



Unified Communications for Next Generation Learning



**Transforming Education for Improved Efficiency, Safety,
Teaching and Learning**

Agenda

- 
- > Vision
 - > Challenges
 - > What Cisco Unified Communications Can Do
 - > How Unified Communications Helps Transform Education
 - > Summary and Next Steps

The Cisco Vision for Connected Learning



The Connected Generation

A collage of images showing people interacting with technology. On the left, a man in an orange shirt is at a computer. On the right, a group of people are gathered around a table, some looking at a laptop. In the foreground, a person is using a laptop. A large, light blue cloud shape is centered over the collage, containing a quote.

"My generation draws the Internet as a cloud that connects everyone; the younger generation experiences it as oxygen that supports their digital lives."

Posted on
www.elearnspace.org

Generation M is Technology Savvy

Social Networking



Instant Messaging



Cellular & Text Messaging



Music/Video



Blogging/Wikis



Gaming



“Computers, videos, MP3 players, cell phones, and all the other electronic technology define how our children think and communicate. If we want to participate in any meaningful way in a dialog with them, we need to use, understand, and master that technology... We can still teach them to think and read and write... We just don't get to do it the way we used to.”

Steven W. Simpson from
"Can Generation M Learn Its ABCs?"

Schools Must Deliver More Than Before



**Engaging learning environments
that teach 21st century skills**

Competitive student performance

Enriching staff development and training

Transparent and effective communication

Safe and productive learning and work environment

What Is Connected Education?

Connected Education is Cisco's vision for how technology helps schools



- Build the right infrastructure to transform education
- Enhance administrative efficiency
- Achieve academic excellence

Characteristics of Connected Education

- Creates environments similar to the outside world
- Streamlines and automates information flow and processes
- Enables effective communication at school, at home, and in the community
- Offers learning opportunities for both students and teachers 24/7
- Embeds technology in every aspect of the organization



