



## Effective Communications are Essential to Your Success—Are You Providing the Basics?

Every day your administrators make announcements to students and staff, informing them of the latest news. They contact parents to make sure that they, too, are informed, letting them know if their children were absent and sharing news of upcoming school events.

Every day teachers communicate with their students, helping them to understand concepts and guiding them in their education. They also communicate with parents regarding their children's progress, work with team members to develop an optimal plan for each child's growth, and learn new skills and techniques to keep students engaged.

Every day, the employees in your school district strive to provide the best education possible to all students.

Unfortunately, many of the communication tools administrators, teachers, and staff use today hinder their productivity. Traditionally, school district's communications consist of inefficient paper-based practices, outdated phone systems—such as older PBX (private branch exchange), centrex, or key systems with limited features—site-based paging and auto-dial configurations, and incompatible video equipment.

These discrete and outdated systems make it difficult for your employees to be productive and work efficiently. They may spend excessive time driving between locations, lose paperwork, and have to engage in sessions of phone tag—all of which can lead to frustration and job dissatisfaction. Plus, these outdated systems cost a significant amount of money to operate because they often require separate personnel to supervise and maintain.

But they can also have a more serious effect. They can delay the response to an emergency situation. Many of these outdated phone systems route calls through the central district office leading first responders to the wrong location and wasting precious time.

**Cisco Unified Communications for Schools** is a powerful, IP-based communications system that uses your existing data network to provide new, advanced communication services, such as voice, video, and Web collaboration to help ensure that your district is communicating in the most effective and efficient manner possible. IP-based communication services improve district wide communications, safety, and productivity, all while offering significant cost savings.

### Katy Independent School District

Take a look at the solution implemented for the Katy Independent School District in Houston, Texas, where there are 47,000 students in 44 schools, 3000 teachers, and 2200 staff members.

#### Challenge

- Teachers had problems connecting to the Internet, and front-office staff had limited access to student data
- Phone system was based on older technology; required multiple, expensive lines; lacked voicemail; and supported only a limited quantity of phones for many campuses
- District could not adequately deploy network and Web-based applications, including educational curriculum and student management

#### Solution

- Installed a Cisco converged IP network infrastructure to support new services
- Deployed Unified Communications solutions to improve contact between parents, teachers, students, and staff
- Implemented a new wireless network to provide full coverage across all schools

#### Results

- New infrastructure supports improved communications, increased connectivity, expanded educational programs, and network-based student management systems
- Education applications and videoconferencing enhance classroom learning
- Wireless coverage greatly improved across all campuses
- District saves money by eliminating multiple phone lines, reducing the costs of moves, adds, and changes, standardizing applications, and lowering manpower costs through the reliable network and IP communications tools

### It All Begins with the Network

Your data network provides the foundation for all the communication services your district needs. And it does so through one wire—the wire that already exists at your district today in the form of your IP network. By using IP as your foundation, you can give your district a range of communication options that you may not have thought possible: voice, video, and collaboration.

### IP Voice—Improving Communication

Cisco Unified IP phones aren't like regular phones. They provide better communications, make schools and districts safer, and improve the business of education. They can be installed either wired or wirelessly in classrooms, offices, and common areas. With IP phones, it is easy to:

- Improve communication with parents, who can leave voicemail for teachers and have more frequent conversations to discuss grades, attendance, behavior, and other student-related issues. Teachers and staff can automatically send parents voice and text messages with advanced outbound-calling services
- Enhance connections between district staff members, who can converse privately and access resources with the touch of a button. Plus, district staff members can easily see if a person is available and if they would like to be contacted via phone, email or chat
- Receive voicemail, e-mail, and faxes all from one inbox and providing advanced messaging capabilities where e-mails can be heard as voicemails or voicemails can be read as e-mails
- Provide district wide intercom paging, allowing classes to hear school announcements over IP-phone speakers and external loudspeakers
- Enable district wide broadcast messaging that allows office staff to record a message once and send it to multiple voicemail boxes and/or directly to phone displays
- Deliver mobility with wireless IP phones and follow-me capabilities for administrators who need to stay connected and have access to vital information when they're in locations outside the office
- Give access to online directories so that teachers and district staff can easily contact people and get the services they need
- Set up homework hotlines for students and parents to call and get details about assignments

### IP Voice—Improving District Safety and Security

With a Cisco Unified IP phone in every classroom, it's easy for a teacher to get help if a problem occurs. There's no need to leave students unattended in order to contact another teacher or the office. Instead, teachers can simply place a call using their IP phones. In the event of an emergency, each teacher can access first responders with the touch of a button. Each IP phone comes with an enhanced emergency number, which tracks the exact location of a caller's phone. This helps first responders get to a classroom, office, or other area as quickly as possible.

Cisco Unified Communications for Schools enhances safety by enabling staff to:

- Press a single button to reach emergency services
- Deliver district wide emergency messages to parents and classrooms within minutes of a situation
- Connect to the U.S.-based Amber Alert system and obtain notification of missing children in their state
- Provide weather alerts, and other notifications to each Cisco Unified IP phone
- Send photos of on-campus visitors to teachers

### Township High School District 214

Take a look at the solution implemented for the Township High School District 214, 25 miles northwest of Chicago serving over 12,000 students from 8 communities.

