



CUSTOMER

Boulder Valley
School District

INDUSTRY

K12 Education

LOCATION

Boulder, Colorado

SIZE

55 Schools serving
29,000 students

ORGANIZATION

Boulder Valley School District, located in the foothills of the Rockies, has a reputation of providing high-quality education to the 29,000 students it serves.

In 2008, Boulder Valley undertook an aggressive mission to enable streaming delivery of digital content to every desktop in their district. Birthed from the need to shift away from a highly inefficient and traditional van-on-demand system, their solution demanded a highly reliable, easy-to-use and flexible media delivery capability.

While updating technology was their objective, their ultimate target was to transform the way teachers would access, share and teach with digital media, engaging students on their technological turf.

CHALLENGE

In the past, BVSD had problems with previous technical rollouts and it was important to them that there were no obstacles in implementing their new digital content initiative.

They also struggled with finding adequate funding, and waited two years before a viable one-time funding source became available. Once funding was acquired, their purchasing department issued an RFP to seven companies; three companies were able to meet the hundreds of specifications they required.

After careful review, customer referencing and on-site installation visits, they selected Inventive Technology's MediaCAST solution.

SOLUTION

BVSD set forth a plan to phase out their old technology, which included the shut down of their materials center. During the final stage of this phase out, MediaCAST was installed in five highly motivated pilot schools.

BVSD had planned to install MediaCAST in stages, but because of the quick and trouble free back-end installation, the enthusiasm from the trainers and the ease of adoption by teachers, they quickly discarded the staged installation schedule and had MediaCAST installed in all remaining schools.

"Because MediaCAST was so easy to use, we ended up spending only 10% of our allotted budget for training, and were able to repurpose that money for other projects."

-Len Scrogan

*Director of Technology and
Library Media*

ONGOING COSTS CHALLENGE

Equal to the challenge of obtaining initial capital funding was the hurdle of paying ongoing costs, like content licensing. To accomplish their goals, BVSD used a strategy that other districts could easily imitate. They converted the annual costs of maintaining the other materials distribution center into funds for maintenance, cable television charges and content licensing.

In the end, they acquired many times the quantity and quality of resources that were available and were able to return over \$35,000 in annual general fund dollars to the district budget during tight times.

BENEFITS

Students and teachers now have access to thousands of digital media files. The technology department was able to cut the ropes sustaining outdated display technologies, like televisions and DVD players. Teachers are able to make segments of longer files, making them more efficient in the classroom. According to Scrogan, "Video segments made with MediaCAST's Snag-A-Segment tool help teachers make abstract topics concrete and easier to teach."

MediaCAST also eliminated BVSD's 'hodge-podge' of cable television logistics, allowing cable access to every classroom whenever a current event, inauguration speech or international crisis.

In addition to making digital content easier to access and use, BVSD's MediaCAST system has extended the school day for students and teachers. "From past research, we knew that our teachers did 60% of their classroom preparation at home. Now they were able to plan for the use of digital resources at home, instead of rushing in early in the morning to get materials ready before school," said Scrogan. "The URL Builder tool lets us extend the learning day for students as well and that is exceptionally powerful for sustaining continuity of learning."

In addition to meeting the initial objectives, BVSD has also discovered new ways of utilizing their MediaCAST system. They now broadcast and record their Board meetings, making them available for community viewing.

With the use of MediaCAST OnLocation™ carts, teachers now virtually attend district meetings from the comfort of their own classroom.

MediaCAST's digital content management and streaming delivery technology replaced outdated and ineffective analog media with an easy-to-use on-demand content platform, and created an instructional environment that helps teachers better reach their technologically advanced 21st century students. "When we describe MediaCAST to other districts, we use the term 'game changer,'" said Scrogan.

FUTURE PLANS

Addition of more teacher and student created content. One school has already populated MediaCAST with their outstanding weekly television production. Administrators expect that more school, teacher, and student-developed content will follow.