



## What The University of Pittsburgh achieved with Elluminate *Live!*

### The same content and interaction as a live training session

Elluminate *Live!* enables the University of Pittsburgh to mirror the activity of instructor-led training—with the same results.

### State-of-the-art, affordable technology

With Elluminate *Live!*, all participants need is an Internet connection to their PC or Mac—no second phone line or high-speed connection required.

### Flexibility and scalability built in for the future

Elluminate *Live!* helps the University of Pittsburgh continue to find new ways to add value for its audience—across campus or around the world.

## University of Pittsburgh Center for Injury Research & Control Extends Reach, Enhances Collaboration with Elluminate *Live!*

The University of Pittsburgh Center for Injury Research & Control (CIRCL) conducts and promotes injury control research, gathers and disseminates information on injuries, provides training for health professionals, and informs public and community leaders on injury control issues. An interdisciplinary academic research program that involves many schools and departments at the University of Pittsburgh, the Center was established in 1992 and is one of 12 in the country to receive official designation as an injury control research center by the Centers for Disease Control and Prevention.

### The Challenge: Find Multi-function Online Tool for Multi-tasking Faculty and Staff

Hank Weiss, MPH and PhD, is the director of CIRCL and an associate professor at the University. According to Weiss, the multitude of functions and activities performed by CIRCL faculty and staff suggested the need for a multi-purpose Web collaborative tool. “We wanted an online tool for teaching within and outside the University and for collaboration with colleagues on a local, national, and international level,” he explained. “We felt the multiple functions of emerging tools could be very beneficial to us.”

CIRCL looked at three or four tools and gathered review information from other universities and businesses that had already gone through a rigorous selection process that included careful comparisons between products. “Elluminate *Live!* was very competitive in the reviews,” said Weiss. “The product had what we were looking for, including price, high-quality voice over IP, a crisp user interface, and the ability to archive and make available recorded lectures, classes, and seminars, which was very important to us.”

### The Answer: Connecting Researchers and Practitioners Around the Globe

Implementing Elluminate *Live!* is an unfolding process for CIRCL. “We’ve experimented with a mix of possible settings for our classes and seminars, including bringing remote users into our classrooms and offering broadcasts of our seminars,” said Weiss. “A University class on the use of the Internet in public health communication also provided an opportunity to demonstrate Elluminate *Live!* showing our students that communication and collaboration mean more than just static Web pages.”

“We’ve begun to formalize a series of Webinars with talks by local or visiting professors that we hold at the University with a small, live audience or with the professors wherever they are for a live Internet audience of both researchers and practitioners,” he continued. “So far, we’ve recorded sessions on a number of injury-related topics.”



## What makes Elluminate the clear choice for live eLearning?

- Crystal-clear audio with voice over IP
- 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 Solaris environments
- ESP 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 Solution: Real-time Interaction for Live and Remote Audiences

What Weiss calls hybrid or blended classes, those with both onsite and remote audiences, are challenging for CIRCL, but the organization has developed a solution that works for both types of participants. "We used two LCD projectors, one for the speaker who projects slides on the main screen in the conference room and the other for the Elluminate moderator who displays synchronous slides on the side in an online session," Weiss explained. "We also routed the speaker's microphone input to the computer using Elluminate *Live!*"

"It's the best of both worlds because we can serve our blended audience, each with different needs. It's also easy to use for the speaker and a high-quality experience for the live audience as well as the Internet audience," he added. "In fact, at a recent seminar, the Internet users just wanted to keep talking when the session was over. We got to the point where people were focusing on the collaboration, not the interface, and there was frank, instantaneous, high-quality interaction between participants."

## The Result: Extended Reach, Increased Visibility, Enhanced Collaboration

"Now that we've integrated the Elluminate *Live!* seminars into our Web site, and the topics get indexed by the search engines, we are able to reach a wider audience, those that didn't even know we had this content available," said Weiss. "We make the experience as easy and comfortable as possible to hook people on the content."

CIRCL is expanding its coursework in the injury research area and wants to conduct blended classes using Elluminate *Live!* in a more traditional distance learning format, where students meet primarily online and consequently less often in the onsite classroom. "We also want to use Elluminate *Live!* for software training to help people learn how to query public health data," Weiss added. We're also considering hosting a virtual open house so others can see what our center is involved with and plan to offer a synchronous environment to the e-journal clubs that are all asynchronous now."

"That's what's wonderful about Elluminate *Live!*, the sky's the limit," Weiss concluded. "It's up to the users to figure out the right combination that will achieve the desired outcomes for the largest number of people. Some may think they don't have technology available, but it's there. You just have to get people comfortable, experimenting with the interface and techniques necessary to maximize collaboration. It's a constant building of capabilities over time."

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