#### Challenge

- The high school was using a third-party outsourced phone service to send outgoing messages to parents and was charged by the call, proving an expensive way to communicate

#### Solution

- Installed SchoolMessenger for Cisco Unified Communications, easily integrating it with the student information system (SAS)

#### Results

- Substantial cost-savings that will enable the district to achieve a return on investment (ROI) in 3 years
- Savings of approximately \$400,000 per year

### IP Voice—Improving Productivity and Reducing Costs

Cisco Unified IP phones, via IP applications, can connect to district information systems, thus eliminating the paper and time associated with performing daily tasks. By pressing a few buttons on IP phones:

- Teachers can take attendance, look up parent contact information, and issue hall passes
- Hourly and temporary staff can clock in and out
- Nurses can look up student medical information
- Parents can access district information via self-serve menus
- Administrative staff can locate teachers and students
- Phone calls and e-mails can be automatically sent to parents, teachers, and staff, notifying them of student absences, schedule changes, school holidays, overdue library books, low lunch-card balances, and more

IP voice services can help make your staff become more efficient and lead to improved productivity. And by using one consolidated system for all your communication needs, you can lower your district's total cost of ownership by:

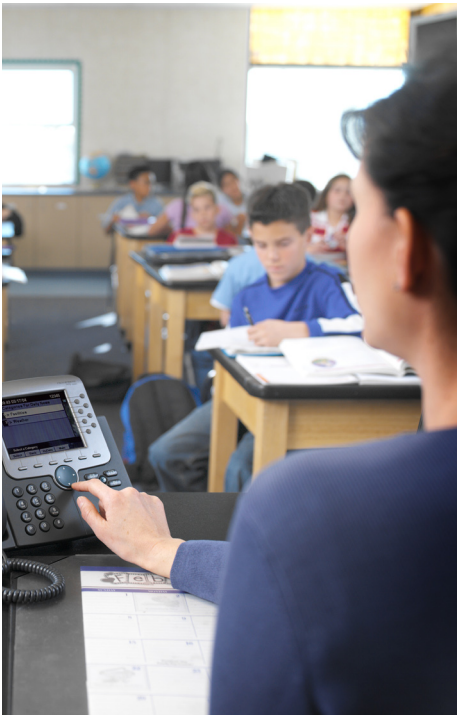
- Decreasing the operating and maintenance costs that you used to accrue with separate networks for voice, video, and data
- Eliminating multiple, unnecessary leased lines at each school and consolidating phone traffic across the district
- Reducing and tracking long-distance charges through toll restriction access codes
- Lowering or eliminating conference call fees
- Simplifying the move, add, and change process since users can simply plug their IP phones into any IP-network jack for immediate access
- Getting more out of your phone system than ever before, through added functionality and IP applications that enable you to replace traditional analog intercom, bell, and alarm systems with a single system
- Lowering cell phone costs with dual mode mobile/Wi-Fi phones that utilize your IP voice system

Moving to a single, converged network that runs voice, video, and data does more than save your district money. It lays the foundation for exciting new technologies, such as video and collaboration, that can improve the way your district communicates.

### Trusted Cisco Solution Partners—and Their IP Applications

Our partners provide a range of IP phone applications that enable you to improve communications, increase safety, and reduce cost. These partners include:

- **Berbee**, developers of InformaCast, which enables school officials to broadcast announcements to the speakers inside IP phones and/or over external loudspeakers. Berbee also offers a bell scheduler and can integrate intercom, bell, and alarm systems. Visit [www.berbee.com](http://www.berbee.com).
- **LiteScape Technologies**, makers of KIDS (Knowledge Information Delivery Systems), which provides centralized paging with external IP speakers, teacher and employee time cards and lookup, student attendance, student lookup and contact information, broadcast messaging, call authorization, automatic e-mails and phone notifications, and more. Visit [www.litescape.com](http://www.litescape.com).



- **Reliance Communications**, developers of SchoolMessenger, the leading parental notification system, which integrates with more than 130 student information systems. It automatically sends phone, e-mail, or text messages to parents for absentee notification, bus delays, school closures, announcements, and more. Visit [www.schoolmessenger.com](http://www.schoolmessenger.com).

### Start Improving Communications in Your District Today

Find out more about the Cisco Unified Communications for Schools and how it can benefit your district by improving communications, increasing safety, enhancing productivity, and reducing costs. Visit [www.cisco.com/go/education](http://www.cisco.com/go/education) or call your Cisco representative or certified Cisco reseller.

### Cisco Unified Communication Products

- Cisco Unified CallManager
- Cisco Voice Mail and Unified Messaging
- Cisco Unified IP Phones
- Cisco Unified MeetingPlace
- Cisco Conference Connection
- Cisco Personal Assistant Software
- Cisco WebAttendant
- Cisco Unified Personal Communicator
- Cisco Emergency Responder
- Cisco Unified Interactive Voice Response

### IP Applications

- Berbee InformaCast
- LiteScape Technologies KIDS
- Reliance Communications SchoolMessenger



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