

The BRITE Initiative

# Learning for everyone



**The BRITE Initiative**  
Edinburgh, Scotland  
[www.brite.ac.uk](http://www.brite.ac.uk)

Scottish education initiative uses Adobe® Captivate® and Adobe Connect™ to help global educators improve the accessibility and inclusiveness of learning opportunities

People have unique learning styles. Some are visual, others auditory or kinesthetic. Some contend with the additional challenge of learning difficulties, health issues, and/or disability. The Beattie Resources for Inclusiveness in Technology and Education (BRITE) Initiative aims to make teaching and learning all inclusive, taking these factors into account while demonstrating that it is feasible to remove many barriers to learning through the appropriate use of technology.

Based in Edinburgh, Scotland, the not-for-profit foundation provides a broad range of professional development and continuing education resources for educators throughout Scotland, Northern Ireland, Norway, and Finland.


"Our job is to help institutions ensure that learning is delivered in a range of media appropriate for 21<sup>st</sup> century learners, to make it accessible no matter the distance or learning difficulty," says Alison Cox, center director for the BRITE Initiative. "Using Adobe Captivate and Adobe Connect means we can help institutions maintain high academic standards while improving access to learning opportunities for everyone."

Previously, developing accessible learning solutions was a lengthy, arduous process. With Adobe Captivate, program development is streamlined, due in large part to the intuitive user interface and easy-to-use features that enable rapid creation and delivery of new or revised content.

Adobe Captivate lets BRITE create intensive how-to demonstration videos and other interactive lessons for educators throughout Scotland, the UK and beyond that are delivered via Adobe Connect, to provide a cost-effective, efficient and engaging alternative to in-person seminars that for many candidates would require extensive travel.

## The BRITE Prospectus

To help you select the most relevant option for you, BRITE offers two distinct learning pathways...



↑


Via the BRITE Virtual Classroom from anywhere in the world, as long as you have internet access



↑

By attending face-to-face training at the BRITE Centre in Edinburgh, Scotland





Beattie Resources for Inclusiveness in Technology & Education

### Challenge

- Improving professional development for educators working in further and higher education
- Reducing travel time and costs for in-person seminars
- Creating an accredited professional development program

### Solution

eLearning  
The BRITE Initiative is using Adobe Captivate and Adobe Connect to deliver live and on-demand eLearning content to academic professionals in colleges and universities serving diverse student populations.

### Benefits

- Developed an accredited continuing education program
- Tripled enrollment within two years
- Reduced future dependence on government subsidies by 50%
- Enabled more than 450 educators to participate from various locations
- Reduced travel time and costs
- Met global and national standards for accessibility

### Toolkit

Adobe Captivate  
Adobe Connect for eLearning

### Helping to meet students' needs

Access to learning content is a burgeoning cause worldwide. With both global standards for accessibility and national regulations, such as the Equalities Act (incorporating the United Kingdom's Disability Discrimination legislation), the importance of using technology to expand the reach of educational content is growing as well.

"There are both legal and moral obligations to make sure that people don't miss out on learning opportunities because they face barriers or challenges," says Cox. "We've created a Continuous Professional Development (CPD) program, based on Adobe solutions, to connect educators in disparate locations in an effort to establish new best practices and benchmarks for providing accessible learning content to students everywhere."

