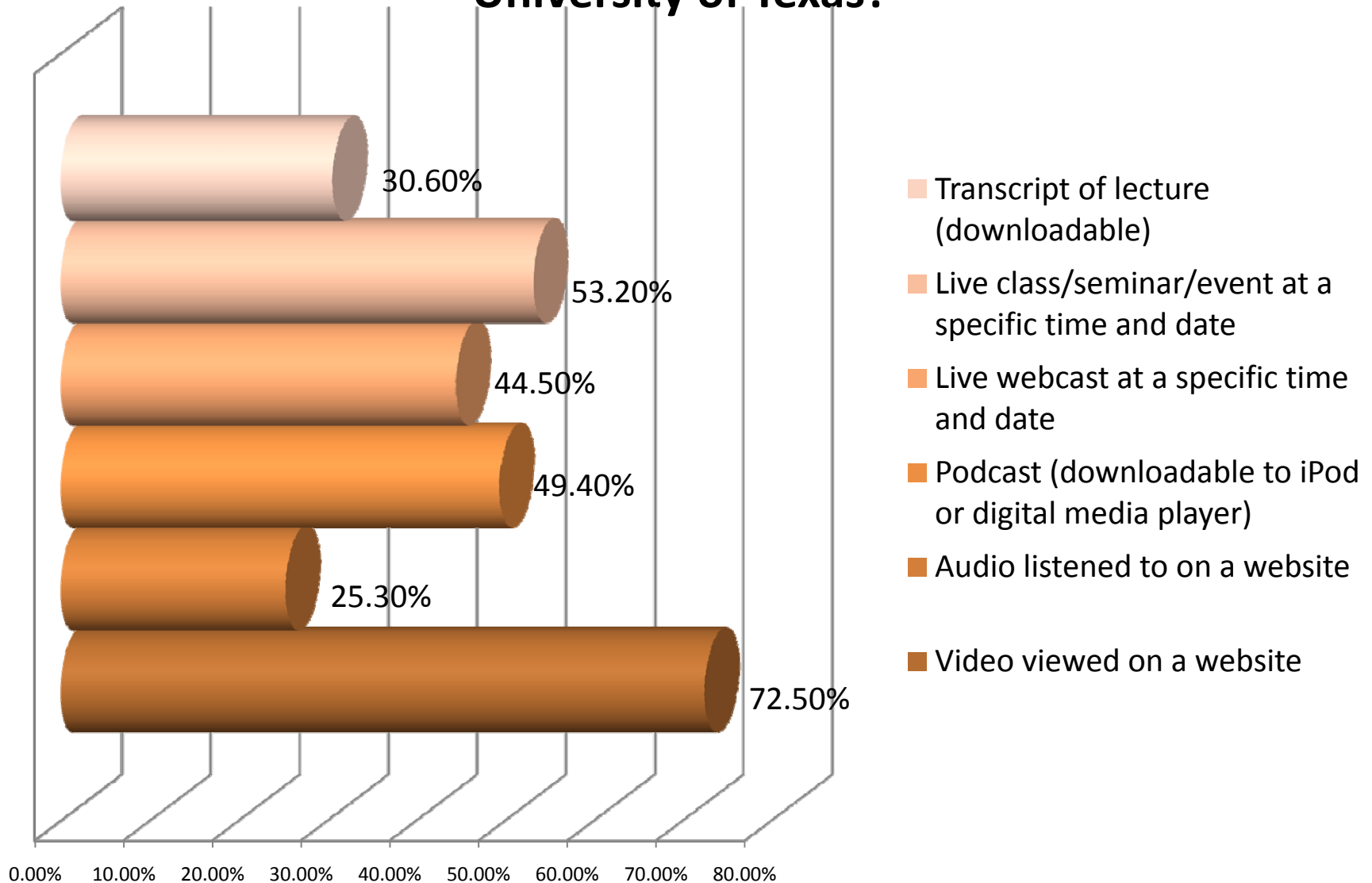


*Are you interested in lifelong learning opportunities of this nature from UT?*

# Why are you interested in lifelong learning opportunities?



# Which of the following formats would you be most likely to utilize when accessing lifelong learning opportunities from the University of Texas?



