



CASE STUDY

# Gwinnett Online Campus: Revolutionizing K12 Education with Video



Today's focus on championing digital literacy initiatives coupled with the rapid rise in BYOD (Bring Your Own Device) adoption by K12 districts, charter schools and virtual academies marks a transformation in teaching both inside and outside our classrooms. Video, in particular, is playing an increasingly important role in this transformation.

Much like their higher education counterparts, K12 teachers are increasingly incorporating video into the curriculum and integrating video into their district learning management systems to support flipped classrooms, project-based learning, subject mastery and other trends in curriculum design.

By choosing an intuitive, easy to use video platform that supports all of these use cases and more, K12 teachers and students are able to enhance their lessons with video content and ultimately deliver better learning outcomes - without needing to struggle with the underlying video technologies.

Video management systems also promote and enable collaboration around a repository of high quality, on-demand video assets that are sourced from publishers, open education resources and/or created by the teachers themselves. But the video demands of a district don't start and end with curricular needs. Streaming board meetings, athletic events, tutoring, housing a rich teacher development repository, and human resource information sharing are all additional ways that K12 institutions are using video to effect positive change.

Many districts and schools are already deploying a cross-district video solution to answer the various needs of faculty, IT departments and students alike. And importantly they are also seeing a strong ROI from their technology investment.

Gwinnett Online Campus (GOC) in Georgia is a case in point. This future-looking K12 institution has implemented video in an innovative way across its entire 'online campus'. Their positive results will doubtless inspire others to follow suit.

**The mission of Gwinnett County Online Campus is to enhance the learning of students in a world-class virtual environment as we empower them with twenty-first century knowledge and skills necessary to succeed in the local, national, and global community.**

## **Gwinnett Online Campus – Driving Value with Video**

Imagine a world where children are offered an opportunity to attend a full-time online school within their district, a world where students can gain access to courses they otherwise would not be able to take, graduate from high school earlier,

easily recover credit, choose to physically go to their "bricks and mortar" school or attend their interactive learning labs virtually - and all the while being fully engaged and achieving better learning outcomes.

For students in grades 4-12 within Gwinnett County, Georgia U.S.A., this is not an imaginary world; it's their reality.

Gwinnett Online Campus (GOC), the oldest online program in Georgia and, a full-time charter school since 2011, is revolutionizing 4-12 education. Gwinnett Online Campus boasts over 350 full-time students, and its 5,000+ course segments are also used as a supplementary program by district schools covering grades 4-12. The program has hundreds of courses developed and produced by the online campus with over 12,000 objects stored in their Learning Object Repository (LOR), which provides a solution to many students with a broad range of needs:

- Students pursuing potential career paths in acting, dancing, sports, technology, etc.
- Students who are digital learners and prefer an online learning environment
- Students who need flexibility due to other commitments such as work, who are entrepreneurs, or who want to move ahead to potentially graduate early
- Students who are interested in a course but cannot take the class because it's not offered at their local school
- Students who need to make up a course, have a medical condition, those who need an alternative school environment, or those who want to supplement their learning
- Students who want to complete a state-wide career path prior to graduation
- And so many more scenarios that allow students 24/7 access to their curriculum and a much more flexible learning environment.

*"When I have auditions, callbacks, or work - I can do my work ahead of time or do my work at the end of the day and not miss out on any assignments. Making up work at my former traditional school was not fun and was much harder. I love having the flexibility to do my school work as my schedule changes."*

**5TH GRADE ACTRESS**

In many ways, Gwinnett Online Campus is similar to traditional schools: there are lessons filled with engaging activities, due dates, rigorous course content, higher level projects, in-depth class discussions, and detailed assessments. Students need to attend classes and teachers need to be available for students throughout the duration of the course. The difference is that these activities occur via the internet and students may complete course work in their own time - except for scheduled class sessions and of course, on-campus assessments.

# Integrating Kaltura's Video Platform with the LMS

Gwinnett Online Campus maintains a highly advanced online learning environment based on the Desire2Learn Learning Management System. Kaltura's video platform has been fully integrated with Desire2Learn to deliver innovative, yet proven, campus-wide tools for video creation, discovery, management and viewing.

