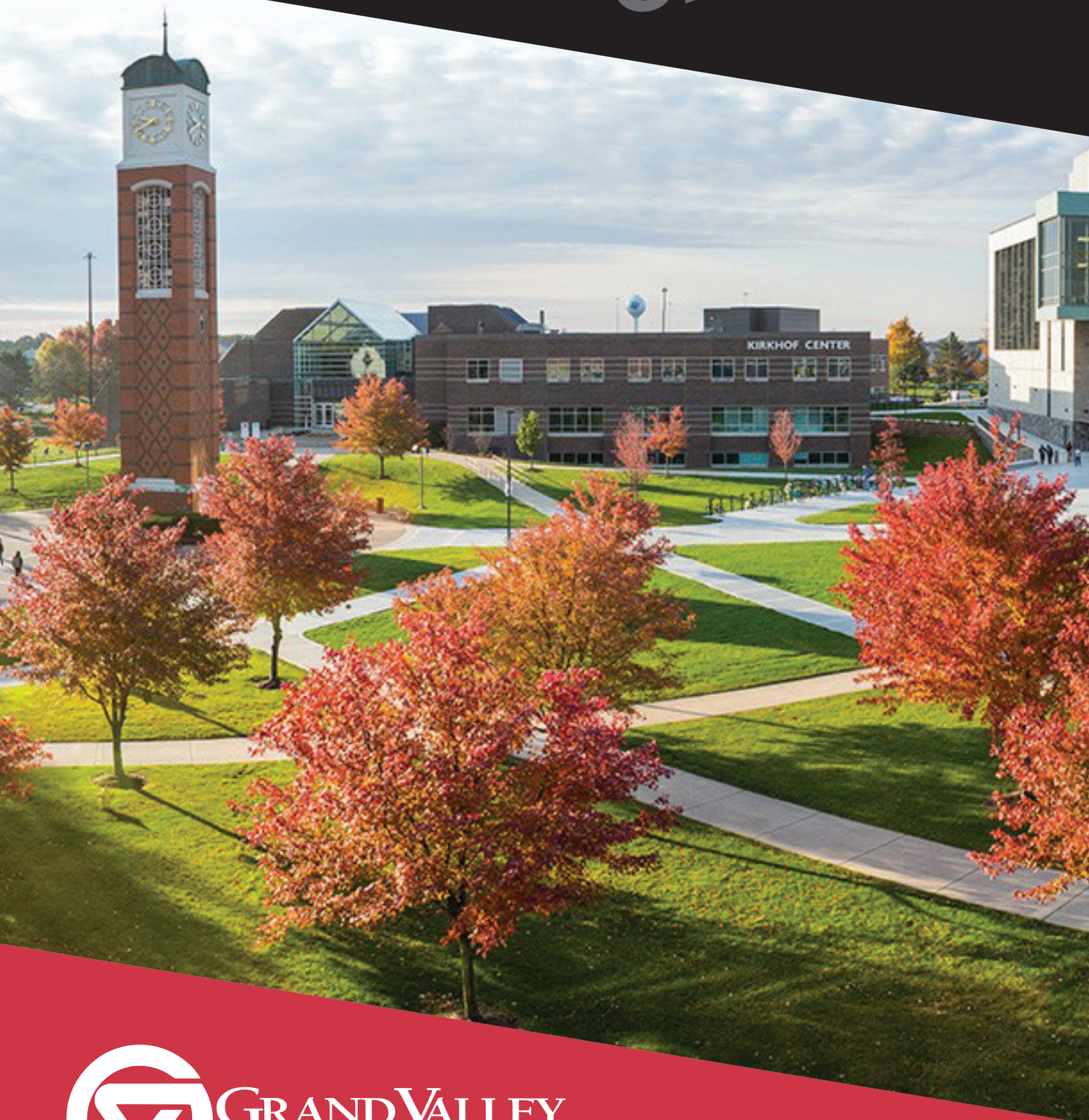


go react



COMMUNICATIONS CASE STUDY



Presentation Maven Leverages New Video Technology

***“The interface is so friendly and clear.
I use GoReact literally every day.”***

—Danielle Leek, Associate Professor of Communication

Grand Valley State University lies in Allendale, Michigan, just outside of Grand Rapids. Originally a small liberal arts college, GVSU's enrollment now tops over 27,000 students.

“Students are required to do a tremendous amount of writing in college,” says Grand Valley’s Danielle Leek, Ph.D. “But I think they’ve lost sight of the value of oral communication.”

Dr. Leek, the campus presentation guru and Associate Professor of Communication, is working to change that. She

coordinates and teaches speaking and debate courses, acts as director of the university’s speaking center, participates in efforts to establish online and distance learning courses and provides support for faculty all over the university on their oral communication projects.

Since the advent of VHS recorders, instructors have been making video recordings of students as a way to increase self-awareness and provide critical mentoring and coaching feedback. But even in the current environment of ubiquitous online video, leveraging technology



to help students become better presenters can be tougher than you might think.

Dr. Leek first tried a software tool that came bundled with a speech textbook from one of the big textbook publishers. The experience was so poor for her students that she said she would like to “erase that entire semester from her memory.” The software was difficult to learn and use, and they consistently struggled with technical difficulties for which they could not get support. Then she found GoReact.



“Oh, my gosh, the interface is so friendly and clear. You can set this up and have it working in your classroom in five minutes. With GoReact, I spend my time teaching oral communication rather than teaching students how to use a piece of education software,” said Dr. Leek. “It works seamlessly every single time I use it. I never, ever have technical difficulties with GoReact, and I use GoReact literally every day.”

The company is quick to add that like every software company,

GoReact isn’t immune to technical issues, but they do pride themselves on a ridiculously low instance of customer support requests.

In her speaking courses, Dr. Leek uses GoReact to capture recordings of students as they give their presentations in class. Then she provides detailed feedback—each comment time-coded to a precise moment in the video. Next, students provide a self-critique and are given feedback by their peers in the class. With GoReact, students who lack previous speaking experience get to use technology to hack their





acquisition of skills and catch up with peers.

According to Dr. Leek, many students lack confidence and feel like they are poor speakers.

“Just yesterday a student came to me after giving her informative speech. We were walking through the hall after class and she said, ‘I haven’t done my evaluation yet, but I did watch my video.’ I said, ‘What did you think?’ She said, ‘You know, I wasn’t as bad as I thought.’” A significant number of students are not as bad as they think they will be—which makes a big difference in their confidence when they go to do their next speech.

At the university speaking center, GoReact is used to train student consultants who in turn use GoReact for giving feedback to students who come for help on their presentations.

“Our speaking center is kind of new, so we are still working on a lot of our training protocols. With the

programs we partner with we are hoping to coach students on their public presentations for applications for veterinary school or to medical school—all of the students have to do talks for those as part of their application,” said Dr. Leek. “Part of our service would be to help them and have their portfolio of speeches that they can use in the future.”

Perhaps most importantly, Dr. Leek surveys her students at the end of her classes, asking two key questions: Was GoReact worth what you spent on it? And, should I use it again in future classes?

“I couldn’t believe it. Every single person said yes the first semester I tried GoReact. And every student each semester since has said yes, 100 percent.”

If you’d like to see what GoReact can do for you. Contact us at [GoReact.com](https://goreact.com).



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