We Believe the Education Game is Changing



The Learner

Lives an
Online Life

Attends a
Disconnected
Classroom

Facing Large
Scale Disruption

Education
System

In Need of a Bold
and Urgent
Response

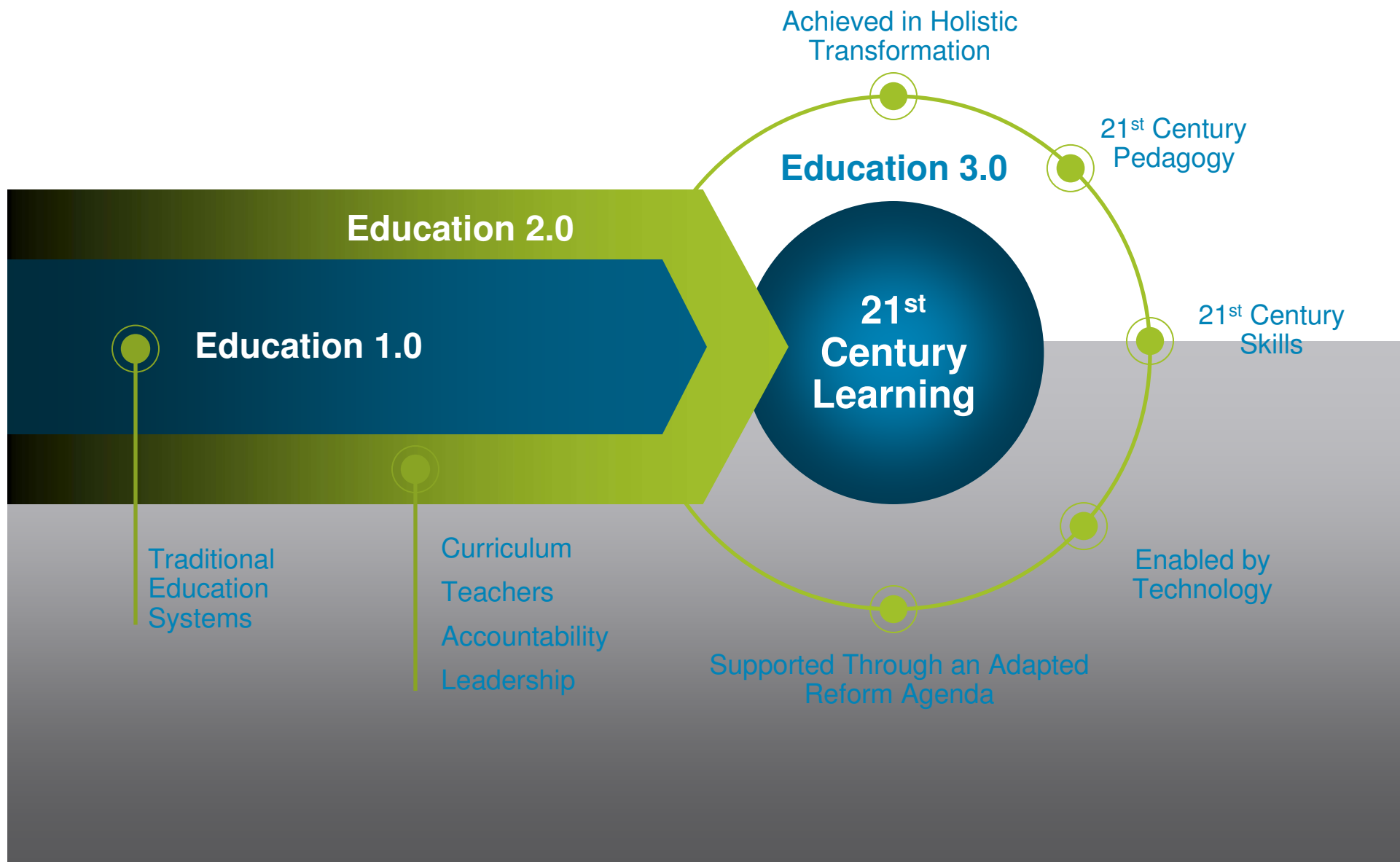


The Employer

Demands New 21st
Century Skills

Demands Strong
Basics

Education 3.0: A Paradigm Shift



Inspiring New Connections

Students are changing, and we are becoming one global economy.
The education we deliver, therefore, must necessarily change.

- Education must **transform** to provide students with the skills required to **compete** effectively in the 21st century
- Cisco, a change agent in education, helps schools build the right infrastructure and **implement technologies** that help transform education to meet the needs of the **next generation** of learners



Schools Use Cisco



Challenges



Challenges Currently Facing Schools

Schools face challenges in many areas. Cisco® Unified Communications can help meet those goals.



**Administrative
and
Operational
Efficiency**

Ensure schools
are safe



**Safety and
Security**

Enhance
teacher
effectiveness

Develop ways
to engage
parents



**Next
Generation
Learning**

Manage
severe
budget cuts

Communication and Collaboration are Core to Effective Learning



Parents



Students



First Responders

Inspiring New Connections

Administrators



Teachers



Community Members



What Cisco Unified Communications Can Do



to Help Transform Education

Increase Administrative and Operational Efficiencies



- Enable converged voice, video, and data
- Deliver seamless, simplified communications
- Offer single number reach
- Simplify management
- Improve productivity

Improve Safety and Security



- Enhance staff response
- Share emergency messages
- Expedite communications with first responders
- Notify parents within minutes of an incident

