



## What Iowa Central achieved with Elluminate *Live!* Academic Edition

### Enhanced learning opportunities for students, regardless of location

Elluminate *Live!* enables Iowa Central to offer more classes and reach students throughout the state—even in remote areas.

### Expanded, more cost-effective use of the existing Fiber Optic Network

With Elluminate *Live!* Iowa Central can augment courses taught via the Iowa Communications Network—at a reduced cost.

### Responsive partner with leading edge technology that's proven and stable

Elluminate is committed to the concept of distance education and enhancing the learning experience—providing state-of-the-art technology that works.

## Iowa Central Community College

Organized in 1966 with a broad mandate to offer a vast array of educational opportunities to the residents of its nine-county area, Iowa Central Community College was built on the firm foundation of three area junior colleges that have been operating since the 1920s. Iowa Central is committed to excellence in teaching and learning by providing for the varied educational needs of diverse individuals whom it serves through accessible, flexible, community-centered programs and activities, both within and beyond the classroom.

### The Challenge: Reduce Costs, Reach More Students

According to Distance Learning Director T. J. Martin, Iowa Central received federal funding in 2003 to explore ways to make its expensive fiber optic system, Iowa Communications Network (ICN), more cost-effective and to serve a larger student population in the rural areas surrounding the school. "Iowa Central offers 50 to 55 classes online using WebCT as a means of delivery," he explained. "We wanted to better meet the needs of students at outlying centers and expand the number of courses in the system."

"We looked into different types of interactive tools with voice capability and found that Elluminate *Live!* served our purpose very well, mirroring what we can do with the ICN," said Mary Linney, Associate Vice President of Grant Development and International Affairs for Iowa Central. "Elluminate *Live!* was developed by educators for educators, so it has a teaching focus that some of the other products lack."

### The Solution: Responsive Partner, Innovative Technology

"We're very pleased with Elluminate," said Martin. "When we were first looking at the product, one of the things that really impressed me was that there was always someone there live to answer questions about a specific option. It was very easy to show Elluminate *Live!* to various department chairs. I could access the system easily and quickly and give them a live demo."

"We've found that with live eLearning, the instructors have to make the classes as interactive as possible to keep students interested and focused," Martin continued. "So we encourage our instructors to participate in the training and user group sessions offered by Elluminate. At a minimum, we want them to access the recordings. Those who have participated found the sessions and Webinars very helpful."

"Response from students who have used Elluminate *Live!* has been good," added Martin. "We were really unsure about how it would go in the beginning. Some of the students who signed up for certain classes didn't realize that they would be delivered via a virtual classroom. After completing the courses, students wanted to know what other courses were available over Elluminate *Live!*, so we knew that the technology would work well for us."



## What makes Elluminate *Live!* the clear choice for live eLearning?

- Crystal-clear audio with voice over the Internet
- User-friendly, intuitive interface that's easy to use and customize
- In-sync communications, regardless of connection speed and quality
- Universal operation in Windows, Mac, and Java Desktop System and Solaris environments
- ESP (Elluminate Sensory Perception) Moderator Tool Set ensures best user experience
- Greatly reduced travel budgets
- No more costly, inconvenient conference calls
- Best-in-class return on investment, with no per-minute charges
- Accessible, responsive customer service

### The Result: Blended Courses, Expanded Offerings

"Iowa Central now offers blended courses that meet over the ICN as well as via Elluminate *Live!*" said Martin. "For example, our Intro to Literature course meets on Mondays and Fridays on ICN and Wednesdays on Elluminate *Live!* while a second course, Exploring Music, meets at the same time on Mondays and Fridays on Elluminate *Live!* and Wednesdays on ICN," he explained. "This way, we more fully utilize both mediums, reduce costs, offer more courses, and meet the needs of students who want to take classes from home. We also offer a number of courses that meet exclusively in Elluminate *Live!*"

One of the best features I've found is the ability to have group sessions," said Linney. "While the ICN is good for providing a hands-on demo, Elluminate *Live!* enables us to conduct breakout sessions and use an interactive whiteboard, things we couldn't do as effectively over the ICN. We can also record the sessions so the students can review the archived classes."

"We also use Elluminate *Live!* to provide weekly virtual office hours for instructors, hold online faculty meetings, and partner with local high schools that offer some of our courses for college credit," concluded Martin. "We find that word of mouth continues to spur interest in using Elluminate *Live!*. Our best selling factor is positive student and teacher feedback."

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