Will your video investment today meet your organisation’s future needs?

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Background...Industry Drivers

Globalisation of the Campus and increased competition for student enrolments

Changing dynamics of students and methods for learning

Fast ROI and Travel Costs
AGENDA

- Infrastructure for future scalability
- Increasing student enrolment
- Increasing profit while leveraging your existing technology
Building the future environment with the RIGHT technology. Questions to ask…

- Is my current technology SCALABLE and RE-DEPLOYABLE?
- Do we really need HD 1080p RIGHT NOW?
- How EASY is it for students and instructors to CONNECT with any communication device?
  - Interoperability with other vendors/products
  - Unified Communications

Technology includes many things…

- Telepresence
- Desktop Video Conferencing
- Multipoint
- Recording & Streaming
- Security & Remote Access
- Partner Integration

What does technology provide?

Flexibility for the STUDENT

AGENDA

- Increasing student enrolment
Real life examples where institutions INCREASED ENROLMENTS with technology…

**American University**
- East Coast USA and Middle East
- New Foreign Service Degree
- Added $2 Million additional revenue per year
- ROI achieved in one year

**Georgetown University**
- 2007 created a Global classroom
- Cross Content MBA program
- Use Telepresence for learning/interviews
Real life examples where institutions INCREASED ENROLMENTS with technology…

Duke University – Fuqua School of Business

• Cross Content MBA program

• Use Telepresence for learning/interviews
How do I make money from my video investment?

**Manhattan School of Music**
- Virtual Conservatory of Music
- Over 1700 students
- Use special modifications for the Music Mode in Polycom equipment
- Offer educational and community outreach music programs for K-12 schools.
How do I make money from my video investment?

As well…

- A US based medical school created a revenue generating lecture series
- Remote attendees are able to dial in, participate and interact with elite physicians
- They charge a nominal $50 per lecture and have a maximum of 100 participants
- Yields a $5,000 additional return per lecture

Summary

Have you thought how your investment will enable your institution to expand beyond the physical campus?

Have you thought how you might increase enrolments?

Have you thought of new ideas of how you can make money from your video investment?
Thank you

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