Enable Next Generation Learning

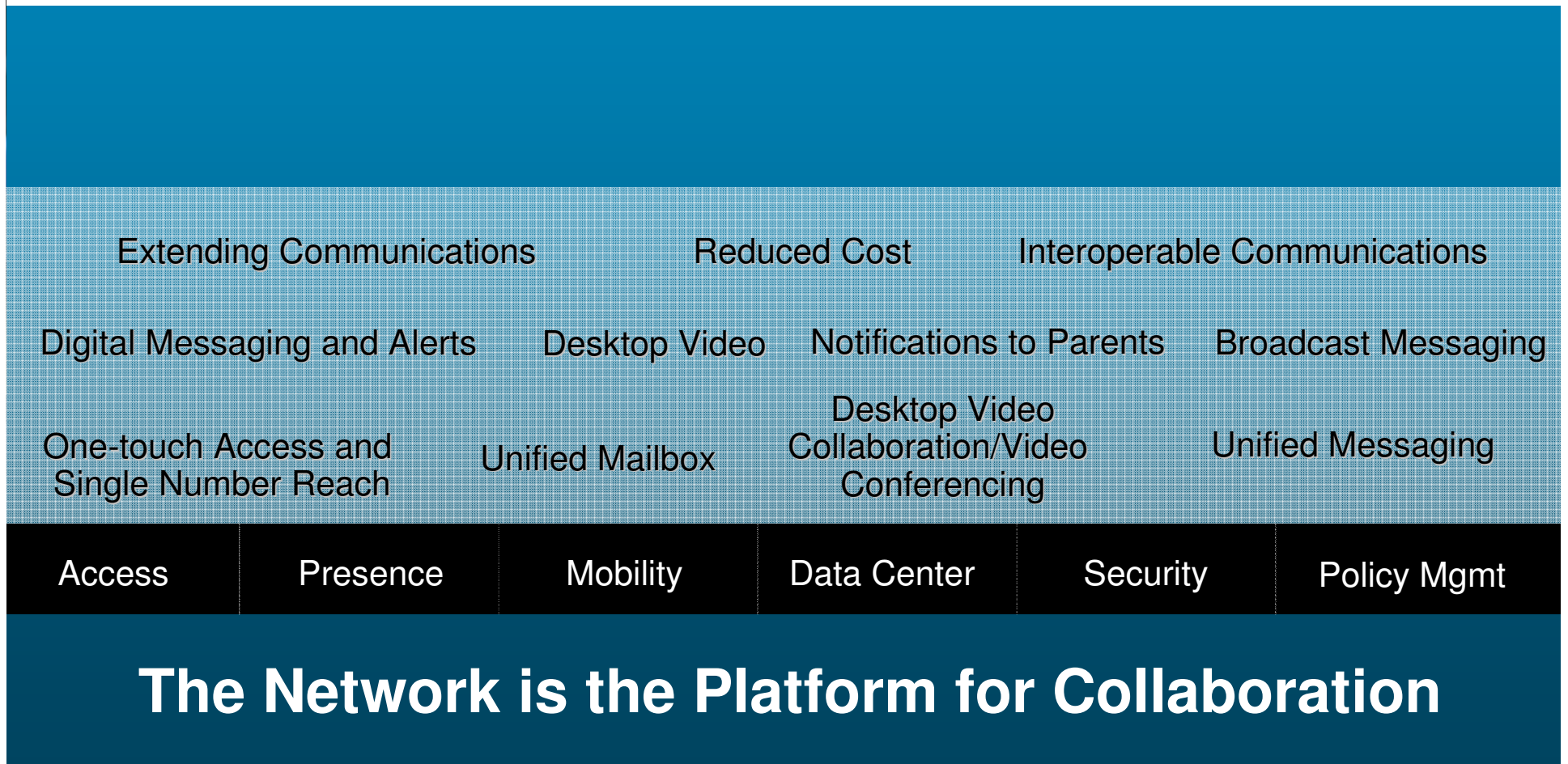


- Provide cost efficient IP-based phone services
- Enable communications and collaborative learning
- Give students and faculty access to global resources
- Engage students
- Enhance parent-teacher-administrator communication

