

Pro Football Hall of Fame Engages Students through TelePresence

Pro Football Hall of Fame utilizes Cisco video solutions to support distance learning programs.

EXECUTIVE SUMMARY
<p>PRO FOOTBALL HALL OF FAME</p> <ul style="list-style-type: none"> • Nonprofit Educational Institution • Canton, Ohio • 35 Employees
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Connect with teachers and students, regardless of distance • Expand services and increase impact • Update and supplement existing telepresence, also known as videoconferencing, tools
<p>SOLUTION</p> <ul style="list-style-type: none"> • Utilize Cisco video solutions to expand student access • Create borderless learning environment through interactive video programs
<p>RESULTS</p> <ul style="list-style-type: none"> • Increased exposure to largest target audience • Reached students with 400 broadcasts in 30-35 states • Provided more options for learning to students nationwide

Challenge

Since 1963, the Pro Football Hall of Fame, located in Canton, Ohio, has continued to grow in size and stature. The Hall of Fame (HOF) building has been expanded three times since its opening, and has recently completed major exhibit gallery renovations. These improvements have transformed the original 19,000 square-foot museum into an 83,000 square-foot institution and travel destination.

A core mission of the HOF is to educate the public on the growth of professional football as an important part of American culture. Through creative programming, the HOF's Educational Outreach Program (EOP) integrates the history of professional football and the HOF museum experience with classroom studies. These programs are designed to strengthen core curricular for a wide range of students. The EOP initiatives are supplemented by

pre- and post-visit classroom activities that are aligned with national standards of education.

All supplemental classroom resources are developed and maintained by the HOF's Educational Advisory Panel, which consists of K-12 educators, most of whom are national board certified. The HOF educational staff and its Educational Advisory Panel continually look for ways to expand new lessons and educational initiatives. However, as the Program expanded, the HOF needed to improve its classroom communication and collaboration..

In the past, EOP resources were regionally limited to a select group of learners, thereby curtailing outreach efforts. To expand and grow the EOP as the scope changed for the HOF, the institution needed to provide interdisciplinary support to students nationwide.

Solution

The HOF installed a Cisco TelePresence® room system to supplement its success with video conferencing and to increase its usage. Interactive Cisco® TelePresence allows classrooms utilizing standards-based video conferencing nationwide to access the HOF's highly acclaimed educational programs. Students connect directly from their classroom to the museum in Canton. Now, the HOF reaches a wider audience in a collaborative manner at any time during the school day.

Together, the HOF and Cisco enable live, interactive sessions that not only create a borderless learning environment, but also keep students engaged, which promotes retention. Each synergistic session is supplemented by classroom activities that are aligned with national standards of education. During the 2010-2011 school year, the EOP will engage students in roughly 400 connection sessions, with a reach of 30-35 states.

Cisco solutions also allow EOP team members to moderate knowledge sessions. “With Cisco TelePresence, the Pro Football Hall of Fame has reached new levels of interaction with students and has grown our program in range and recognition,” said Jerry Csaki, educational program

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— Jerry Csaki, Educational Program Coordinator, Pro Football Hall of Fame

coordinator. “We can now enhance our presentations with museum resources, such as our 15,000 priceless artifacts or our over 20 million historical documents. Cisco solutions allow us the ability to utilize various media such as a document camera and laptop to bring these resources directly to the classroom and further captivate our student audiences.

A recent addition to the EOP is the Heart of a Hall of Famer character education series. This new program provides students with the opportunity to learn firsthand what it took, beyond athletic ability, for legendary NFL players to achieve success on and off the field. Now with Cisco solutions, students from across the country can interact with these gridiron greats.

Results

Cisco solutions have enabled the HOF to connect with a larger audience, which enforces the EOP’s core mission: To increase exposure and broadcast sessions to the broadest possible student audience.

In addition to holding learning sessions using Cisco TelePresence, the HOF staff are now open to a wide array of corporate sponsorship opportunities. “Cisco has enabled us to engage students and pique their interest in economics, sports marketing, and professional positions in the NFL,” says Joe Horrigan, VP of Communications and Exhibits. “We’ve seen numerous sponsorship

opportunities open for us with parties interested in linking to an education-based product.”

PRODUCT LIST

Video

- Cisco TelePresence Codec C60

During a recent Heart of a Hall of Famer series session, students from across the country were able to interact

with Hall of Famer and Washington Redskin great Art Monk. A teacher in Camden, N.J. noted in a post-program evaluation that she saw students, whom she typically has difficulty even getting to attend classes, attending class to complete preparatory classroom activities in the days leading up to the broadcast and becoming deeply engaged while interfacing with Monk, all while being educated. Best of all, the research activities continued in the classroom following the live learning session..

The EOP has received numerous accolades for its education programs and work in distance learning, including the Center for Interactive Learning’s (CILC) Pinnacle Award, and the Berrien RESA Teacher’s Choice Award Honorable Mention in 2009 and 2010.

For More Information

To find out more about the Cisco video solutions, go to: <http://www.cisco.com/go/telepresence>



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