



Opening Up Higher Education with Collaboration Technology

San José State University:

Size: 32,800 students

Industry: Higher education

Location: Americas

United States

San Jose, CA

Solutions

- Video and web conferencing support distance learning and global educational partnerships
- Lecture capture expands access to popular courses and extends classrooms to hard-to-reach places
- Collaboration-based teaching enhances learning experiences

For More Information

For more information on Cisco collaboration solutions visit:
<http://www.cisco.com/go/collaboration>

As the number one supplier of education, engineering, computer science, and business graduates to Silicon Valley, San José State University (SJSU) is an incubator for top tech talent. With the largest graduate student enrollment of any campus in the California State University system, SJSU is consistently ranked high in U.S. News & World Report's annual survey of America's best colleges.

SJSU strives to enrich the lives of students and transmit knowledge using the latest technology. It was an early adopter of collaboration technologies to add flexibility to education delivery and to enable international partnerships.

Challenge: Building on Collaboration Success

From virtual lectures to asynchronous learning, SJSU quickly proved the value of collaboration technologies. It launched virtual classes to add flexibility, brought in experts to enrich learning, extended the reach of its programs, and helped traveling faculty stay connected. Attendance rose and student academic performance improved in major courses. But these early successes were only the beginning. The university had identified

many use cases for digital collaboration and began to put them into practice.

Face-to-Face Communication Enhancing Social Work Education in Vietnam

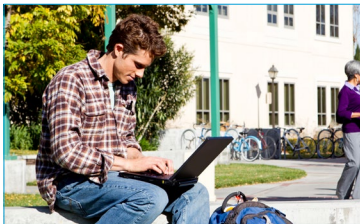
SJSU's College of Applied Sciences and Arts hosts the Social Work Education Enhancement Program (SWEET), an initiative to develop and carry out a curriculum that is relevant and adaptable to Vietnam's changing needs. Eight Vietnamese universities participate in the program, using Cisco WebEx® technology for regular biweekly leadership meetings that involve the SWEET team and high-level representatives of the partner universities. Participants in San Jose use a Cisco® video conferencing system and a fully integrated next-generation conference room to communicate face to face with participants in Vietnam.

"The ability to conduct video meetings and build strategic partnerships with Vietnamese universities is contributing to the development of social work in Vietnam," says Debra Faires, the director of online learning at SJSU's School of Information. "Our partners can connect to video meetings via Cisco WebEx on their

With digital collaboration technology, San José State University:



Enabled collaboration-based teaching methods



Extended learning beyond the classroom



Removed geographical barriers to global learning

mobile devices, making participation very easy for them.”

Cisco WebEx helped make SWEEP’s Training of Trainers sessions a resounding success, helping educators from Vietnam stay connected by organizing their own video conferences.

Enriching Global Learning with Video Conferencing

The university is also using collaboration to conduct global learning programs in nursing and community health. Instructors use WebEx to connect SJSU students to classrooms in Europe, enabling them to exchange ideas and share academic experiences. Students from different continents can easily work together in groups, and teachers can invite guest speakers from any location to share their knowledge with students.

By using a mix of synchronous and asynchronous learning and various teaching modes—in-person, online, and hybrid—faculty members are better able to keep students engaged.

“Collaboration technologies let us use a wider variety of learning modalities to enrich the students’ experience,” says Tammy McKinnon, an associate professor at the Valley Foundation School of Nursing at SJSU. “We’re also helping students develop technology skills, which are increasingly valued by employers.”

Distance Learning

Giving Advertising Students Real-World Experiences

John Delacruz, an advertising professor at SJSU’s School of Journalism and Mass Communications, is using collaboration technologies to help students pitch ideas and get feedback on their work from leading advertising agencies in New York, London, and California. He uses Cisco video conferencing and other tools to bring ad agencies into the learning space, host live interactive critique sessions, and conduct his own tutorials.

“Collaboration has enriched our advertising program by opening the real world up to students,” says Delacruz. “We’re providing a wealth of opportunities by breaking down geographical barriers to actual industry experience.”

Training Teachers in China with Collaboration Meeting Rooms

In 2013, two SJSU professors traveled to China as part of an international training program for Chinese teachers. Upon their return, Sharon Qi, a professor at the School of Global Innovation and Leadership at SJSU’s College of Business, and Lisa Simpson, a professor at the College of Education, wanted to continue to provide training.

The two professors used Cisco WebEx from their own video systems to meet with Chinese students every six weeks

Products and Services

Products and Services Collaboration

- Cisco WebEx Meeting Center
- Cisco Jabber
- Cisco TelePresence Management Suite (TMS)
- Cisco TelePresence Video Communication Server (VCS)

Collaboration Endpoints

- Cisco TelePresence System EX Series
- Cisco DX Series
- Cisco TelePresence MX Series
- Cisco TelePresence SX Series

for the next year. The ability to use the technology from anywhere was crucial to conducting sessions across time zones, and Qi and Simpson often met with students after hours from their homes or while they were traveling.

SJSU professors can now co-teach courses in China. Large numbers of teachers, students, and parents can easily participate using any standard mobile device or video system. The quality of training has improved with considerable savings in travel costs.

Lecture Capture

Making Lectures Available Anytime, Anywhere

Professors are using Cisco WebEx to capture and deliver lectures to students who choose to attend the courses on site. For example, Mary Poffenroth, a professor of biological sciences, offers online courses with many international students. She also uses Cisco WebEx to extend her office hours to off-campus students.

“My colleagues and I can easily record our lectures and make them available to students instantly,” she says. “Cisco WebEx is very easy to use and appeals to faculty with different technology comfort levels.”

Poffenroth’s educational YouTube videos, which explain biological and ecological science concepts in simple bite-size pieces, are used by another SJSU instructor,

Jeanine Pfeiffer, who teaches both environmental biology and environmental anthropology courses online.

A professor in SJSU’s Humanities and Environmental Studies Departments, Pfeiffer uses Cisco WebEx to deliver video sessions for her Nature and World Cultures class. During the webinar sessions, students listen to short lectures, go on web tours with Pfeiffer, view video clips, answer quiz questions, and actively participate in class discussions and debates. The class is extremely popular, and each semester she has to turn dozens of students away.

“It was very easy to extend my classroom techniques to Cisco WebEx,” she says. “The chat feature lets students ask questions, and the ability to share video and other content increases their engagement.”

What’s Next?

Located in a crucible of technology innovation, SJSU is committed to staying on the leading edge. Competition for students is always intense, but SJSU’s enrollment is growing, due in part to the school’s ever-increasing use of collaboration technology.

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