

e-clips [<http://eclips.cornell.edu>]: A Video Clip Database including Socially Responsible Apparel Businesses

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1. Level	Pre-16, FE, UG, PG
2. Pre-requisite knowledge required by educators	A. No background knowledge required
3. Pre-requisite knowledge required by students	A. No background knowledge required
4. Number of students	Any number
5. Length of time required	20 seconds to 5 minutes per video clip
6. Type of activity	Ideas for projects, assignments and briefs, Book related, Discussion and debate, Research related
7. Discipline	Business, Cross-curricular; Design, Marketing
8. Topics covered	Corporate social responsibility, Entrepreneurship, Environment, Ethical initiatives / brands, Student / educator defined, Textiles, Trade

OBJECTIVES / LEARNING OUTCOMES

- To illustrate concepts related to socially responsible business, specifically apparel, using video clips from interviews with entrepreneurs noted for their progressive approach to socially responsible business.

e-clips [<http://eclips.cornell.edu/>] is an open-access, searchable database of video clips highlighting experiences and advice from entrepreneurs in a variety of industries, including the apparel industry. It was created for use in the classroom. Cornell University's Dr. Deb Streeter developed the original concept: to create a "virtual panel" of experts, to be used to stimulate discussion, illustrate concepts, and create a real-world feel in teaching entrepreneurship¹. Streeter videotaped interviews with numerous entrepreneurs over the past decade for the collection and encouraged others to add videotaped interviews. I contributed over 25 sets of video clips from interviews with apparel entrepreneurs to the collection. With a library technology grant, Streeter led our three-person team in creating the e-clips database that is now available for anyone to use in an online, searchable format.

Cornell University Libraries support the database, providing access to over 10,000 video clips (usually 30 seconds to 3 minutes in length) that can be searched using the entrepreneur's name, business, 147 business topics, 419 business themes, and special collections, including the fiber science and apparel design industry collection, and 45 clips each on the social responsibility and social entrepreneurship topics. It is accompanied by full text transcripts that allow easy quoting for lectures, papers, and reference.

The most impressive part of the online site is its versatility for instructional use. The site explains a variety of ways to use the clips, including technical directions, and hosts some lectures and assignments that are "ready to go." It has different interfaces for instructors, students, and entrepreneurs, supporting instructor uses in lectures and reading assignments, and students' applications in writing assignments, team projects, and independent research.

I will summarize some of these below along with examples of interviews relating to social responsible apparel businesses.

INSTRUCTOR APPLICATIONS

The flexibility of having clips (as opposed to feature-length video) allows the instructor to intersperse the digital video material with the text-based or discussion-based exposition in the classroom. The clips are inserted into PowerPoint presentations and played (when appropriate) in combination and alternation with other conceptual material.
(<http://eclips.cornell.edu>)

I. Concept-based Learning

The searchable functions of e-clips facilitate easy development of a set of video clips based on concepts and subject areas. It has also divided the collection into themes, topics, collections, entrepreneurs, and business titles. For social responsibility, the topics include social responsibility (52 clips), corporate responsibility (146 clips), social entrepreneurship (52 clips), environmental management (69 clips), sustainability and sustainable enterprise (435 clips), sustainable innovation (40 clips), and more general topics such as mission, leadership, and ethics. Although the clips in these topic areas range across many industries and business types, some lessons in social responsibility can be learned outside our industry. Collections have been organized in apparel design and fashion (726 clips) and socially responsible entrepreneurship (1203 clips) that provide another search approach.

The full-text transcripts accompanying the clips are also useful for preparing lectures, quoting in papers and course assignments, and saving the content in a second format. In addition, the e-clips website provides several suggestions and directions for the use of the clips, and packaged sets of video clips for easy use.

II. Lectures and Discussion

I have used video clips extensively in lectures and discussion, both in the classroom and in web-based courses to illustrate particular concepts relating to social responsibility. The clips can easily be incorporated into a PowerPoint presentation (the e-clips website provides step-by-step instructions) or as a stand-alone media set that highlights an individual business or a variety of approaches to a specific socially responsible issue.

¹ <http://eclips.cornell.edu/content.do?page=About>

For example, I used clips from Michael Crooke, former Chief Executive Officer of Patagonia, to describe the way the company built its business based on socially responsible practices (e.g. adopting organic cotton, paying employees for time spent volunteering for environmental groups, and building a corporate headquarters with environmentally responsible materials and strategies), rather than starting a business and then incorporating several socially responsible practices. I used clips from Natalie Chanin from Alabama Chanin, and Bena Burda from Maggie's Organics, to describe two different approaches: a) to develop and structure fair labor practices; and b) to organize distribution channels.

III. Online Tutorials

During my web-based courses, I incorporated video clips into my PowerPoint lectures, asking the students to view the clips, and including discussion about the clips in the lecture. I also used them as the basis for online discussion board topics, asking the students to search the e-clips database to find clips of interest, and then to summarize what they learned from the topics with the other students.

STUDENT-ACCESSED APPLICATIONS

I. Assigned Clips

To introduce the students to the e-clips web site, I ask students to access the site and register, select the social responsibility topic area, find 1-3 video clips of interest, and watch them. Then, during class or in an online discussion, I direct the discussion to share the ideas about social responsibility that emerged from the clips. This has been a very effective method based on the engaged and animated summaries provided by the students, and the interest expressed in questions and discussion by other students. This introduction also enables and encourages students to use the site in later assignments.

II. Student Assignments

The e-clips site recommends and facilitates a teaching technique called "listening lists", an extension of bookmarks. Students can create their own listening lists to illustrate a particular concept or as part of a multi-media assignment related to social responsibility. These lists can be stored and accessed by the instructor or other students. For

example, I assigned students to identify one business that demonstrated best practices in social responsibility, write a short summary (about one page) of the social responsibility approach and its significance, and turn in the listening list of 5-10 clips that supports their choice. The assignment requires analysis of a socially responsible practice through a particular business's experience.

III. Student Learning

I found that students accessed e-clips during the courses to provide examples in their assignments and to investigate topics other than social responsibility. I suspect they use e-clips in other courses. It is a living database that continues to grow and provide real-life examples of socially responsible business practices among others.

SEVERAL SUGGESTED CLIPS RELATED TO SOCIAL RESPONSIBILITY IN APPAREL

Michael Crooke, former CEO of Patagonia
(recorded while holding title)

Natalie Chanin, co-founder of Project Alabama and currently Alabama Chanin

Bena Burda, owner and CEO of Maggie's Organics

Chris Mackin, former CEO of Sweat-X
(recorded while holding title)

Carol Young, designer/owner of undesigned by Carol Young

Amy Hall, corporate responsibility director of Eileen Fisher

This is an excerpt from:

Sustainable Fashion: A Handbook for Educators

Edited by Liz Parker on behalf of Fashioning an Ethical Industry, UK, and Marsha A. Dickson on behalf of Educators for Socially Responsible Apparel Business, USA.

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