



Stimulate Education to Thrive  
in Challenging Economic Times

At a time when educational institutions face lower budgets, yet higher expectations for educating the 21st-century workforce, the American Recovery and Reinvestment Act (ARRA) of 2009 offers billions of dollars to invest in education. Now you can harness the power of networks and networked applications to meet the educational mandates of the ARRA to:

- Meet proficiency targets
- Improve student academic achievement
- Raise graduation rates
- Close achievement gaps
- Address inequities in the distribution of highly qualified teachers
- Support workforce training goals

### **The Challenge to Educators**

Meeting the new needs of today's connected generation and their future employers requires an alternative to an educational system that has changed little in 200 years. But the ARRA presents an opportunity to invest wisely in the long-term economic health of the nation by using these funds to strengthen education, drive reforms, and improve results for students from early learning through college.

The success of the ARRA will be measured not only by the creation and retention of jobs today, but also by the development of long-term skills and the creation of new sustainable jobs for the future. A focus on science, technology, and employable skills will enable students to succeed and will bring immediate return on investment, sustainable value to the community, and success in future economy. The bill's funding will provide the investment capital needed to continue to build a learning environment that fosters collaboration among students, faculty, parents, and administrators, using any device. This 21st-century learning environment, which allows teaching and learning to take place everywhere, better prepares students for competing successfully in a global economy.

### **Make the Most of the Stimulus**

In the long term, introducing broadband and next-generation learning tools into schools strengthens economies by fostering strong academic skills as well as the new skills required to compete. Even the most basic technology skills help to prepare students for the workforce. For example, the Cristo Rey Jesuit High School for disadvantaged youth, in Minneapolis, Minnesota, gives its students experience with business-class voicemail whenever they will be absent from school or from their corporate internship.

Training for these jobs is readily available. The Cisco® Networking Academy® is a proven model for learning that equips students with the IT and networking skills necessary to compete in a global economy. Its curriculum is available in more than 2000 academies in the United States, including high schools, community colleges, and four-year educational institutions.

### **Optimize to Better Educate**

By optimizing administrative and operational processes, educational institutions save time and money that they can redirect to education or student and staff safety. Institutions often begin by building a unified infrastructure that takes the place of separate networks for voice, video, data, safety and security, bell systems, public address, and more. Ft. Bragg Unified School District in California saved US\$500,000 by installing a single unified network on all seven campuses instead of separate networks for voice, data, and alarms and bells. Brandeis University saved the hundreds of thousands of dollars it would have cost to build a separate campuswide public address system by sending announcements to the built-in speakers of IP phones in every office, public area, and dorm room.

Once the network platform is in place, educational institutions can use it for applications that streamline administration and operations to save time, money, and energy. For instance, teachers and staff for Mobile County Public Schools, Alabama, watch in-service speakers on a desktop video portal, saving the time, fuel costs, and carbon emissions of driving up to 50 miles. The Albuquerque Public School District of New Mexico saves \$30,000 for each professional development class that it delivers online.

### **For the Sustainable Benefits You Need**

IT infrastructure projects create immediate cost savings for schools that you can reinvest into next-generation learning:

- A unified IP network reduces network management costs because schools can manage one network instead of separate ones for voice, video, data, public address, and bells.
- Unified communications lowers telecommunications costs by reducing the number of leased lines needed and lowering long-distance costs in larger districts. It also eliminates service provider fees for telephone extension moves, additions, and changes.
- Cisco Connected Real Estate reduces costly redundancy by converging multiple functions onto a common networked platform. It also lowers energy costs with central monitoring and control of lighting and temperature-control systems to help meet green goals.

- Voice, video, and web collaboration tools save the time, expense, and environmental impact of traveling to principals' meetings and in-service days. The same tools allow districts to earn revenue from vocational distance-learning courses for healthcare, technology, and more.
- Cisco WebEx® and Cisco TelePresence™ solutions and other tools allow more schools to offer honors and advanced placement classes by sharing teachers with other schools in the state, country, or world.

### A Competitive Advantage Through Education

Next-generation learning attracts and retains both students and instructors. It can help increase parent and community involvement by improving communications. And it attracts businesses by creating a pool of knowledge workers who know how to use current technology. The ARRA stipulates that, "the Secretary of Education shall first allocate up to one-half of 1 percent to the outlying areas on the basis of their respective needs." Giddings, Texas, shows how that money may be spent on innovative learning opportunities previously unimagined for Giddings students. For example, one second-grade teacher is starting a project to connect her class with a second-grade class in St. Croix, U.S. Virgin Islands using online video conferencing. Students from Giddings can interact with students in St. Croix by webcam, providing cross-cultural experiences and new opportunities to learn.

When the New York City Schools deployed Internet connectivity to 1400 schools, created wireless classrooms throughout all schools, and implemented video conferencing for students to collaborate with students in other countries, it helped them achieve the ARRA mandate to "address inequities in the distribution of highly qualified teachers between high- and low-poverty schools, and to ensure that low-income and minority children are not taught at higher rates than other children by inexperienced, unqualified, or out-of-field teachers." The system provided high-performance access to electronic teaching materials, real-time collaboration solutions, and professional development resources. It also improved communication between teachers and parents through school websites.

Properly planned, a technology platform enables learning institutions of all kinds to later add new technologies for next-generation learning, safety and security, and administrative efficiency, all based on the same network investment. Cisco and Cisco certified partners can help you identify needs and begin the planning process for network infrastructure investments.

### Why Cisco

We work closely with schools, colleges, and universities to anticipate and respond to the demand for new teaching approaches that promote employability and social equity. Educational institutions use Cisco solutions to provide the secure communication and real-time interaction that students, faculty, and staff expect while helping to enable a safe environment, improved administrative efficiency, and access to engaging learning opportunities. We offer the educational system our:

- Strong understanding of and commitment to education. Cisco is a strategic partner in the Global Education Initiative, led by the World Economic Forum, as well as other worldwide education programs.
- Cisco Capital finance programs: Options include Tax-Exempt Lease Purchase (TELP), Fair Market Value Lease, and Cisco Technology Migration Program.
- Open standards-based solutions: Cisco provides proven architecture blueprints for schools that can extend the value and life of their investment.
- Commitment to customer service and customer success: In addition to hardware and software products, Cisco provides a broad range of service offerings to help schools, colleges, and universities realize success.
- Technical expertise: Cisco and our partners help to make networks, applications, and people work better together. Cisco Advanced Services integrates solutions from Cisco and our partners and help lower operational costs, increase network availability, and optimize performance.

### Invest in the Future Today

The ARRA calls for investments that "close the achievement gap" in all groups of learners, nationwide. Cisco technologies can help. We would like to show you how other educational institutions are already achieving the educational goals to qualify for ARRA funding, and how you can too.

Contact Cisco today to see how you can best use ARRA funds to build for tomorrow. Go to [educationinfo@cisco.com](mailto:educationinfo@cisco.com) or call 919-392-8418.

To learn more about the American Recovery and Reinvestment Act of 2009 and how it can affect your projects and funding to meet your educational objectives, visit [www.cisco.com/web/strategy/education/economic\\_stimulus\\_for\\_education.html](http://www.cisco.com/web/strategy/education/economic_stimulus_for_education.html)



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