



Georgetown and Wiley partner to prove the value of virtual learning.

Leading educational company uses Adobe Connect to build a custom eLearning platform for top-ranked universities.

WILEY

GEORGETOWN UNIVERSITY
McDonough
SCHOOL of BUSINESS

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Allan Eberhart, Master of Science in Finance (MSF), Program Director and Professor of Finance, Georgetown University



SOLUTION

Adobe Connect

Vantage Point

IN PARTNERSHIP WITH



RESULTS



INTERACTIVITY

Delivered a customized platform with rich functionality to replicate in-classroom experiences virtually



COMMUNITY

Built emotional connections between students and with professors



ENGAGEMENT

Achieved nearly 100% attendance in scheduled classes and approximately 80% of students accessed recorded content



SCALE

Enabled ongoing support of growing programs despite physical campus limitations without sacrificing learning experiences

Wiley

Chicago, Illinois

<http://wileyedsolutions.com>

Georgetown University, Master of Science in Finance program

Washington, D.C.

www.msf.georgetown.edu

Refined Data Solutions, Inc.

www.refineddata.com

CHALLENGES

- Delivering premium education virtually without sacrificing program quality
- Achieving buy-in from administration, professors, and students for online learning programs
- Attaining a high degree of student engagement before, during, and after class time

Virtual environment for real learning

Across top-tier educational institutions, administrators are caught in a struggle to deliver virtual learning programs to expand teaching opportunities and overall presence, while maintaining the integrity of their programs and brands. In addition to the learning experience itself, technical and logistical barriers discourage organizations from exploring online learning as an effective platform for their programs and engaging students globally.

However, as eLearning solutions have become more sophisticated and better enable instructors to develop meaningful connections with and between students within learning environments, conversations are leaning more toward offering live learning opportunities that are equal or superior to in-class experiences. At the forefront of this conversation and leading the charge toward virtual environments is the educational solution provider Wiley. The company helps to develop and implement educational solutions for premier colleges and universities that have traditionally stayed with classroom teaching models.

“Our mission is to leverage the latest technologies and transform learning environments into an experience that is flexible, approachable, and meaningful for learners and instructors,” says Bob Rectenwald, Program Development Manager at Wiley. “By taking this approach, we can eliminate any noise within virtual classrooms and bring a new focus to learning.” As a byproduct, institutions can expand their reach, engage new students, add flexibility to class schedules for professionals wishing to participate in programs, and impart knowledge—all without sacrificing quality experiences or diminishing their brands.

Initiating a shift

To support its clients and deliver the most seamless live learning experiences possible, Wiley partnered with Refined Data Solutions, an Authorized Adobe Connect Silver Reseller, to deploy Adobe Connect integrated with its video and support extension pod, Vantage Point. While Adobe Connect provides the foundation for the experience with its persistent classrooms, modular presentation environment, video, and chat pods, Vantage Point seamlessly integrates into the environment, enabling instructors to view and optimize aspects of the digital classroom.

“Vantage Point is a testament to the fact that Adobe Connect is a truly extensible solution and supports our vision for creating an immersive, virtual classroom experience,” says Terry Shane, President at Refined Data Solutions, Inc. “Using the solutions together, we can push the limits of the classroom, meet the special needs of educators, and enhance learning.”

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Bob Rectenwald, Program Development Manager, Wiley

Vantage Point helps instructors view every student at all times by displaying more than 50 video feeds simultaneously on a second dedicated monitor, enabling professors to view non-verbal responses to questions or content, while presenting materials synchronously within the Adobe Connect environment. Instructors can remotely activate cameras and microphones for individual students, or groups of students, mirroring fluid interactions within a traditional classroom.

"Adobe Connect and Vantage Point complement each other by combining face-to-face interactions and flexibility that educators are looking for with the control over the environment to help ensure quality interactions," says Rectenwald. "This instills confidence in our clients that the integrated solution will work optimally and support a wide range of learning."

The quality and variety of learning experiences now available to instructors using Adobe Connect and Vantage Point has dramatically changed the notion of how things work in the classroom and is winning over schools. For example, at the McDonough School of Business at Georgetown University, instructors are engaging with top students across the United States and globally.

Fully invested in education

The program at Georgetown combines the best of onsite learning with virtual experiences—including facilitating discussions between faculty and students and adding interactivity to learning sessions through chat and polling, as well as asynchronous discussion forums. Persistent meeting rooms available in Adobe Connect also allow instructors to extend the learning environment into office hours, enabling professors to access and revisit content discussed during class time.

"Adobe Connect and Vantage Point enable us to conduct synchronous sessions we call MSFLive, that are light years ahead of anything we have seen before," says Allan Eberhart, Master of Science in Finance (MSF), Program Director and Professor of Finance at Georgetown University. "This technology has the sophistication and reliability that we need to be assured that the program can be delivered according to the high standards of Georgetown."

One decisive factor that led the Georgetown School of Business down the path of adopting Adobe Connect and Vantage Point was the solution's ability to maintain the integrity of the classroom environment. By anchoring the program in real-time, face-to-face interactions—rather than only prerecorded content—the school found it could stick to its core capabilities and differentiate its curriculum from other online programs.

“In delivering a quality education, some costs are completely unavoidable... The integrated Adobe Connect and Vantage Point platform enable us to moderate other costs and build our programs to scale.”

Allan Eberhart, Master of Science in Finance (MSF), Program Director and Professor of Finance, Georgetown University

SOLUTION AT A GLANCE

- Adobe Connect
- Vantage Point from Refined Data Solutions

For more information

www.adobe.com/products/adobeconnect

www.refineddata.com/vantagepoint



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“We can see students’ faces and tell immediately if they are lost, nervous, or engaged—all things that professors still want,” says Eberhart. “There is a palpable emotional connection that both students and professors feel, making everyone more invested in the educational process.” In addition to greater engagement by both educators and learners, the more personal interactions provide a layer of accountability for everyone.

Results-driven program

Beyond the look and feel of delivering a true classroom experience virtually, Wiley’s deployment of Adobe Connect and Vantage Point at Georgetown delivered significant results for its business school—academically and experientially for students and instructors. On the most basic level, classes delivered with the platform are seeing nearly 100% attendance with approximately 80% of students re-engaging with recorded classroom sessions to reinforce learning.

Since also deploying the new platform, administrators have surveyed students to gauge overall comfort and satisfaction with the new platform and results have been resoundingly positive. When asked if the material covered in the MSFLive virtual classroom environment was engaging, students answered with 90% positive responses. 81% of students reported that they felt connected to their classmates and professors as a result of the sessions. Wiley’s deployment of Adobe Connect with Vantage Point has empowered Georgetown to realize the full potential of online learning through an engaged and connected community of learners.

With the success Georgetown has achieved using its virtual platform, the school plans to expand its use of the solution, helping to drive down marginal costs of the program. Additionally, the university can support a growing student body, overcoming physical limitations associated with campus-based learning.

“In delivering a quality education, some costs are completely unavoidable—such as hiring top professors and maintaining acceptable student-to-teacher ratios during live sessions,” says Eberhart. “The integrated Adobe Connect and Vantage Point platform enable us to moderate other costs and build our programs to scale.”