# The Content Conundrum: How To Identify & Select UT's Best

## Master Class Criteria

- UT's best and brightest professors, alumni and students.
- Dynamic speakers who have a unique perspective and story to tell... and can present UT Austin and their field in a new light.
- "Stars" that few of our alumni have heard before.
- Diverse demographics, ethnicities, backgrounds, subject matters.
- Willing to commit to invest time required to prepare and deliver a world-class presentation.

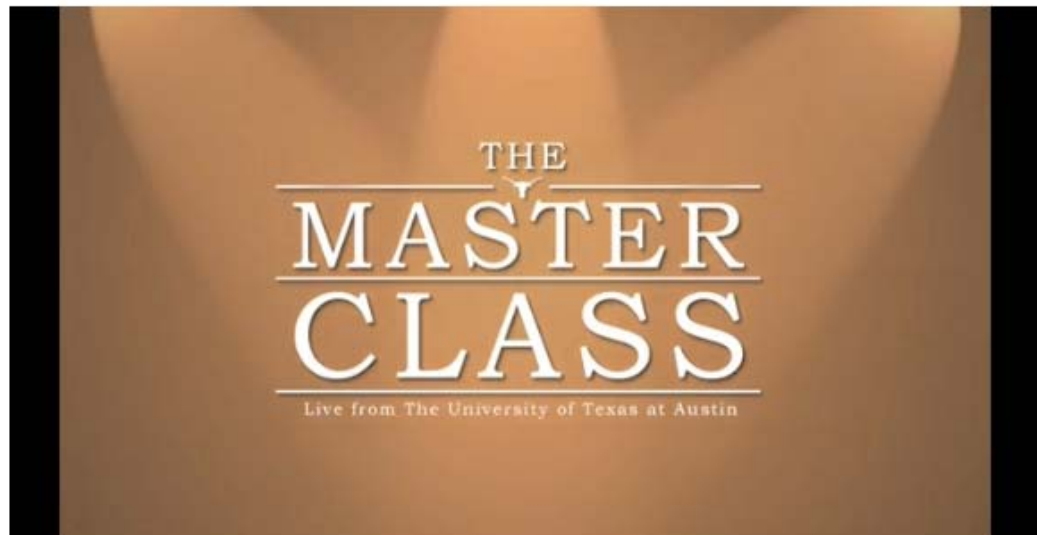
## Content Advisory Group

- Marsha Miller (Lead)
- Colleges and schools
- Non-academic units
- Texas Exes
- Alumni
- KLRU

# THE MASTER CLASS

Live with **facebook** & **klru**

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Subtitles Available in: 0 languages [Off]

Pattie Maes demos SixthSense, a wearable device with a projector that paves the way for profound interaction with our environment.

**SUBMIT A QUESTION**

**SUBMIT A TOPIC**

THE UNIVERSITY OF TEXAS AT AUSTIN

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Update your status about what you're watching

Everyone Watching Friends


- Randee Dawn** has her thinking cap on. 12:06pm
- Stephanie Brock Vulpius** submitted a question to the MC speaker. Did you? 12:06pm
- Stephanie Kartalopoulos** Master Class!! 12:06pm
- Chris Koester** One of my former profs, Dr. Maes, is live now on The Master Class! She's an awesome speaker. 12:06pm
- Richard Ulmes** Master Class = live. 12:06pm
- Laura O Long** is watching The Master Class. 12:06pm
- Christine Garv** loves Facebook and Twitter.

This is a sample of what everyone watching is saying

# Video Example

# Master Class On [utexas.edu/masterclass](http://utexas.edu/masterclass)


WHAT STARTS HERE CHANGES THE WORLD  
THE UNIVERSITY OF TEXAS AT AUSTIN











## Master Class

The University of Texas at Austin's leading thinkers – students, faculty and alumni – take the well-known Austin City Limits stage to share their extraordinary ideas, insights, talents and inspirations for changing the world.

