

QUESTNET 2011



**Education &
Communities**

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the video conference content market

- Creating a VC content and experience market
 - Schools and education institutions investing in video conference and web collaboration technologies
 - Major cultural institutions investing in education outreach VC services
 - Affordability and marketing
 - Younger teachers and excited preretirement teachers
 - National curriculum
 - NBN

the video conference content market

- Creating a VC content and experience market
 - Australia, how developed?

australia (NSW)

- NSW Rural and Distance Education projects
 - Access programs
 - Isolated distance education
 - Connected Classrooms Project
- = 3,360 endpoints connecting 1,000,000,000 students and teachers, schools and TAFE



2008 = 11,500 students participate in interactive sessions

2011 = 11,500 peak per week

Epic connections

nsw dec connections

- <http://www.dartconnections.org.au>
- [NSW Connected Classrooms](#)
- <https://www.det.nsw.edu.au/about-us/how-we-operate/connected-classroom>

breakthrough content



remote adult education



north river salmon project alaska-australia

- http://www.bssd.org/index.php?option=com_content&task=view&id=146&Itemid=5



the video conference content market

- USA, mature and expanding market
- <http://www.cilc.org>

usa

- Julia Shildmeyer-Heighway via Skype
- Centre for Interactive Learning and Collaboration (CILC)
 - Growing, supporting and promoting content providers “so you want to be a content provider?”

australian experience

- Lessons learned ..so far!
 - Authenticity is critical
 - Freshness of content and experiences
 - Technical standards
 - Wooing IT crowd, at least on board or under thumb
 - Marketing department engagement
 - Hand holding/partnerships
 - Relationship management
 - Curriculum/Scope and Sequence
 - User training, ongoing strategy
 - Support, especially live “in call” support

the video conference content market

Emerging trends and influences

- National curriculum
- Large state and federal infrastructure projects
- Students and teachers expecting more sophistication
- Curriculum linked experiences
- Authentic experiences
- Learning relationships
- Project based learning (PBL)

where's this all going?

- Diverging and expanding market
- No international boundaries.. (time zones an issue)
- Raft of nationally important new content providers
- Demand beyond our national boundaries
- Market competition v complimentary services

mass education?

- the argument (economics and tech)
- protecting authentic experiences
- intimacy
- learning relationships
- interaction
- “learning communities”
- a place for large events

down under and up over project

<http://www.flickr.com/groups/downunderandupover/pool/>

- “do you like the way we talk as much as we like the way you talk?”
- “its so cool learning about other people. It’s even cooler when they want to learn about us”
- “makes us learn about ourselves”

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<http://dartconnections.org.au>