

## MediaCAST Delivers Benefits to the District, Students and Staff

Student achievement & staff development benefits are quickly realized

“We’re seeing a big increase in usage now from our training & staff development.”



**Problem:** Old, manual media delivery system & carts full of failed VCRs and damaged tapes.

**Solution:** Deploy a digital media library platform that manages storage & retrieval, adds copyright protection & provides video-on-demand capability.

**Benefit:** To the district, reduction in cost of media & a future-proof solution. To the schools, browser-based tools for creating & delivering coursework, media & training on-demand.

**Effort:** 2-day technical-user training; easy IT integration.

### Effective Solutions

As Director of Technology for Cameron ISD, Steele Cooley is responsible for the effectiveness of technology. Steele and his team provide **MediaCAST** services that focus on the big picture, while serving students and staff.

### Beyond School Walls

**MediaCAST** now serves 4 campuses, 1,700 pre-K-12 students & 6,000 in this community north of Austin.

Cameron ISD has always made significant commitment to educational technology. A fiber optic WAN backbone now connects 4 campuses and a growing number of 27 community sites. Video is delivered to every classroom, every desktop using Cisco TV™, United Streaming™ and **MediaCAST**. Now, video-on-demand services are accessed by students, staff and the public via the **MediaCAST** digital learning and library platform.

#### STORAGE, RETRIEVAL & COPYRIGHT PROTECTION MEET DISTRICT LIBRARY REQUIREMENTS

In 2005, the district decided to pursue a digital solution to replace the traditional, manual method of delivering videotapes to schools. Now, a year later, Cameron’s **MediaCAST** library contains more than 650 digitally encoded licensed videos, made accessible to students and staff in school and at home. It’s too early to tell exactly how much the district has saved but it has been described by people with their finger on the pulse as “bunches of money.”

#### VIDEO-ON-DEMAND ACCESS COMMUNITY-WIDE

**MediaCAST** is used to deliver video directly to student’s desktop, or out to projectors and plasma screens, in a variety of classroom settings across all grade levels. But for district technology director Steele Cooley that is just the start. He also uses **MediaCAST** to stream video to student and staff homes (for asynchronous learning) and to 6,000 people in the community. Civic, public health, emergency and other information is delivered at dozens of physical sites in the Cameron community through the district’s cameroncreate.net website and **MediaCAST**

#### CREATING NEW COURSES, NEW MEDIA, STUDENT ACHIEVEMENT & STAFF DEVELOPMENT

**MediaCAST** has enabled new curriculum such as video production courses and will enable teachers to create relevant, effective coursework. Training has enabled the effective use of media in the learning environment. “The use of this technology is up 300% in one year by pre-K-5th grade teachers.”

A summer “Space Camp” used **MediaCAST** effectively by linking websites, video and student project work into ePortfolios. Resources created and media “captured” at the camp are now available in **MediaCAST** to use or repurpose in other coursework.

Students and staff use a **SportsCAST™** wireless backpack “in-the-field” during sporting events, staff development sessions and community events.

Photos courtesy of Cameron ISD

### Science test scores on the rise for Cameron’s fifth graders

In our district, video is in every classroom, in all grades from pre-K-12. This year’s TAKS testing (Texas Assessment Knowledge & Skills) showed a significantly high rise in scores in 5th grade science, with the number of students passing from 17% to 65%. “Video streaming and network access to learning assets has certainly had an impact on their scores.”



“While it is a relatively small school district of 1,700 pre-K-12, Cameron ISD is a big place for the integration of technology in the classroom. We take it very seriously. We went to each campus asking for the top 50 resources to digitize...now we have 650 movies, licensed, protected & available in every classroom using **MediaCAST**.”

Steele Cooley,  
Director of Technology

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