



CUSTOMER

Tyler Independent
School District

INDUSTRY

K-12 Education

LOCATION

Tyler, Texas

SIZE

28 Schools serving
16,800 students

CUSTOMER

As the largest school district in northeast Texas, Tyler Independent School District serves over 18,600 K-12 students each year. Through its 28 schools, the district strives to “achieve the most effective and efficient school system” possible.

In 2004, Tyler ISD decided to move forward with a technology plan designed to provide key tech tools for teachers and instructional trainers. Their desire to move away from traditional media sources such as VHS and DVDs encouraged them to embrace an easy-to-use platform for digital content management and video streaming from MediaCAST.

TEACHER TRAINING

Once installed, the technology department at Tyler ISD started using MediaCAST’s online course creation tools to design self-training courses for new teachers and staff. In the past, teachers and staff hired during the school year had posed a tough training, problem. With the courses created in MediaCAST, new employees can now view training classes through the on-demand digital library. The new teacher and staff training videos allow new hires to be trained on their own schedule from home or school before their first day.

“Because MediaCAST’s Course Management System was intuitive and easy to use, we could create our own training materials from the start,” said Tyler ISD instructional trainer, Cody Levrets.

In addition to preparing new teachers and staff for their first day, these videos have the added benefit of introducing teachers to the MediaCAST system, enabling them to use it more effectively in the classroom. “You have to make the teacher comfortable with any new tools,” says Levrets, “If they don’t learn with the technology, the students won’t learn with it either.”

IN THE CLASSROOM

For classroom use, Tyler ISD’s media specialists converted their analog DVDs and VHS tapes into digital files and saved them into the digital library. Converting to a digital library had an unexpected

“With MediaCAST, we have
seamless integration of
technology and learning.”

-Cody Levrets

Instructional Trainer

FUTURE PLANS

With each new school Tyler ISD builds, they plan to design the school in order to fully integrate digital signage. Digital signage can be used in a number of ways throughout Tyler ISD, allowing the cafeteria to highlight nutritional information, inform parents and visitors of school news and distribute emergency all-call notifications throughout the schools.

benefit for Tyler ISD -- they were able to add closed captioning to video resources to help English Language Learners.

Without a need for AV carts, teachers can now easily access thousands of streaming media titles on-demand and create segments from longer files, making them more efficient in the classroom.

Students are able to use the MediaCAST system as well. Third graders use the school's OnLocation Cart to create daily video announcements that are broadcast to every classroom in the school. Fourth graders are studying journalism and fifth graders are taking a newly created TV broadcasting class where they are able to create their own shows and segments using the OnLocation Cart.

Additionally, parents are able to benefit from the MediaCAST system by accessing lessons and media files from home, enabling them to keep up with what their child is learning in school.

MediaCAST's digital content management and streaming technology systems have empowered Tyler ISD to integrate technology into professional development for teachers and laying the foundation for student achievement. With an easy to use, on-demand content platform, teachers are able to create a technologically advanced instructional environment to better prepare students for the 21st century world. "Having technology be second-nature is our goal," said Levrets.