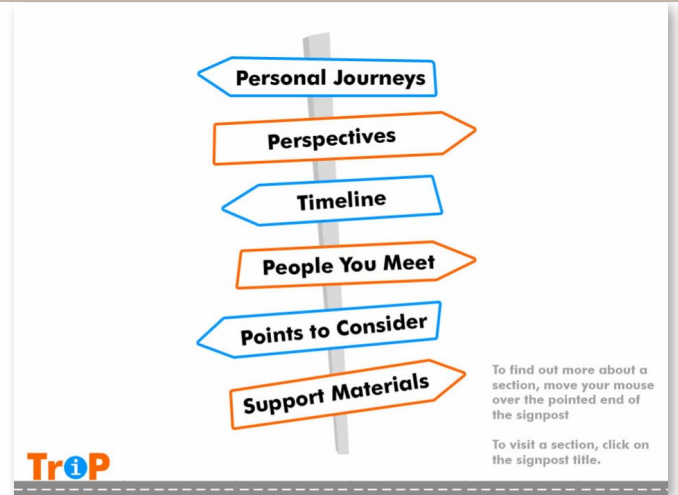
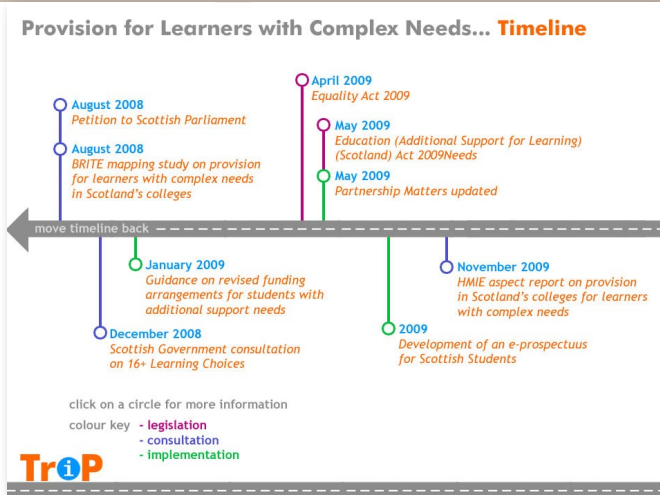
CPD learning sessions are the backbone of a program BRITE calls Facilitate Inclusive Learning Strategies (FILS). The virtual version of this accredited staff development program (vFILS) is designed to build the capacity of professionals, to create inclusive learning environments, and implement appropriate support strategies for students with additional needs.

BRITE's online resources include interactive guides on computer access for students with profound or complex needs; creating dyslexia-friendly learning environments; teaching and learning in a creative classroom; and technology to assist deaf or hearing-impaired students, among many other subjects. Regardless of subject matter, BRITE needs to rapidly develop detailed, useful information for educators in attendance.

Using Adobe Captivate, BRITE can quickly create smooth, interactive, and engaging eLearning presentations that include digital video, animation, voice, statistics, quizzes, graphics, and other interactive elements which help to recreate an in-person learning experience from a desktop or mobile device.

"One of the best features of Adobe Captivate is perhaps its most obvious—the interface," says Cox. "With capabilities like choosing object styles, window properties, and a library of prebuilt assets available at the touch of a button, it's easier and more efficient to create and deliver consistent material. The animation properties in Adobe Captivate let us make even simple text-based information more engaging, interactive, and high impact."

With Adobe Captivate, BRITE can rapidly develop interactive, engaging presentations about topics relating to inclusive and accessible education and additional support needs. The presentations—featuring video, audio, animation, and other elements—are delivered to global users instantly via Adobe Connect.



*“Because of Adobe Captivate and Adobe Connect, we’re in position to decrease our future reliance on government funding by as much as 50%, reducing our travel costs for participants by about two-thirds, while increasing the number of courses we offer and the number of candidates we enroll in the program.”*

Alison Cox  
Center director,  
The BRITE Initiative

### Breaking down barriers

vFILS is currently delivered to educators throughout Scotland and in neighboring countries but, as Cox notes, the location of the participants isn’t an issue with virtual connectivity. Cox can be chairing a meeting or tutoring a class without leaving her desk and so can all the other participants. In the past, coordinating program meetings and professional learning sessions was often time-consuming and costly. For some participants in the BRITE program, a trip to Edinburgh could take as long as 11 hours from the Scottish Highlands and Islands—requiring multiple modes of transport plus hotel accommodation—all to attend a single meeting or seminar.

With Adobe solutions, the organization can execute its CPD program with a skeleton staff of just eight people on the Edinburgh campus—and connect with more than 450 educators worldwide without extensive travel. Using Adobe Connect, BRITE can deliver an array of interactive, high-impact learning sessions created in Adobe Captivate through various group seminars and one-on-one meetings to create a full-service, inclusive program.

“It’s important for us to make vFILS candidates and staff feel supported and valued. Adobe Captivate empowers us to create compelling online content for our program subscribers and communicate with them directly—either in a group setting or individually—at any time,” says Cox. “The Adobe solution reduces previous barriers to participation, such as time and costs, enabling candidates to focus fully on developing the skills and acquiring the knowledge needed to effectively implement accessible learning in their own educational institutions. As advanced users of this suite of Adobe products, I’d like to think we’re well-placed to assist in the further improvement of the software’s built-in accessibility. We should never overlook the fact that a number of BRITE’s most talented developers have access requirements of their own.”