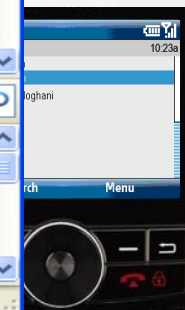
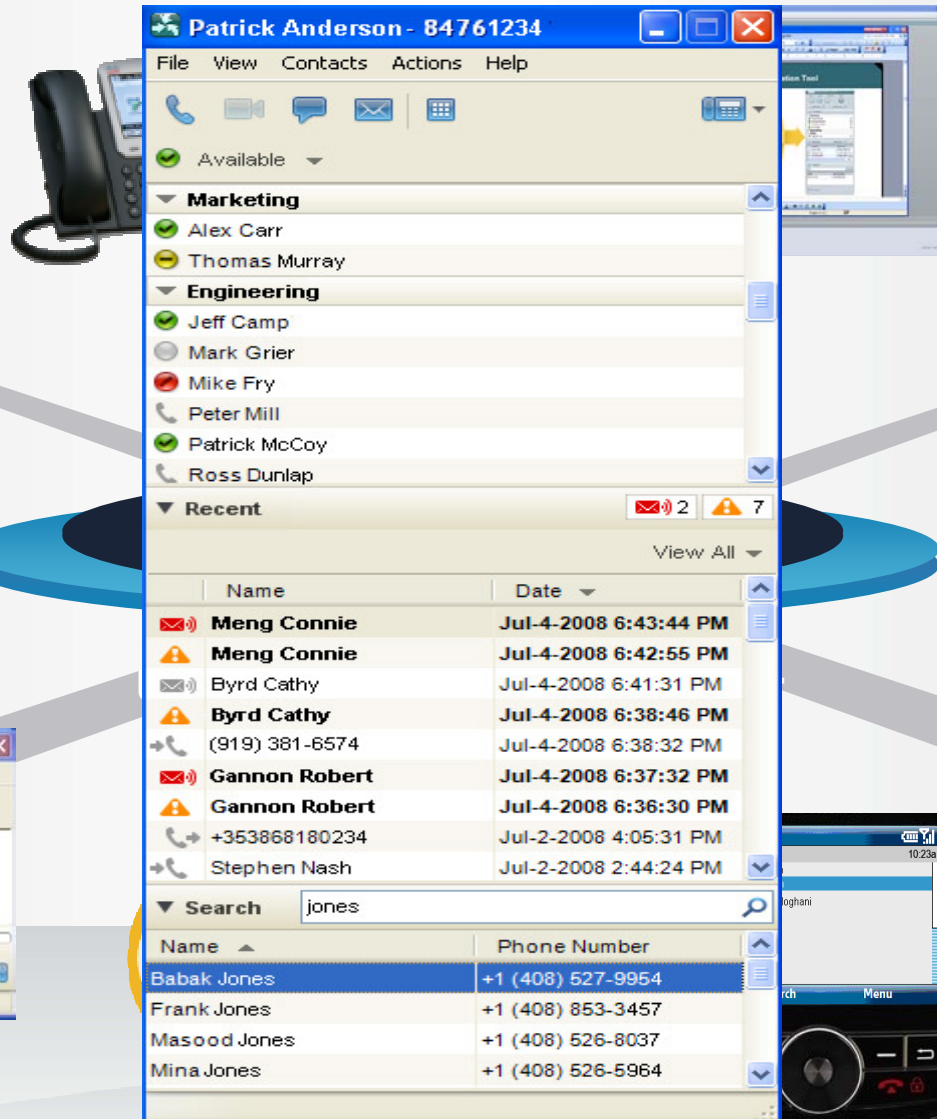
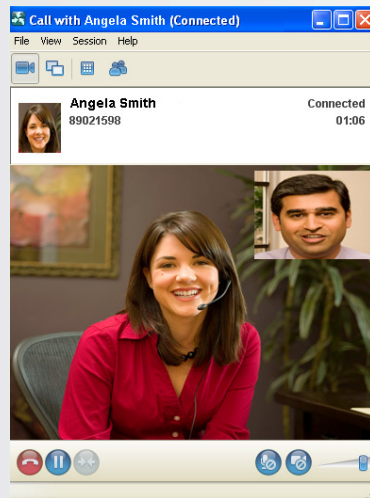
How Unified Communications Helps Transform Education



