



Faculty Packet: Course Intro Videos

This faculty packet provides ready-to-use guidance and scripts for creating a welcoming course introduction video. Intro videos help establish instructor presence, set expectations, and support student belonging—especially in online learning environments.

When to Use an Intro Video

Intro videos are most effective when they are posted at the start of the course and referenced during the first week. They work well as a course welcome, orientation message, or first announcement.

45-Second Course Intro Script (Conversational)

Hi, and welcome to the course. My name is [Instructor Name], and I'm really glad you're here.

Starting a new class—especially online—can sometimes bring a bit of uncertainty. You may be wondering what to expect, how challenging the course might be, or whether you truly belong here. Those feelings are completely normal.

In this course, you're not expected to have everything figured out right away. Learning is a process, and part of that process is asking questions, trying new approaches, and growing over time. You belong here because you're here to learn.

Throughout the term, I'll be actively present to support you through announcements, feedback, and course activities. My goal is to help create an environment where you feel comfortable engaging and reaching out when you need support.

I'm looking forward to working with you this term. Welcome, and let's get started.

Tips for Recording Your Video

- Aim for 45–60 seconds
- Use a friendly, conversational tone

- Record in a quiet space with good lighting
- Be yourself—authenticity matters more than polish

Accessibility Best Practices

To ensure all students can access your video, please enable captions and provide a brief written summary when possible. Clear audio and concise messaging also support accessibility.