GOC fully implemented Kaltura in January, 2013. The results were immediate, and a school-wide game changer.

The environment provides students with a centralized place to view school-wide announcements, access technical support, and use other vital school resources. Most importantly, this is where students find everything they need to succeed in their course.



## How GOC is Using Video to Improve Learning Outcomes and Enhance the Virtual Campus Life

Every unit is broken into teaching modules, and each module uses video in many creative ways. In addition to video-based teaching materials produced internally by

GOC staff, professionally produced, licensed education content is easily discoverable by teachers and students - with the right access permissions - on the centralized video repository. Teachers at GOC also record video announcements every week to help orient their students.

Videos also form part of many assignments, with students expected to view videos outside class time and encouraged to submit videos as a response to some assignments. Video is also a great way for GOC teachers to build stronger relationships with remote students by recording personal feedback after grading: for example, teachers can pull video embed codes to give individualized feedback when a student performs poorly within a certain part of an assessment.

"Before we had Kaltura, students were trying to play videos and were continuously receiving error messages, or the videos would just stop playing," says Randi Hill, technology coordinator at Gwinnett Online Campus. "Experiencing these technical difficulties in a majority of courses really impeded the learning experience. Students were frustrated, parents couldn't help, and teachers were at their wits' end trying to troubleshoot," Hill added.

Hill continued: "We no longer have to worry about how long uploading takes, whether or not videos will play correctly, or limit our video postings.

"Teachers love the user friendliness and ease of the system and students can always count on each video playing, making sure all curriculum is enhanced."

## What Students, Teachers and Support Staff at GOC Say about the Video Platform

**An 8th grade student said:** "Without videos, our online lessons would be dull and just like a textbook. Videos quickly make sense of a topic or concept, saving me about 30 minutes of reading and re-reading. Videos are like a cake: an oven takes all of the ingredients (information) and blends everything together to make a delicious cake, which in our scenario creates easily understandable videos that help us comprehend how all of the academic components mesh together. My attention is maintained more while watching videos as it's our natural instinct to focus more on moving objects - so it's almost like tricking our mind to hold our attention. The only negative factor with videos is if they are too long. I really began to understand the power of video when I began taking math at GOC. I used to struggle in math, but after watching the geometric and trig videos, I not only understand the concepts but I truly enjoy math now."

**A coordinator at GOC commented:** "Since being a part of the online environment for about 12 years now, I can honestly say that teaching without videos definitely decreases the effectiveness of the content within each course."

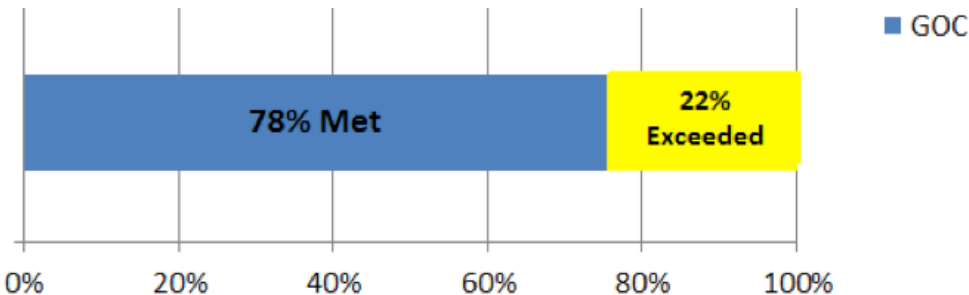
**A teacher who is new to online teaching said:** "At first I was intimidated about creating my own personal videos, but I had to step outside the traditional box and focus more on demonstrating to students what is expected of them. When I did that, students began to grasp the concepts more easily and faster. After being part of GOC for about a year now, I cannot even imagine creating and teaching lessons without videos – I don't think I, or my students, would be successful without videos in this environment."