Enhancing Learning through Unified Communications



A New Way to Collaborate: Cisco Unified Communications



Internal Communication and Paging



Features

- Broadcasting and notification across IP phones
- One-button panic delivery
- Two-way radio integration



Benefits

- Allows emergency messages to be sent in a simultaneous, real-time broadcast
- Enables sending messages to an IP phone, a group of phones, or IP-enabled loudspeaker
- Offers messaging from district offices to individual or groups



San Ramon Valley USD: Savings with district-wide paging, centralized management

Outbound Communications and Notifications



Features

- Provides broadcast messages via multiple notification modes
- Automates process with a single system
- Integrates seamlessly with information systems
- Includes advanced text to speech



Benefits

- Offers notification to parents
- Improves parent awareness and involvement
- Enhances safety and security
- Reduces costs



South Kitsap Public Schools: Removed calling tree for staff notification of school closure, eliminated manual calling for absenteeism calls, reduced dedicated circuits

Cisco Application Partners

- **SchoolMessenger**

Leading automated parental notification system for absentee notification, school announcements, and more



- **Berbee: InformaCast**

Innovative application for integrated paging, bells and alarms, including external speaker solution



- **Cistera**

Provides a comprehensive multimode messaging capability to large number of devices including IP, analog and mobile phones, and two-way radios



- **IPcelerate**

Intelligent response to emergencies through multiple communication mechanisms—voice or text messages to cell phones, PDAs, IP phones, or overhead pages



Cisco Digital Media System



Features

- Delivers instant information across school grounds
- Deliver live broadcasts to digital signs around school facilities



Benefits

- On-demand classroom lessons and materials
- Instant notification and event information
- Feature event information



Mobile County Public Schools: Network enabling multiple applications: "Education Today," collaboration with higher education for prep classes on site, classroom video, event broadcast, and "Digital Media Signage in every classroom."

Cisco Unified IP and Wireless IP Phones



Features

- IP phones in every classroom and office on a single IP network
- Extending school communications—anytime, anywhere, any device



Benefits

- Communications, security, and productivity are enhanced
- Single number access—reach the right people at the right time



Ft. Bragg Unified School District: Improved communication with IP phones in each classroom; saved \$500,000 in infrastructure costs; enhanced curriculum with video-based instruction.

More than a Phone: Applications Drive Productivity

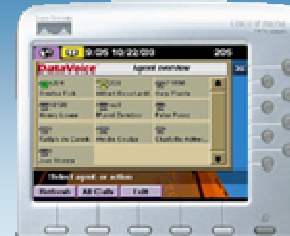
Cisco Video Advantage



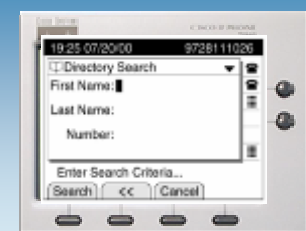
Cisco Applications



Unified MeetingPlace



Call Center



Directories/Call History

Partner Applications



Amber Alert



On-Phone Paging



Time and Attendance

Extend School Information Flow to Workstations with no PC

Cisco Unified Mobility



Features

- Single number reach and single voicemail
- Calls extended to user-defined device
- Seamless transition of extended communications



Benefits

- Reach the right people at the right time
- Pass calls between devices
- Reduce costly communication delays



Kent School District: Substantial cost savings—network pays for itself; uniform network from core to edge; enable converged IP video network connected to local law enforcement networks for use in emergency

Cisco Unified Presence



Features

- Offers instant messaging and presence
- Provides information on who is available and how to reach them



Benefits

- Streamline communications
- Escalate IM into phone conversations or web conferences
- Find the right person on their preferred device



Cisco Unified Personal Communicator, Mobile Communicator, Unified Presence



Features

- Extend unified communications
- Dial from cell via office
- Access powerful, productivity-enhancing applications from a single, unified interface



