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## Infrastructure for Media Rich Curriculum – Access for Every Student and Teacher

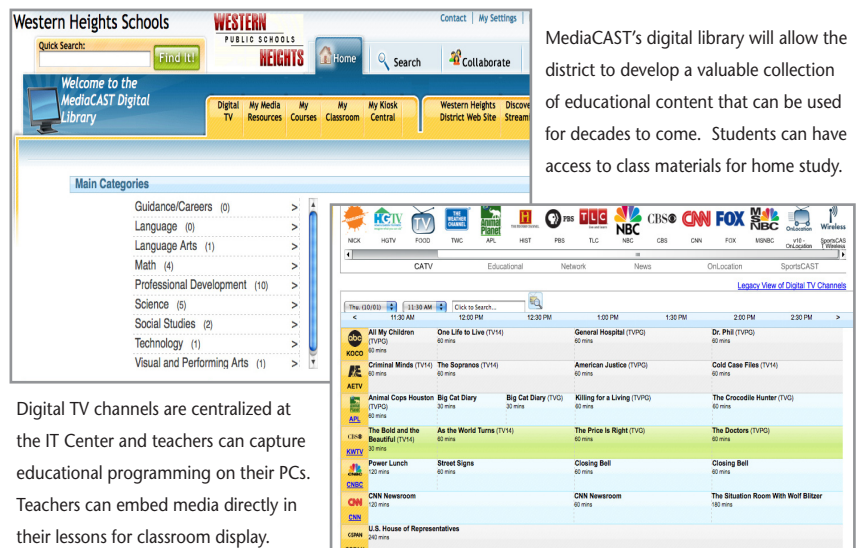
Western Heights is taking educational media into the classroom and beyond with its Media Rich Curriculum (MRC) initiative. Every teacher in the school district now has access to digital media, interactive whiteboards, student response “clickers” and new PCs. Together, these technologies allow teachers to deliver media-rich visual instruction, integrate grade-appropriate media into the curriculum, track student achievement in real-time and report to administrators.

Students, teachers, staff and the community will be able to gain access to live events and on-demand media from any PC and Internet browser. Media on-demand and digital TV channels are available in every classroom. Students can watch videos, listen to podcasts and do morning announcements with the new live broadcasting mobile carts. Teachers can share links to presentations and documents for collaborative lesson planning. Every student can experience the enhanced interaction and the new teaching capabilities are expected to result in measurable student achievement.

### Major Technology Initiative Complete

Professional development for teachers is well underway, led by Instructional Technology Director Kimberly Race who is training a visibly excited and deeply engaged group. She said: “Rolling out new technology with a professional development path for teachers is a fundamental requirement for success. Role-based training for teachers, media specialists and curriculum specialists will lay the foundation for the long-term, effective use of new media – including video, audio, podcasts and live events.” Superintendent, Joe Kitchens, sums up his vision: “We want to increase access to relevant media inside and outside the classroom, to get the most out of online learning and with strong emphasis on opportunities for professional development, and to explore new ways to engage education within the community.”

In summary, the scope of the project was comprehensive and districtwide. The technology team is on track to provide event broadcasts and to deliver digital media content and services in a most integrated and efficient way.



Digital TV channels are centralized at the IT Center and teachers can capture educational programming on their PCs. Teachers can embed media directly in their lessons for classroom display.

MediaCAST’s digital library will allow the district to develop a valuable collection of educational content that can be used for decades to come. Students can have access to class materials for home study.

### Partnering With an IT Company Bent on Continuous Improvement

United Systems (Oklahoma City), the district's IT solution provider for the project, is taking best-of-breed products and integrating them into an Intelligent Classroom Solution built on media management and streaming infrastructure, including interactive white boards, student response systems and teacher computers in every classroom. The work of four companies has been brought to bear: eInstruction (Denton, TX), Inventive Technology (Westminster, CO), Dell Computer (Round Rock, TX) and United Systems.

Mobi™ interactive white boards from eInstruction ([www.einstruction.com](http://www.einstruction.com)) allow the teacher to move around the classroom while presenting the lesson. The student response "clickers", also from eInstruction, allow the teacher to interact with every student in the classroom while remediating learning problems in realtime. ExamView quizzes and tests tie the digital media to the state and national standards allowing for different assessment tactics. Teacher PC's were updated and new software was installed. Media Rich Curriculum (MRC) is being introduced in the classrooms.

The key to the Media Rich Curriculum initiative is the MediaCAST video distribution system provided by Inventive Technology (<http://inventivetec.com>). MediaCAST allows the district to introduce video into the curriculum through the use of a advanced storage and retrieval system. This system allows the teachers to search for grade appropriate, subject related, media relevant to the class being taught. MediaCAST centralizes the Cox Cable signal at the IT Center making selected TV channels available to any computer in the district. All classrooms have projectors installed so that teacher PC's can take best advantage of MediaCAST capabilities which include media on-demand, digital TV channels, live broadcasting and interactive Flash videoconferencing.



Not a Western Heights classroom, but shows media on-demand in every classroom. Inset shows MediaCAST OnLocation Cart used for live broadcasting of morning announcements. Community members can go online and watch.



**Inventive Technology** (<http://inventivetec.com>) has designed **MediaCAST** specifically for K-12 users and distributes its' products to K-12 districts nationwide. Contact Mike Krell at 800 474-5128 x.87 for more information.