**A Kaltura IT administrator at GOC added:** "To be able to provide a video storage solution that allows students to capture ideas, knowledge, and skills that are easily viewable in reliable players, which allow us to brand our school name and enhance our curriculum makes me beyond proud. Before Kaltura, our teachers were frustrated with broken links; and our students were discouraged with the amount of time lost trying to play videos based on their personal computer's software. Kaltura has eliminated all of these issues, allowing our videos to enhance our content, and making our students even more successful in our online environment. When students perform poorly on a certain section of an assessment, teachers can easily search our video repository, allowing quick video links to be added to the feedback section to make sure students bridge their personal learning gaps – how awesome is that"

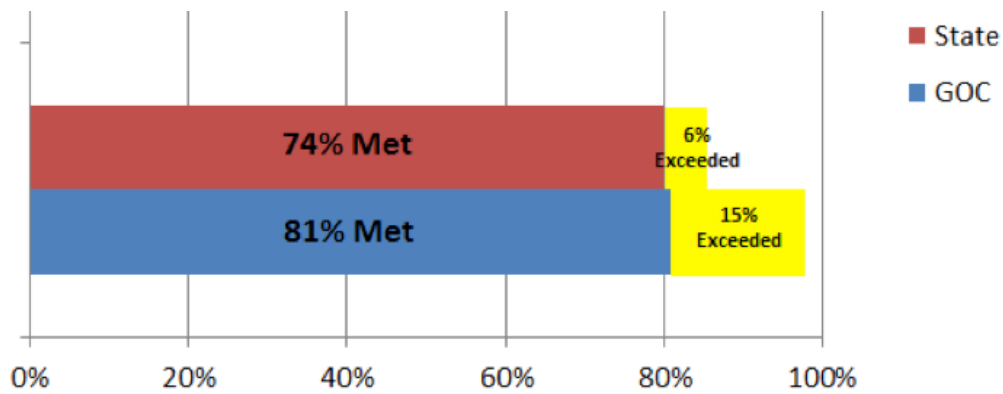
## Kaltura – Helping GOC to Improve Learning Outcomes

"While there are many contributing factors to the following successful data points, we do believe that increasing our video content within our curriculum and having the reliability of Kaltura has definitely had a major influence on our success," says Randi. "Gwinnett Online Campus is so proud of what our students have accomplished. It has taken a school-wide team who worked together putting in countless hours reaching far beyond specified job duties and contractual hours to roll out a successful, full-time online school for grades 4-12; however, it has produced exciting results:

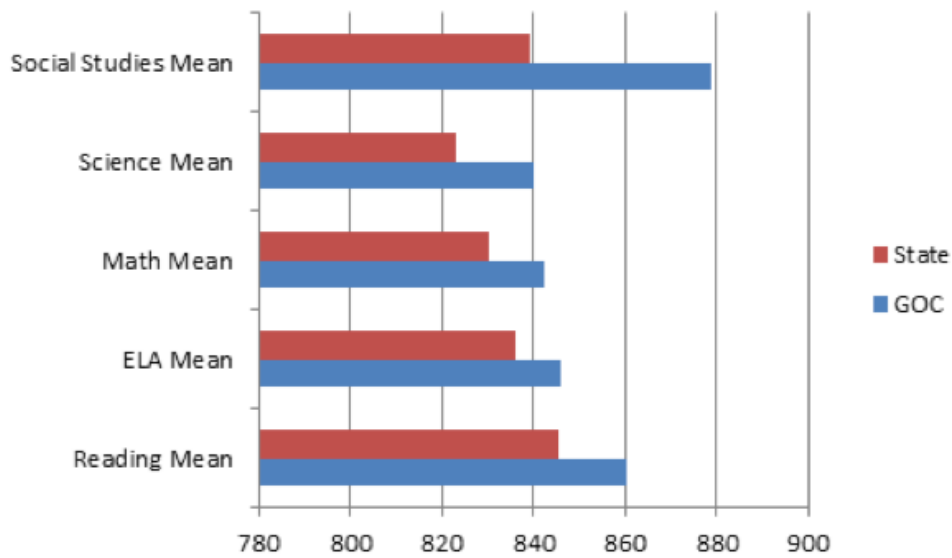
### Gwinnett Online Campus 5th Grade Spring 2014 Writing Test