Benefits

- Enables calls to be placed using IP network
- Uses desktop/laptop to receive or originate calls from both school and home
- Supports multiple mobile operators and networks



Township High School, District 214: Over \$400,000 savings using Cisco IP Telephony; expanded outreach program and eliminated per-call charge; completely automated all outbound campaigns to support all schools

Cisco Unified Video Advantage



Features

- Enable video calls
- Flexible and easy to use
- Make video as cost effective as voice

Familiar Phone Interface for Audio and Video Calls



Benefits

- Makes video calling easy
- Enables video teleconferencing from classroom or office
- Enhances collaboration through use of visual communication



Greenville County Schools: Better communication with IP phones; enhanced curriculum with IP video conferencing—saving about \$400,000 year

Cisco Unity



Features

- Email, fax, and voicemail capabilities in one inbox
- Follow-me messaging from alternate extensions
- Speech Connect enables callers to connect to their target without human intervention



Benefits

- Has a full-featured voicemail
- Provides a single enterprise voice mail box
- Access and manage messages from varied devices
- Enables faster response



Plymouth Intermediate School District: Single communication system with advanced features, competitive with PBX prices; savings on MAC; Unity messaging

Cisco WebEx Connect



Features

- Engage in impromptu conversations
- Launch communications from IM sessions
- Manage projects and team activities
- Share content and collaborate
- Create “mash-ups” with third-party applications and data



Benefits

- Streamlines team communications and collaboration
- Provides a platform for continuous, collaborative learning

"Online learning will always be the core offering at Sabio Academy. And without WebEx, we wouldn't even be close to where we are today."

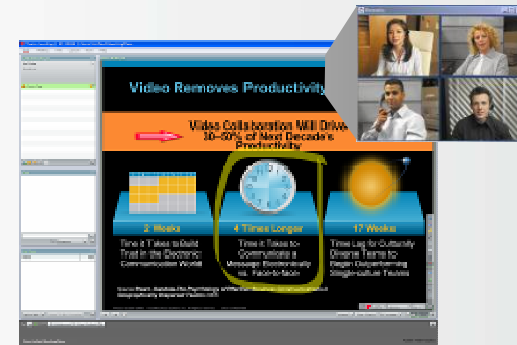
James Choi, Director of Mathematics

Cisco Meeting Place



Features

- Conduct web meetings
- Simplified process
- Full suite of services

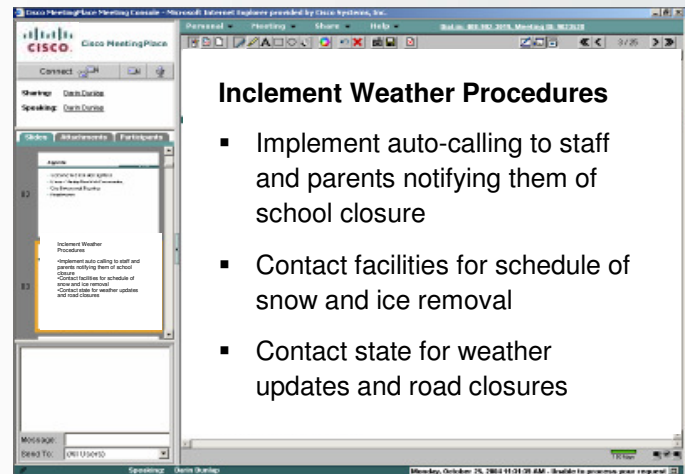


Benefits

- Reduces travel costs
- Increases productivity and enhances communications
- Extends classroom instruction

Inclement Weather Procedures

- Implement auto-calling to staff and parents notifying them of school closure
- Contact facilities for schedule of snow and ice removal
- Contact state for weather updates and road closures



Broward County Pubic Schools: Conducted 3624 remote class sessions for students in 2005 and 750 district meetings via conferencing, saving time and mileage costs

