Selecting the Right Desktop Conferencing System for Your Campus

David Gannon  
Associate Director, Academic Computing & Media Services  
Bryant University

Rob Moore  
Instructional Designer  
UNC-Chapel Hill School of Government

Enoch Park  
Director of Distance Learning  
Pfeiffer University

Southeast Regional Conference  
Wednesday, May 29, 2013  

UNCOMMON THINKING FOR THE COMMON GOOD
Agenda

- Use Cases
- Target Audience
- Functionality
- License
- Integration
- Lessons Learned

Use Cases

- Why are we even looking at this in the first place?
Use Cases – Bryant University

- Academic
  - Distance learning – Graduate School
  - Virtual office hours
  - Guest speakers
- Administrative
  - Teleconferencing
  - Virtual meetings
  - Recorded informational sessions
  - Interviews
Use Cases – UNC Chapel Hill

Main campus (Blackboard Collaborate)
- Campus support
- Web conferencing solution for students, faculty and staff

School of Government (Adobe Connect)
- Using the state web conferencing contract
  - Webinars, e-learning modules hosting for course content/delivery
Use Cases – Pfeiffer University

- Accommodating current (and potential) end-user requirements
- Claiming the selection power back to campus
- Product lifecycle & risks
  - Lessons learned from LMS market
  - Web 2.0 products
Target Audience

- Who are we trying to serve?
Target Audience – Bryant University

- Graduate school
- All faculty/staff/students
- Executive Development Center (EDC)
Target Audience – UNC Chapel Hill

Main campus
- Undergraduate and graduate students
- Faculty and staff

School of Government
- Course delivery: Webinars and e-learning modules – state and local government officials
- Client consultation: Use campus solution (currently Blackboard Collaborate)
Target Audience – Pfeiffer University

- Student population
  - Undergraduate / Graduate / Adult / Public
  - On-Campus / Distance Learning
  - Level of Technology Proficiency

- Faculty
  - On-Campus / Distance Learning
  - Level of Technology Proficiency

- Staff / Departments
  - Outreach / General Public
Questions?
Functionality

- What are the needs for the selecting solution?
Functionality – Bryant University

- Real time audio & video streaming
- Recording capability
- Use for both academic and administrative purposes
- Screen & application sharing
- IP & telephone access
- Branding
- Integration with current systems
- Mobile access
Functionality – UNC Chapel Hill

Main campus
- Private rooms
- Ability to be supported by main campus
- Ability to be integrated into campus LMS so that faculty/staff can make own rooms

School of Government
- Ability to customize layout
- Ability to record and archive meeting recordings
- High quality recordings (audio/images)
- Interactive experience
Functionality – Pfeiffer University

- Audio
- Video
- Extensions/ Connectivity
- Branding and layout
- Screen share / Application share
- Mobile Access – App for iOS and Android
- Adaptive use of bandwidth
- Download/ embedding options
Questions?
License

- How much will this cost to support and maintain?
License – Bryant University

- How is pricing calculated?
  - Who can use and who is counted
- Additional costs for on-site/hosted
- Storage & bandwidth limitations
License – UNC Chapel Hill

- Main campus is covering cost for Blackboard Collaborate as a campus service
- School of Government has 2 named users rooms (500/375 concurrent users)
  - Unlimited storage space for archived webinars, e-learning module content
License – Pfeiffer University

- Cost calculation
  - Named user (meeting hosts) license
  - Virtually unlimited size of attendance
- Hosting options
  - Hosted service vs on-premise
- Maintenance
- Bandwidth requirement
- TCO
Questions?
Integration

- How will this work with our existing infrastructure (e.g. single-sign-on, LMS)
Integration – Bryant University

- LMS (Blackboard)
- Email & calendaring system (Exchange)
- Single sign on
- Mobile
- Other applications (Office)
Integration – UNC Chapel Hill

Main campus

- LMS (Sakai)
- Super Admins have ability to create rooms

School of Government

- Instructional Support are the two named users and manage the room and publishing of e-learning modules
Integration – Pfeiffer University

- Connection to the existing system
  - Less emphasis on automatic LMS integration
- Support structure
  - System support by hosting service provider
- Training
  - Vendor support for ongoing / on-demand training / knowledge base
Lessons Learned

- What are potential trouble areas or sports to consider and be aware of?
Lessons Learned – Bryant University

- Institutional Strategy
- "Advertising" and training are vital!
- Compatibility with other systems
- No phone access
- HD capability
- Mobile solutions – for all platforms?
Lessons Learned – UNC Chapel Hill

School of Government

- Demand ≠ Usage
- Faculty use their conference line more than the virtual meeting rooms
  - Current actual use of virtual meeting rooms does not warrant separate contract outside of campus supported solution
- Using the state contract improved reliability, increased capacity, and lowered costs
Lessons Learned – Pfeiffer University

- Be aware of potential system lock-in
- Stability / longevity of vendor
- Open source solutions and TCO
- Informal assessment shows high satisfaction among students
- Flexibility & affordability can be helpful, especially for smaller institutions
Questions?
Contact Information

David Gannon, Bryant University
Associate Director, Academic Computing & Media Services
dgannon@bryant.edu
http://www.twitter.com/Dave_RI
http://www.linkedin.com/in/dagannon/

Rob Moore, UNC-Chapel Hill School of Government
Instructional Designer
robmoore@unc.edu
http://www.twitter.com/mind_innovator
http://www.linkedin.com/in/mindofaninnovator

Enoch Park, Pfeiffer University
Director of Distance Learning
DL@fsmail.pfeiffer.edu
http://www.twitter.com/EPRI