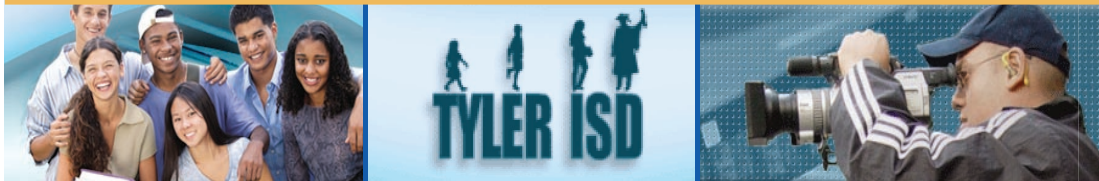


Goal is for Technology to Be Seamless & Second Nature

High expectations for technology & learning evident throughout district

“Matching video segments up to the purposes of the teachers.”



Problem: TVs and VCRs
Solution: Embrace digital technology with a platform for video-on-demand services.

Benefit: Open, interoperable, scalable & configurable media management & delivery system. The foundation for student achievement and staff development is now in place.

Effort: Integrates seamlessly into this progressive environment where a clear vision exists for the future of technology in the schools.

ACROSS ALL GRADES

In one magnet school, third graders are doing newscasts, fourth graders are studying journalism and fifth graders are taking TV broadcasting. Even parents have gotten involved, accessing lessons and media files directly from **MediaCAST**.

Tyler Independent School District is on a growth curve with a new elementary school nearing completion and other schools in the pipeline to serve more than 17,000 K-12 students. Tyler is moving forward with a technology plan that provides plenty of network bandwidth and key tech tools for teachers and instructional trainers including Plato™, United Streaming™ and **MediaCAST**. Tyler has achieved a self-sustaining environment of continuous improvement – academic improvement for students and professional development for faculty and staff.

CONTINUAL IMPROVEMENT AND GENERATIVE LEARNING

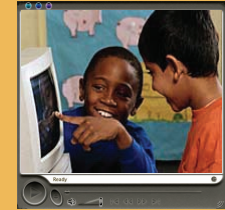
The tech department at Tyler ISD went headlong into **MediaCAST**, using the **Course Management System (CMS)** module as a self-training tool. Instructional trainers, working with IT staff, developed guidelines for the use of **MediaCAST**, using the system firsthand. Cody Levrets, *Instructional Trainer*, said “different instructors are on different levels. You have to make the teacher comfortable with any new tools. If they don’t learn with the technology, the students won’t learn with it either. With **MediaCAST**, we have a seamless integration of technology and learning. Having technology be second-nature is our goal.”

PAYBACK FROM PROCESS AUTOMATION AND STAFF DEVELOPMENT BEGINS

The first **MediaCAST** application yielding a direct payback was new teacher and staff training. Teachers hired during the year posed a tough training problem. After the start of last year, the district began to use the system for each teacher to complete a 3-hour *Network Basics* course available through **MediaCAST**. **MediaCAST** is a digital learning and library platform so it’s no surprise that it is being used for many different applications. In the case of English language learning materials, Inventive’s **OnLocation™ Carts** and **MediaENCODERS™** have been used to convert the district’s analog materials into digital format for distribution over the Internet through **MediaCAST**. Now, it is also used in Camp Tyler summer programs to develop lesson plans, field activities and support media using **MediaCAST**. In addition, in one elementary school, third graders are helping with the daily presentation of a morning newscast that is delivered throughout the school using **MediaCAST**.

“TVs AND VCRs GIVE WAY TO MEDIACAST & THE INTERNET”

Tyler has integrated technology across the board. Having third graders do their own morning newscasts is



emblematic of the commitment this district has made to integrating technology into the curriculum.



“With **MediaCAST**, we have a seamless integration of technology and learning. Having technology be second-nature is our goal.”

“Because **MediaCAST’s** *Course Management System* was intuitive and easy-to-use we could create our own training materials from the start.”

Cody Levrets
Instructional Trainer

TESTIMONIALS

Photos courtesy of Tyler ISD