Summary and Next Steps



Summary

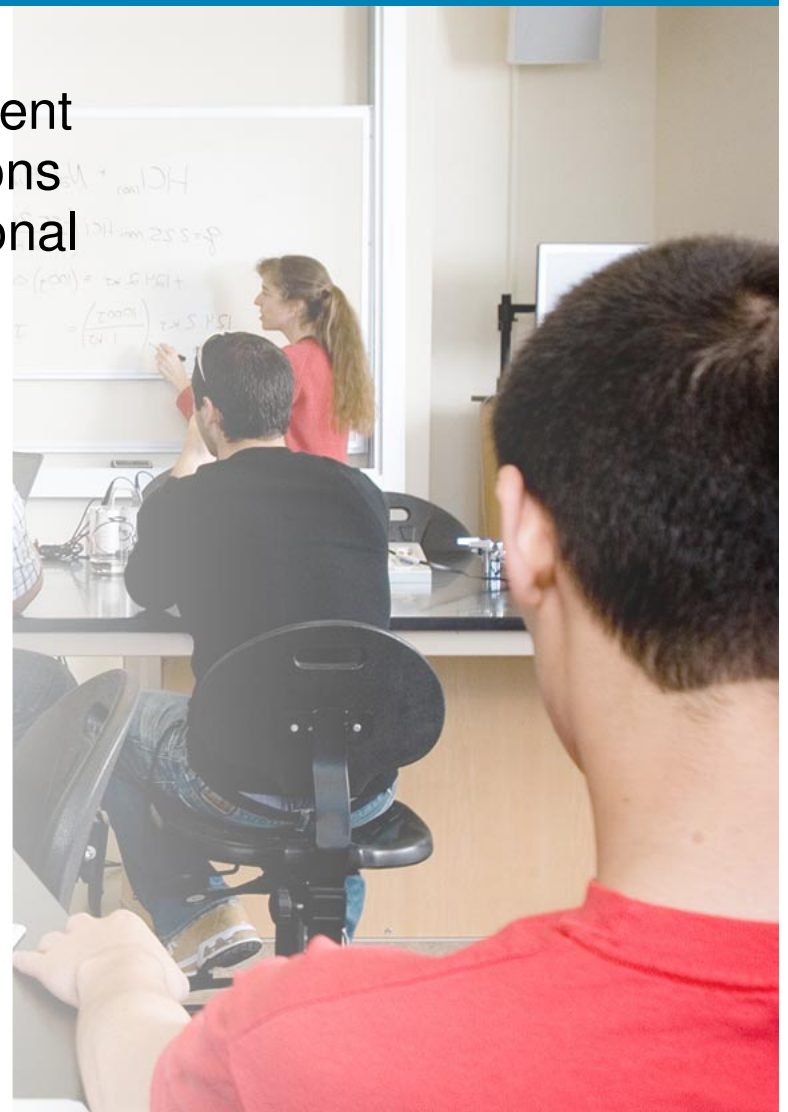
Cisco Connected Learning and Cisco Unified Communications can help you build the right foundation to transform for the 21st Century

- Improve efficiency
- Increase safety and security
- Enable next generation of learners



Why Cisco?

- ▶ Strong understanding of and commitment to education, with customizable solutions to meet the needs of any size educational institution
- ▶ Commitment to customer service and customer success
- ▶ Unmatched technical expertise
- ▶ Industry-leading, standards-based solutions
- ▶ Cisco® Capital finance programs



Cisco Capital Benefit Summary

Cisco Capital Education Financing

- ▶ Low rates
- ▶ One-stop budget financing: Cisco products, services, third-party products, Cisco SMARTnet support, and more
- ▶ Escrow benefits, progress payments
- ▶ Flexible products, payment structures
- ▶ Non-appropriations clause
- ▶ Early termination*

* Not available with FMV Lease

Next Steps



- To learn more, visit <http://www.cisco.com/go/education> and view our free, “Technology in Schools Report, What the Research Says”
- Schedule a demonstration of the products and applications
- Contact your account manager for more information, or to discuss your vision