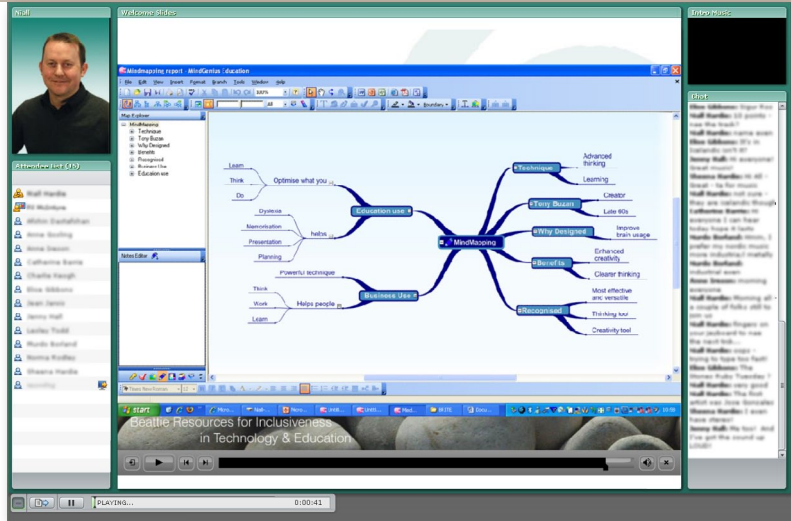
BRITE now hosts live eLearning sessions weekly and records each session for participants who were unable to attend the session or as refresher training on demand. Conversion to MP3/4 further enables users to capture an audio recording for flexible access—and participants can even access lessons via mobile devices with the Adobe Connect app available for iPhone and Android™ devices. This enables users to access all elements of each class if they cannot be at a desktop, and offers extended coverage for BRITE, whose staff and participants, like most organizations and workforces, are increasingly mobile in their working lives. The ability to participate in training while on the move, coupled with the availability of class recordings for subsequent review, gives the eLearning experience wide appeal and greater sustainability.

In addition, Adobe Captivate and Adobe Connect help BRITE staff extend program participation and improve content retention. Program developers can incorporate intermittent quizzes to assess a candidate’s understanding of the content, assign projects designed to spur critical assessment and alternative teaching methods, and use video to observe a candidate’s interactions with their own students.

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*“Adobe solutions have enabled us to break down barriers that previously prevented educators from accessing critical information about how to make high-quality education available to everyone.”*

Alison Cox  
Center director,  
The BRITE Initiative



“We leverage the integrated video capabilities of the Adobe software to mentor our candidates as they interact with students in a real-life scenario,” Cox says. “Using web cameras and an Adobe Connect meeting room, we can conduct a live, remote assessment of a candidate’s ability to effectively assess the support needs of their students. We also use the video as a teaching tool, to capture and review professional discussions and simulations.”

“The Adobe software enables candidates to submit short video assignments, during which they discuss their opinions on certain themes or concepts and demonstrate effective interventions using assistive technologies,” says Cox. “It’s an innovative way to engage them in higher-level concepts which, in turn, develops a better understanding of the many factors that can facilitate and inhibit learning for students. And, with Adobe software, this can all take place without having to leave their computer.”

### **Blossoming participation, shrinking costs**

With Adobe software, the BRITE Initiative has been able to substantially reduce its operating costs while increasing and improving its continuing education services to academic professionals. “Because of Adobe Captivate and Adobe Connect, we’re in position to decrease our future reliance on government funding by as much as 50%, reducing our travel costs for participants by about two-thirds, while increasing the number of courses we offer and the number of candidates we enroll in the program,” Cox says.

Since deploying the Adobe solution, BRITE has seen a marked increase in program registration and completion and boasts an extremely high participant retention rate. In less than two years, the organization has tripled enrollment in its virtual learning programs—a number Cox expects to continue to grow, compared with a predicted reduction in the number of applications for in-person training.

“Adobe solutions have enabled us to break down barriers that previously prevented educators from accessing critical information about how to make high-quality education available to everyone,” Cox says. “In essence, we’re able to do more—offer more classes, better instruction, more advanced content—and deploy staff and resources more effectively. We can reach more academic professionals in more places with high-impact content.”

**For more information**  
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