



Cypress-Fairbanks Independent School District

Upgrading an Outdated TV System and Increasing Useability of Media Resources



CUSTOMER

Cypress-Fairbanks
Independent School District

INDUSTRY

K12 Education

LOCATION

Harris County, Texas

SIZE

83 Schools serving
106,940 students

As the third largest school district in Texas, Cypress-Fairbanks Independent School District in Harris County is home to over 106,000 K-12 students. When they needed a solution for digital content management, video streaming and IPTV, Cypress-Fairbanks ISD turned to MediaCAST.

IMPLEMENTATION

The MediaCAST platform provides a way for Cypress-Fairbanks ISD to store and manage all their media resources in one place. With everything in a single location, teachers are able to easily find resources to use in the classroom including audio, video, PowerPoint files, PDFs and more. Even more importantly, all these files are available on-demand from any device with internet access, enabling teachers to create media rich lesson plans from wherever they are.

The content located within Cypress-Fairbanks ISD's digital content platform comes from a variety of sources, includes content created by the district's teachers. The ability to add user-generated content means that Cypress-Fairbanks ISD teachers are able to share the resources they have created with others in the district.

Additionally, the MediaCAST platform makes it easier for teachers to use these files in class. Instead of having to pause the lesson to locate and load a resource, teachers are able to click a link in their lesson to play a resource or an identified segment of a resource. The ability to play resources with one click eliminates lost time reserving a resource in the library, putting it in the VHS or DVD player and then scanning for a start point. With MediaCAST, Cypress-Fairbanks ISD teachers can be more efficient and effective in the classroom by allowing them to integrate media into their lesson without losing students' attention.

In addition to the MediaCAST platform, Cypress-Fairbanks ISD chose to integrate third party content from Discovery® into their MediaCAST system. This third-party content gave Cypress-Fairbanks ISD immediate access to hundreds of media resources in addition to their user-generated library.

IPTV

With the recent switch from analog to digital TV, Cypress-Fairbanks ISD was faced with expensive hardware replacement in order to keep their old television systems. An alternative choice was to switch to digital IPTV, TV broadcast over their internet connection. With MediaCAST's IPTV solution, Cypress-Fairbanks ISD was able to increase channel control while minimizing licensing costs and hardware replacement.

MediaCAST IPTV allows Cypress-Fairbanks ISD to watch and record live TV programs on the channel of their choice. Recorded shows are saved to the MediaCAST digital library for on-demand viewing and classroom use. Teachers can even create short segments of longer programs using the Snag-a-Segment tool. For special events, Cypress-Fairbanks ISD administrators can easily give every class access to a specific channel.

Cypress-Fairbanks ISD's MediaCAST system includes an OnLocation Cart so they can record and broadcast special events around campus. The OnLocation Cart provides Cypress-Fairbanks ISD everything they need to create live video broadcasts, record video, and convert traditional analog media into digital format in a portable cart, enabling them to record events anywhere on campus. Once recorded, video files can be loaded to the MediaCAST digital content management platform for on-demand viewing 24/7. The pay-per-view capability can be activated for athletics, club or school fundraising

MAKING A DIFFERENCE

The ability to live stream events recently hit home for the district's Network-WAN/Telecomm Manager, Frederick Brenz. During this year's graduation, he found out how much of an impact streaming live events can have on the family members of those involved.

"When we set this up, I had no idea that it was going to impact me personally. My youngest son graduated this past weekend. My mother was en route to the graduation from San Antonio and had a mishap that sent her back to San Antonio and unable to get to the graduation. She was however able to watch him graduate over the link on my brother's computer. We have had that particular capability for 5 years, but it has always been viewed in a very small quicktime rendering. [MediaCAST's] assistance has enabled us to broadcast that feed in full screen mode. My mom is 80 years old and believe me it does help."

Powered by MediaCAST, Cypress-Fairbanks ISD is discovering the potential their teachers and students possess when they are connected with media resources 24/7. On-demand access to resources as well as the ability to embed links into lessons has made teachers more efficient and effective. The ability to share content they created with other teachers in the district has also created a greater sense of community among the teachers in the district. Additionally, because students are now able to view special events such as football games and graduation on their own schedule, they have become more connected and involved in school activities.