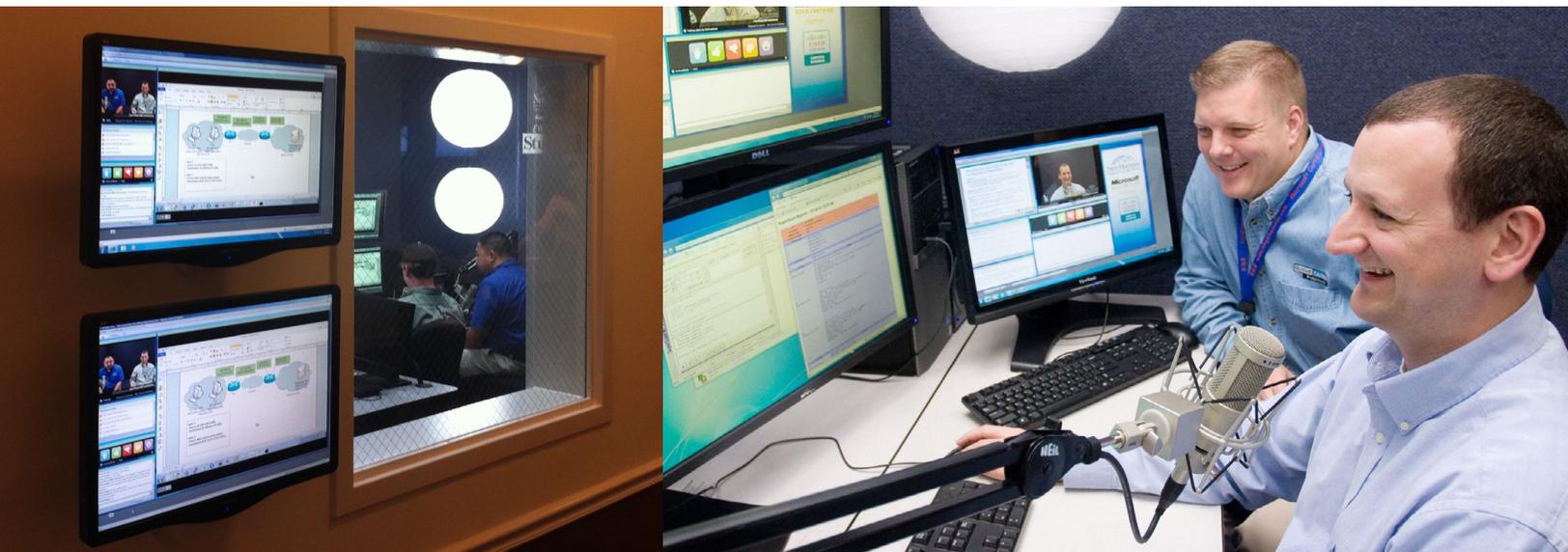




New Horizons Computer Learning Centers Innovative eLearning



New Horizons Computer Learning Centers

Gainesville, Florida
www.newhorizons.com

Refined Data

www.refineddata.com

Leading IT training company produces innovative and engaging eLearning using Adobe® Connect™

Around the world and across industries, New Horizons Computer Learning Centers have provided training and education on the latest information technologies for companies of all sizes, as well as for individuals. Since 1982, the company—comprised of a network of independent owners and operators—has offered on-site training and certification classes for experienced IT professionals and new learners alike.

Today, the New Horizons of North Florida franchise has blended on-site learning programs with live and on-demand eLearning curriculums by deploying Adobe Connect and customized extensions from Refined Data to deliver superior remote learning technology at a fraction of the cost—and with minimal impact to the environment.

"Adobe Connect plays a crucial role in helping us continue to reinvent eLearning so that it's more engaging, more effective, and more efficient," Tim Broom, owner and general manager of New Horizons of North Florida says. "Live online learning with streaming video not only replaces Traditional Instructor-led Training (TILT), it also enhances the user experience and is a key driver for improving our customer satisfaction, improving our revenues, and helping us earn prestigious awards for outstanding service."

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Tim Broom
Owner and general manager,
New Horizons of North Florida

Challenge

- Replacing in-person technical training with cost-effective eLearning courses
- Delivering eLearning content across operating platforms and beyond stringent security protocols
- Creating a unique online experience beyond traditional web conferencing

Solution

- Provide cross-platform support for eLearning with Adobe Connect
- Enhance video presentation quality with Talking Stick
- Demonstrate eLearning value with Footprints

Benefits

- Enhanced interactivity of eLearning sessions with integrated custom pods
- Saved more than 1million miles of travel and 600 metric tons of emissions
- Reached audiences in verticals with tight security parameters like government, military, and higher education
- Enhanced video presentation by incorporating multiple streams of high-definition video picture-in-picture video feeds, and a preview mode for a panoramic view of interactions and more engaging courses
- Created a unique competitive advantage to attract new customers worldwide

Meeting diverse learning needs

As a global service organization, New Horizons serves companies and individuals across borders and technology platforms. New Horizons of North Florida trains corporate clients, small- to medium-sized businesses, colleges and universities, and government agencies, including military personnel.

Given the unique learning requirements and technological restrictions of its clients, New Horizons of North Florida evaluated several web conferencing solutions that would enable training staff to recreate its entire on-site learning experience and deliver it online, regardless of location or computing environment.

