

CASE STUDY NORTHWEST COLLEGE

Overview

- Community college needed a scalable video content management system
- New content management tool was implemented for all students and faculty
- High-tech classrooms allow for recording and streaming classes



Northwest College first turned to IDS for consultation looking for a video content management tool to help deliver live and on-demand material, develop and categorize training material and track overall asset popularity as part of their media management strategy. Video content management tools can be deployed over the schools existing IP network and provide access to students both on and off-campus such as coffee shops and dorm rooms. They chose VBrick Digital Media Management system to provide the tools they needed to manage their videos and other content. The early system consisted of a single classroom on the main campus equipped with an encoder, camera, microphone and access to the media system. Professors could record their classroom sessions and make them available to students to view on-demand.

Student Athletes who were traveling with teams could connect to the network with a laptop and view live classes and on-demand recordings in order to keep up on their coursework. At first, the system was mainly used in this capacity, but then other students began using it for exam prep and material review.

Action

Over time, demand for more classroom recording and other types of video assets increased and once again Northwest College turned to IDS's team of experts to assist in expanding the solution. In addition to adding more lecture capture stations, they also wanted to make video assets available to students who were primarily attending online classes, as well as equip a new campus with state-of-the-art audio video equipment. System scalability is critical when considering a platform for media management system. While it might require a bit more of up-front research, it helps to protect the initial investment while retaining existing workflows and training. A "forklift" upgrade is not only expensive and disruptive, but it is often less embraced by staff and students which can limit adoption. The VBrick solution is extremely scalable, which made it

simple to expand the classroom capture to multiple rooms for a fraction of traditional costs. As rooms grow in popularity among students and faculty, upgrades are easily achieved in modular fashion.

Results

When the new Yellowstone building on campus opened, IDS completed one of the largest projects ever for the school. Housing the Communications Department, Sociology, Nursing and part of the Social Sciences Department, the building features 18 technology-rich classrooms that include touch panels, interactive projectors, and capture stations paired with learning labs that allow students to connect with their computers or iPads to share and collaborate. It also features a conference center with three dividable rooms that can be used in a variety of configurations to meet the needs of both the school and community at large.

The partnership between IDS and Northwest College has been going strong for more than a decade and the future looks even brighter. A variety of new distance learning applications that are being planned, coupled with continued VBrick expansions, point to a bright future for this thriving community college.

01 **On-Demand Recorded Class**

02 **Re-Watch Lessons**

03 **Access to More Videos**



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