

New York School District Implements 21st Century Learning Tools

Bayport-Blue Point Union Free School District improves network and communications infrastructure to enhance student learning.

EXECUTIVE SUMMARY
<p>BAYPORT-BLUE POINT UNION FREE SCHOOL DISTRICT</p> <ul style="list-style-type: none"> • K-12 Education • Bayport, New York • 2700 students; 400 teachers and faculty
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Deliver single-platform solution with an eye for future of education • Increase student, teach, and faculty collaboration across district • Improve safety, physical security, and emergency communications, as well as network infrastructure districtwide
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Identify unified communications plan that supports unified messaging, wireless internet access, and wireless phones throughout district • Deploy Cisco unified communication solution to improve contact between parents, teachers, students, and staff
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Increased network reliability and uptime by approximately 20 percent • Installation of 300 Cisco unified IP phones, enhancing student-teacher-parent collaboration and user productivity • Improved safety and security of students

Business Challenge

The Bayport-Blue Point Union Free School District is located on the south shore of Long Island, approximately 50 miles east of New York City. It is situated within the Eastern Suffolk Bureau of Cooperatives Services region and comprises five schools including Bayport-Blue Point High School, James Wilson Young Junior High School, Academy Street Elementary School, Bayport-Blue Point Elementary School, and Sylvan Avenue Elementary School.

In 2007, Bayport-Blue Point School District met the state technology standards; however, its goal was to exceed these standards. The five schools that make up Bayport-Blue Point School District were not equipped with an effective phone system, readily available wireless access, video capabilities, a surveillance system, or a practical paging system. The district's teachers were unable to incorporate wireless technology into lesson plans, and collaborating online took an inordinate amount of time. The existing phone system hindered many of the communication tools used

by administrators, teachers, and staff. There was also a concern that delayed communications would have a more serious effect on emergency situations.

"Bayport-Blue Point School District was not meeting the learning standards we set out for due to outdated and disparate technology," says Stephanie Nocerino, director of technology for the Bayport-Blue Point Union Free School District. "In turn, the students, teachers, and parents were not able to work and learn effectively to their full potential. It was apparent that we needed to update and upgrade our network and communications infrastructure."

District officials saw an opportunity to enhance its technology offerings to meet the growing demands of its students, faculty, and staff. The district decided to invest in the 21st century learning tools needed to enhance education through technology. Bayport-Blue Point faced financial issues that go along with any investment. Because approximately 95 percent of the district's revenue is residential tax based, officials had to consider the most cost-effective options for the taxpayer.

“We needed the most cost-effective solution for our district, but we still wanted to provide our students with the best tools possible to help pave a path to their educational future,” says Nocerino.

Network Solution

Bayport-Blue Point School District selected Cisco to provide a robust, three-year unified communications plan and completely revamp the district’s entire infrastructure, standardizing on Cisco appliances and applications. The Cisco® communications solutions incorporated in the plan include wireless, Cisco Digital Media Systems (DMS), video on demand, IP security, Cisco Unified Messaging, Berbee InformaCast IP Paging System, voice over IP, and Cisco WebEx™. The plan provides new, advanced communication services, such as voice and Internet collaboration, and helps ensure the district communicates in the most effective and efficient manner possible.

Previously, the district kept each building as its own isolated unit, and there was no building-to-building calling. Cisco understood that the existing phone system was an ineffective business practice for teachers and the administration, and particularly frustrating for parents, especially when dealing with a crisis. As such, Cisco worked with Bayport-Blue Point School District to standardize the system and make it wireless.

The newly installed Cisco IP phones and communications system allows for easy collaboration between teachers internally and with parents externally. The communications system also standardized the voicemail system. Teachers now receive email notifications when callers leave voicemails, which provides another way for teachers to easily maintain contact with parents and school administrators.



In addition, Cisco standardized the districtwide intercom paging system, allowing each classroom to hear school announcements over IP-phone speakers and external loudspeakers, providing efficient and direct communications to everyone in the buildings. With the updated system, the buildings are also able to maintain synchronized clocks in each classroom.

The district is now utilizing DMS to share information and best practices. There are liquid crystal display (LCD) screens in the lobby of every building and in the gym lobby at the high school, a major building entrance. The video distribution aspect of the DMS allows the district to create and share an entire library of media resources.

