



## Winston-Salem/Forsyth County Schools

Achieving a district standard for video storage and delivery with MediaCAST



### CUSTOMER

Winston-Salem/Forsyth County Schools

### INDUSTRY

K12 Education

### LOCATION

Winston-Salem, North Carolina

### SIZE

80 schools serving 53,300 students

When their traditional analog system began aging, Winston-Salem/Forsyth County Schools (WS/FCS) began looking for an IP solution to bring their schools into the 21st century. As the fourth largest school district in North Carolina, WS/FCS needed a system that could be scaled to work across multiple schools. For this, they turned to MediaCAST.

With a goal of “achieving a district standard for video storage and delivery,” Kevin Sherrill, Director of Information Technology for WS/FCS, says, “MediaCAST was chosen for its strong integration with K12 education.”

That integration means that WS/FCS teachers are able to upload, search and view a variety of media files including live and on-demand video, audio, documents, images and more all from one location. Having all their video files in one place is important to teachers who can now quickly discover a new resource or locate an old favorite to add to their lesson plans.

### CENTRAL STORAGE

Having a central place to store all their digital content has allowed the district to use its content in a wide variety of ways. Instead of being confined to classroom use, content can now be shared on the district website, through the use of MediaCAST’s URL Builder and Media Portal, and made available for public viewing.

Videos on their site include everything from board of education meetings to school information to brain break videos.

By using the MediaCAST URL Builder to add videos to their district website, Winston-Salem/Forsyth County Schools are reaching out to their entire community and providing resources to help students, teachers, parents and community members feel connected to their schools.

“Our teachers are using MediaCAST for the live TV function as well as for live broadcasts. We also use the digital signage equipment in the common areas of our schools.”

**-Kevin Sherrill**

*Director, Information Technology*

### **DIGITAL TV**

As much as WS/FCS loves the digital content management part of MediaCAST, Sherrill admits teacher's and staff's favorite feature is IPTV. Through MediaCAST, the district provides live channels and programming to classrooms throughout the district. Teachers are able to either watch a show live or schedule a recording to use during a later class period.

The ability to record shows for later use has freed teachers up to use the same show with multiple classes throughout the day. Additionally, if a show is aired a week or two before the class is ready to watch it, teachers no longer have to decide between rearranging their lesson plans or incorporating valuable content in a lesson.

### **DIGITAL SIGNS**

Additionally, WS/FCS uses Kiosk Central to create engaging digital signs at each school. The signs are used to communicate school news such as bell schedules, teacher awards and cafeteria menus as well as school events such as field day, student council elections and book fair dates.

Each school is able to create their own digital signs in order to share unique news that is tailored to the school. Signs are placed anywhere people gather including hallways, lobbies and cafeterias. Through digital signs, Winston-Salem/Forsyth County Schools effectively communicates with students and staff throughout the day.

With MediaCAST, Winston-Salem/Forsyth County Schools was able to achieve its goal of creating a district standard for video storage and delivery. This standard has allowed the district to use its digital content in a wide variety of ways they never dreamed of before. Additionally, students and teachers now have access to important videos and documents whenever they are needed, both in the classroom and at home.