

## CILC Rocks the ISTE Expo by Introducing Zoom



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### Summary

- CILC makes technology recommendations to schools
- Love Zoom for cloud technology, cost, ease of use & customer experience
- Found particular success using Zoom at ISTE

The education market, like any other market, is becoming more acquainted with technologies that help organizations reach their goals more effectively and efficiently. From distance learning technologies to more simplified technologies like digital presentation software, educational institutions are delving into more advanced and engaging arenas of learning and collaboration. Of course, schools don't just magically stumble across the technologies available to them. For this, they can count on organizations like the non-profit Center for Interactive Learning and Collaboration (CILC).

CILC started out as a state-based organization connecting schools with other schools, museums and zoos in Indiana via videoconferencing. Shortly after its foray into this realm, CILC began connecting schools across the nation with other national and international cultural and educational organizations that provided supplementary educational experiences (such as libraries, museums, zoos, aquariums and art galleries). Though CILC offers sponsorships and partnerships with vendors, their main goal is to consult with schools and content providers to support learning by providing recommendations for technology, and in some cases, acting as a reseller for the technology itself. The most vital goal of CILC is to support schools as they become better connected with their partners and to provide guidance that helps schools and learning institutions to leverage technology more easily and use it more effectively.

We had a chance to sit down and talk with CILC's Executive Director, Jan Zanetis, and director of business development, Tonia Carriger, regarding their use of Zoom and how it's helping them and the educators they support.

### Discovering Zoom

CILC is one of those customers who has tried everything. They did not want to leave any stone unturned when it came to searching for a video conferencing solution suitable for education and collaboration.

"A year ago, we started looking at all of the non-H.323 solutions available," said Zanetis. "While we tried them, **we kept three factors in mind that we deemed important for users: cost, ease of use, and overall customer experience while working with the company.**



**I am comfortable saying that Zoom came out on top on all three of these criteria.** This is what we say when teachers ask us what we recommend for a video conferencing platform."

Educational tools have to be straightforward and intuitive enough to help teachers with their jobs rather than impede them. Given that most educators have neither the time nor resources to be video conferencing experts, it is a challenge for them to find effective solutions that work. CILC has decided that Zoom's interface is the best fit for an environment where seamless learning and presentations can and must take place.

"Teachers don't necessarily always have technical expertise," Zanetis said. "For example, they may not understand how to download a client and work within its framework. Sometimes, they may not keep in mind that they should shut down their other apps before using a video communications solution. **What sets Zoom apart from other solutions is that it's a 'click once and it just works' solution. Even more, the cost - apart from the free version - is cheaper than any of the other applications. In addition to all of these benefits, the people at the company are more responsive and much more customer satisfaction-oriented than others.**"

## The ISTE Expo

The International Society for Technology in Education (ISTE) expo is perhaps one of the most important annual events for educators, technology providers, and resellers. Each year, educators, technology experts and technology integrators converge and discuss the technologies that are changing educational institutions. CILC is one of the organizations that presents regularly at ISTE.

On the Friday, before the ISTE 2014 conference took place, CILC hosted an assembly of content providers gathering at the Center for Puppetry Arts in Atlanta, GA. "Content providers" in this context are museums, science centers, art galleries, cultural organizations and any other organizations that schools normally collaborate with on engaging educational opportunities.

"We had around 20 content providers who were there in-person, and about 15 sites connected through Zoom," said Carriger. **"Part of the reason we went with Zoom was the ease of connection.** I tested everything ahead of time and it all went smoothly. While a couple of content providers have utilized Zoom, the ones that had not used it had no trouble learning to find their way around the software. It was easy to walk them through the interface and get them comfortable. On top of that, we had a presenter that was coming in from the east coast, and she was unfamiliar with Zoom. Despite this, she was able to easily navigate through Zoom's interface and make a very smooth presentation with slides and other types of media content that would have normally thrown a person off

using another software solution. During her presentation, she was able to focus on delivering her content rather than navigating an unfriendly platform."

"Later on, we had a presentation that was structured like an open forum with a Q&A session," she continued. "With Zoom, I feel that we were able to accomplish this much more easily than we would have with any other solution."

## The Big Picture

An organization like CILC allows us to see how the education industry is shifting. According to Jan Zanetis, content providers are moving away from the proprietary H.323 hardware-dependent video conferencing model and into more fluid solutions like Zoom.

"Two years ago, our content providers would not consider performing virtual field trips with schools using anything that was not oriented towards H.323 technology," said Zanetis. "This is starting to change, as some of them already have their own Zoom accounts while others are looking to subscribe to plans from us. They're much more open to connecting in these ways now than they've ever been before, opening the door to the 95 percent of schools out there that aren't doing any video conferencing in this moment because they thought they couldn't afford it."

Our other educational customers consistently reaffirm this line of thought. Zoom is affordable, easy-to-use, and enables collaboration. These three tenets - all highly valued in education around the world - were largely the reason why learning was always carried out in-person until solutions like Zoom created new frontiers with which education can happen at a distance.

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### About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

### Website

[zoom.us](https://zoom.us)

### Innovations

First 3-in-1 Cloud HD Meeting Platform  
First Mobile Screen Sharing  
First Hybrid Cloud Service