00:30 | 3:12 SHARE FULLSCREEN

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Illustrative

# The Master Class Format & Preparation

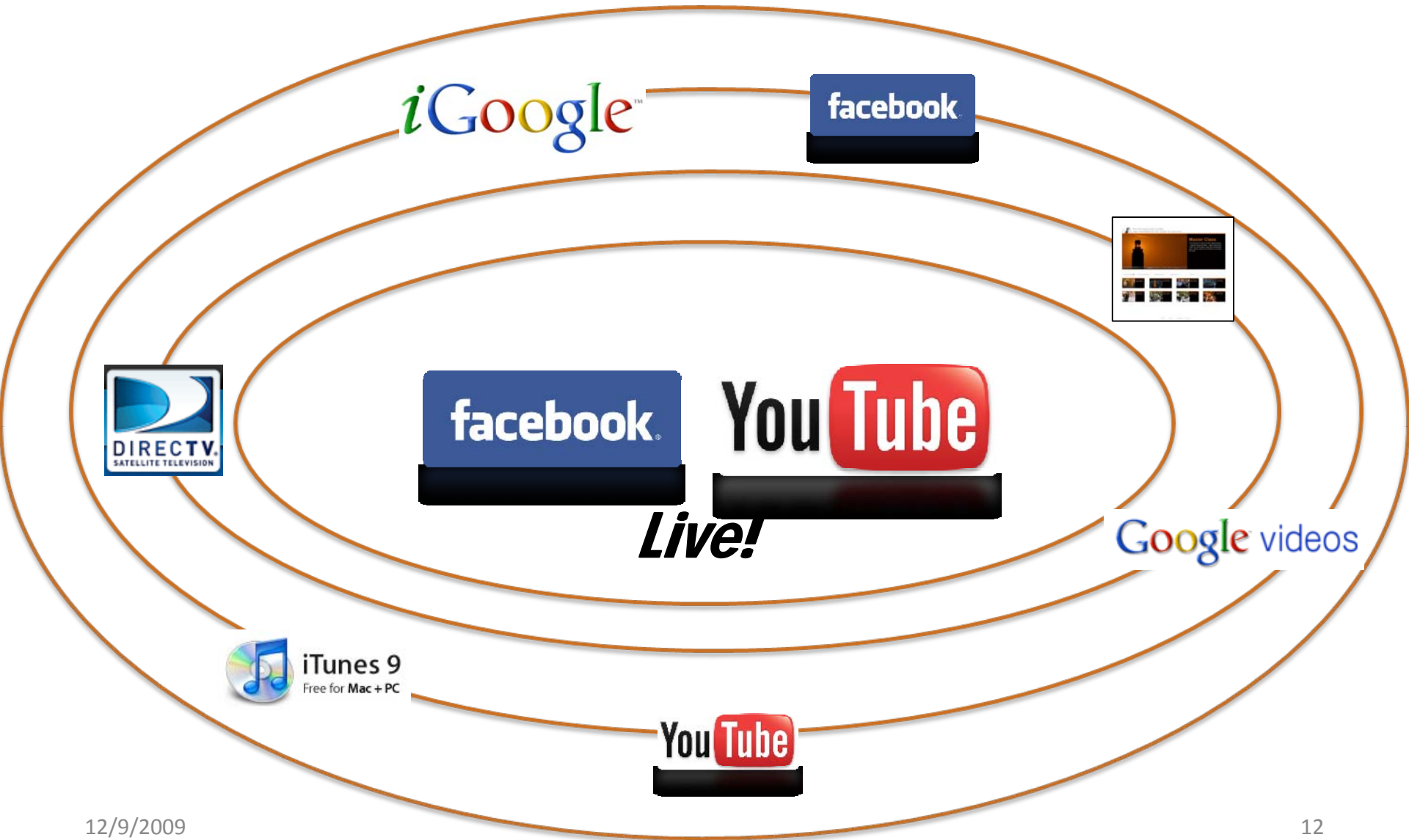
- 10 minute welcome and introductions
- 20-30 minute talk
- 20 minute Q&A with in-studio and online audience
- Some talks will be in Q&A or panel formats, as appropriate

- 90 days in advance:
  - Confirm speaker
  - Briefing on format, audience
- 30 days:
  - Review presentation
  - Make suggestions
- 10 days:
  - Rehearsal
  - Final feedback
- 0 days
  - Final brief

# “The Master Class” Role Models

- TED Talks
- Charlie Rose
- Texas Monthly Talks

# “The Master Class” Syndication



# How We Will Measure Success

- Number of participants in live events (studio audience)
- Unique visitors; percent return visitors
- Level of engagement
  - % view 100% videos
  - % view 50% videos
  - % view 25% videos
- Percent engaged visitors who “Contribute Now”

# Questions?