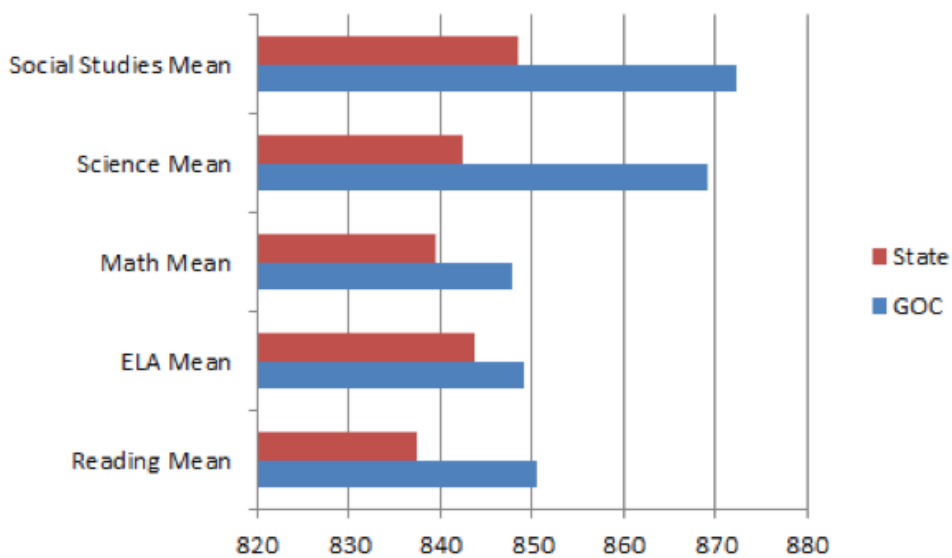
## Gwinnett Online Campus 8th Grade Spring 2014 Writing Test



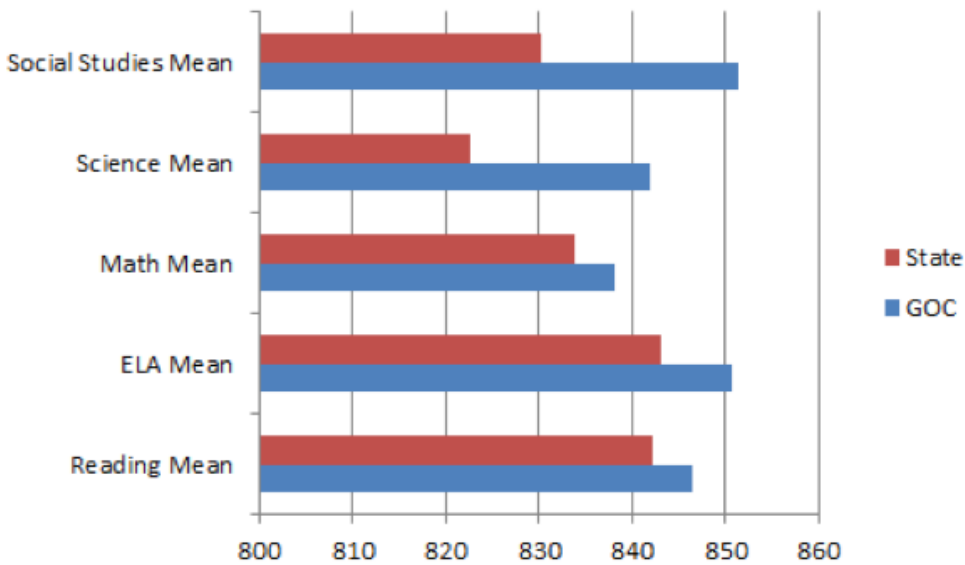
## Gwinnett Online Campus 6th Grade CRCT Results for 2012-2013



