



Education - Case Study

British Columbia Ministry of Education

The BC Ministry of Education oversees a Kindergarten to Grade 12 system that serves students in public schools and independent schools throughout the province. Improving student achievement is the overarching goal of the British Columbia education system.



The Ministry sets educational standards based on the outcomes students need to achieve, allocates funds for the education system, monitors student performance, reports the results to the public and assists schools and communities to achieve improved student and school performance.

The Challenge:

In the summer of 2004, the Ministry of Education of British Columbia sought proposals for full service event staging and production for multi-city conferences. The Ministry wanted live video to connect the professional development conferences throughout the 2004/05 school year to up to 10 satellite conference sites throughout B.C.

The series included presentations by leading experts and facilitated group discussion at all sites. The format of the conferences included an introduction and a one-hour presentation by a keynote speaker from one site that was broadcast live to the satellite sites, followed by "off line" discussions at each site, capped off by live, interactive question and answer session from the various satellite conference sites.

The INSINC Solution:

INSINC's response to the Ministry included webcasting and access to the Company's proprietary Slidecast presentation software, hosting infrastructure and distribution network. Each site was set up to originate a live webcast and presentation slides were incorporated live, in real time. This broadband video feed of the presenter fed to remote locations throughout the province that were equipped with computers and large screen projection systems. A question and answer interface enabled remote viewers to interact with the presenter during the live event.

The entire event was produced and coordinated by INSINC, it included all A/V staging, taping and production. At each satellite location INSINC production staff produced all content so that video and powerpoints were synchronized and downloaded throughout the province. Post event, each location's video and powerpoint were archived to a centralized server and were posted on the Ministry's information website.

The Result:

The Ministry was able to successfully prototype distance education through technology and simultaneously deliver learning material to multiple locations throughout British Columbia. The webcast series was extremely successful and inspired many educators to explore further distance education possibilities combining real-time interaction, powerpoint presentations and broadband video.

Since completing the initial pilot project, INSINC continues to successfully service the Ministry's broadband needs, providing "turnkey" facilities each spring for the annual Interactive Innovations education conference (www.interactiveinnovations.ca).

In 2007, INSINC linked five satellite conference locations in B.C. (Vancouver, Victoria, Nelson, Kelowna and Prince George) and a special keynote presentation live from Samford University in Samford Alabama. Like minded groups in Alberta (Edmonton/Lethbridge) and Ontario (Toronto) participated as passive participants by watching each venue as it was webcast. The three day conference covered five educational themes, with seven keynote speakers delivering messaging to hundreds of educators in a fully interactive and innovative and seamless fashion.

"Thanks for all your leadership especially for enabling such an incredible event to happen so smoothly. We were thrilled with the outcome and the response has been overwhelming." Pat Dooley, Director of Achievement & Regional Coordinator, B.C., SD #8.

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