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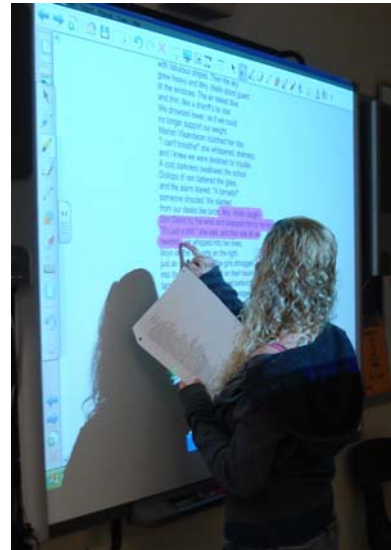
—Stephanie Nocerino, Director of Technology, Bayport-Blue Point Union Free School District

Business Results

Through implementation of the Cisco IP-based, unified communication solutions, Bayport-Blue Point School District improved communications, safety, and productivity, all while offering greater cost efficiency across the district.

“Bayport-Blue Point Union Free School District is now able to provide better communication, collaboration, and security throughout the district,” says Nocerino. “Our students, teachers, and community can rest assured that we have the assets to provide 21st-century rich-media learning environments. Students and staff now have the capabilities to work and learn with the latest voice, video, data, and Web 2.0 tools.”

Today, Bayport-Blue Point School District has 300 wireless access points and is in the beginning stages of a one-to-one laptop computing initiative, with the hopes of extending it throughout the district. This program helps ensure that there are enough laptops in the district for each student. The district also features 30 laptops in each library and an additional 20 laptops at the elementary buildings for instructional purposes, increasing reliability, flexibility, and student cooperative learning. “We do not need to worry about whether or not the technology will work anymore, or if we will have the wireless access we need during a meeting,” says Nocerino. “We now have everything we need right at our fingertips.” The unified messaging has also increased internal communications. The teachers and administration are only one instant message away from one another, giving them the ability to collaborate anywhere, anytime.



PRODUCT LIST

Routing and Switching

- Cisco Catalyst® 6500/3750/3560 Series Switching Infrastructure

Security and VPN

- Cisco IP Surveillance

Unified Communications

- Cisco Unified Communications Messenger Version 7.0
- Cisco Unity® 5
- Cisco IP Phones
- Singlewire InformaCast
- PA System
- Cisco Digital Media System: DME 1100, 2200; DMM 5.0; DMP 4400

Wireless

- Cisco Wireless Control System
- Cisco 4404 Wireless LAN Controller
- Cisco 1142 Series Access Points

Cisco WebEx®

The 300 newly installed Cisco IP phones, which replaced the previous Avaya phone system, provide enhanced communications, improved administrative efficiency, and advanced messaging capabilities. Connections between staff were also enhanced, allowing them to converse privately and access resources quickly and easily.

The unified communications network implementation also supports public safety. Districtwide intercom paging helps ensure direct communications to everyone in the buildings during an emergency situation. IP surveillance was installed the main lobbies of all five buildings to better track and monitor who enters and leaves. The new email and web filter and firewall are additional ways that the Cisco solution has secured the district, allowing Bayport-Blue Point School District to monitor and control its network usage and provide increased VPN access and reliability. Overall, the new infrastructure enabled

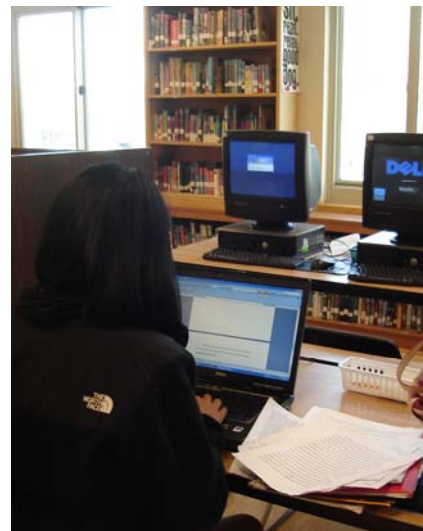
the district to save approximately US\$216,000 per year due to increased efficiency and a reduction in maintenance resources

Next Steps

Bayport-Blue Point Union Free School District continues to expand its communication and network capabilities throughout the district and plans on providing the community with access to its wireless network in the near future by opening it up to the public.

The district also plans on expanding its security, especially with additional IP surveillance cameras, as well as its video capabilities in the classroom to provide real-time media coverage for students.

“Cisco has been wonderful in helping us design and develop an integrated communications infrastructure for our district and have been a reliable, continual resource for us,” says Nocerino.



For More Information

To find out more about the Cisco unified learning solutions for K-12 schools, go to:

<http://www.cisco.com/web/strategy/education/primary.html>



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