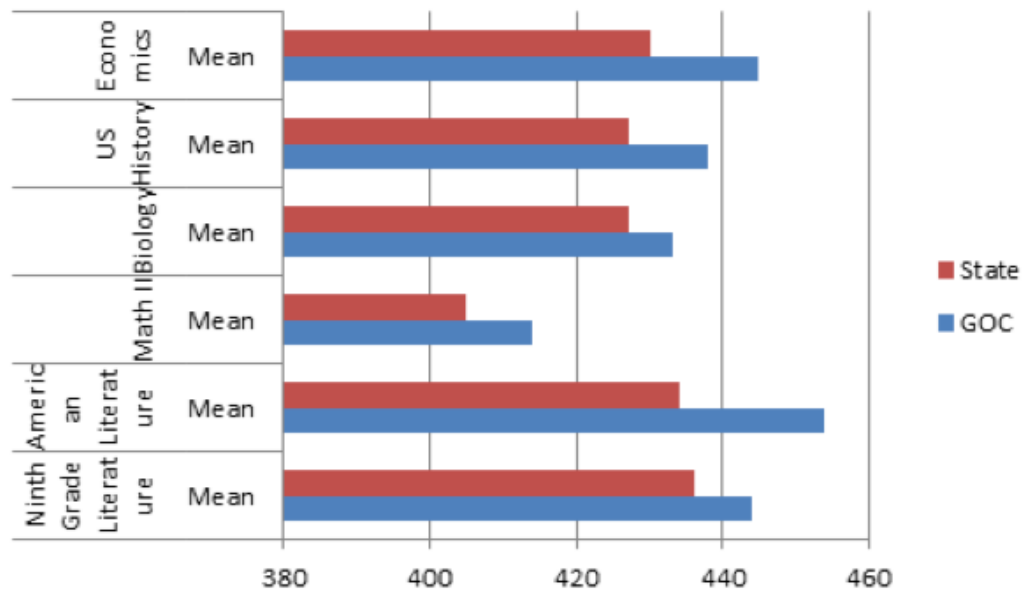
## Gwinnett Online Campus 7th Grade CRCT Results for 2012-2013



## Gwinnett Online Campus 8th Grade CRCT Results for 2012-2013



## Gwinnett Online Campus Grades 9-12 Spring EOCT Results for 2013



To supplement the virtual experience, GOC provides teachers and students with innovative learning labs: these are unique, interactive live sessions housed in state-of-the-art classrooms equipped with the latest technology and designed to enhance both curriculum and instruction.

The live interaction also enables students to build stronger relationships with their teachers and have questions answered in a face-to-face setting. Since some students physically attend learning labs and others join remotely, the environment is built to allow both populations to fully experience, engage, and collaborate within each session.

All interactive class sessions are broadcast live to the virtual students. These sessions are recorded so that students can catch up if they had to miss a class or want to



watch the session again. The learning labs also use additional innovative tools such as Smartboards. These are fully controlled from within the virtual environment so that remote participants can take control of the class, operate virtual clickers to individually record student participation, and utilize flexible collaborative desk designs that allow easy reconfiguration of the learning environment to better meet the needs of students.

GOC is continuing its search for additional innovative and unique ways to teach and learn: "We are currently in the process of implementing Kaltura's most recent release of the Desire2Learn digital media services," said Randi Hill. "We are so excited about what it will enable us to do: create a course gallery; do bulk uploads directly into courses; upload captions to videos directly from within Desire2Learn; complete an in-video search; allow users to create personalized screen recordings; provide students with a repository for their video projects; and provide teachers with course-level analytics that indicate which students watched specific videos and for what time duration".

"An amazing advantage for students who learn at GOC is that they get hands-on experience with a variety of extremely advanced technology," continued Hill. "They obtain additional skills through daily interaction with the instructional tools used within our teaching and learning environment: they learn to participate in webcasts and interact via web conferencing tools; they produce their own videos and use a wide-variety of current web 2.0 tools to create content-filled projects; and they even help teachers manipulate the capture equipment in the learning labs. While GOC's focus is on providing students with the best curriculum and instruction available, students simultaneously receive amazing technological skills. We appreciate our partnership with Kaltura because it is our mission to stay ahead of the educational and technological curve so that our students have an advantage over others as they enter college or the workforce."



### Getting Started

Call us: +1-800-871-5224 or fill out this form: <http://corp.kaltura.com/company/contact-us>

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