Though New Horizons' corporate offices use different platforms, New Horizons of North Florida selected Adobe Connect for its flexibility, stability, and reliable access across computing systems and platforms. Unlike other solutions, Adobe Connect leverages the free and ubiquitous Adobe Flash® Player so class participants have easy access to rich learning content from virtually any computer or mobile device without having to download additional software. This feature is extremely valuable to clients with highly mobile staff, such as the U.S. Air Force, among others.

With Adobe Connect, training participants can log in and participate in live, interactive learning sessions that feature streaming audio and video, real-time polling, live chat, and other elements to recreate an in-person learning experience from anywhere. In addition, the Adobe solution uses standard, internet-based protocols which are allowed to pass through most firewalls, making it an ideal system for delivering important, engaging training content to employees of organizations or agencies with stringent security protocols, like the military or other government entities, or for companies with bandwidth limitations.

“Certain institutions don’t allow external software downloads because of security and data privacy concerns,” says Don Pezet, training manager for New Horizons of North Florida. “Adobe Connect creates opportunities for us to engage new audiences because it eliminates system security as a major obstacle.”

Today, the center conducts recurring technical training for more than 450 military personnel per month, more than 150 students at the University of Florida’s College of Journalism, and hundreds more professionals around the world seeking technical certification or valuable, job-enhancing technical skills.

Leveraging the accessibility of Adobe Connect and the rich high-definition video capabilities of Talking Stick, New Horizons of North Florida is revolutionizing the way customers engage with technical training. The applications let instructors incorporate multiple video streams simultaneously for a more comprehensive learning experience that approximates the feeling of being in a classroom.



"One of the main draws to Adobe Connect was its integrated video capabilities. With the Talking Stick application, we can enhance the video experience further by incorporating multiple streams of high-definition video picture-in-picture video feeds, and a preview mode for a panoramic view of interactions and more engaging presentations. It sets us clearly apart from other training organizations."

Don Pezet
Training manager,
New Horizons of North Florida

Customization for enhanced learning

Adobe Connect has done more than just open new business and partnership opportunities for New Horizons of North Florida—it's also created new ways for the company to communicate and interact with its students. One of the biggest advantages New Horizons of North Florida achieves from the Adobe solution is the ability to leverage an enhanced software developer kit (SDK) to seamlessly integrate third-party applications for added functionality and greater interactivity during classes.

"Adobe Connect was the only solution available that allows external extensions that offer a more customizable, modular learning experience," says Broom. "It was a key selling point for us and a clear differentiator from competing solutions."

Working with Adobe partner Refined Data, a developer of web conferencing and learning management systems software solutions, New Horizons of North Florida adopted the Talking Stick, Hands Up, Footprints, and Connect to Moodle applications to take its online education operations to the next level. "The leading-edge technology from both Adobe Connect and Refined Data has enabled us to develop a custom solution that directly benefits our customers and our business," comments Broom.

With Talking Stick, a software extension designed to enhance web conferencing and eLearning sessions delivered via Adobe Connect, New Horizons of North Florida can take the online video experience to new heights, using advanced video and audio functionality. "One of the main draws to Adobe Connect was its integrated video capabilities," Pezet says. "With the Talking Stick application, we can enhance the video experience further by incorporating multiple streams of high-definition video picture-in-picture video feeds, and a preview mode for a panoramic view of interactions and more engaging presentations. It sets us clearly apart from other training organizations."

Pezet says that a key benefit to the multiple source video feed is the ability to keep training participants engaged longer because they can actually see the instructor and other participants, instead of getting distracted with other activities on their computers. Another way to keep students engaged is by showing them how their attendance online is impacting the environment and their company's bottom line. With Refined Data's Footprints application, New Horizons of North Florida can measure the amount of carbon saved with each web session rather than traveling to an on-site training seminar.

"Adobe Connect gives us a leg up on the competition. Any company can provide training and some instructional videos, but we can deliver a unique, interactive experience with higher quality content and actual figures that demonstrate the value we deliver."

Tim Broom
Owner and general manager,
New Horizons of North Florida

Toolkit

Adobe Connect for eLearning
Refined Data Talking Stick
Refined Data Footprints
Refined Data Hands Up
Refined Data Connect to Moodle

"The Footprint app works right inside the meeting and tracks savings in real time," Pezet says. "Participants can see as they log in how much money we are saving them and how much we've reduced their impact on the environment by delivering training using Adobe Connect versus meeting in person. It's a powerful way to reinforce the value we're bringing to the table." To date, Pezet notes, New Horizons of North Florida and its customers have saved more than one million miles of travel and more than 600 metric tons of carbon dioxide emissions.

Redefining the value of education

Integrating Refined Data's applications to New Horizons of North Florida Adobe Connect solution has brought tremendous value to the company's training services. In addition to reaching new audiences; reducing travel times and expenses related to training; minimizing environmental impact; and integrating with the company's existing Moodle learning management system (LMS), the applications bring what Broom calls a 'wow' factor to previously routine online sessions.

"The applications create an impressive and visually engaging environment that encourages participation," Broom says. "Trainees can use the improved feedback tools in the Hands Up application or use the enhanced video broadcasting capabilities to interact with instructors, the content, and other participants from their computers, making it feel like they're really sitting in a classroom."

Since implementing Adobe Connect and the custom pods, New Horizons of North Florida has begun repurposing several of its standard classrooms. Broom says that transitioning to online learning programs has significantly diminished the center's need for office space, which could lead to future right-sizing and additional cost savings.

"Adobe Connect gives us a leg up on the competition," Broom says. "Any company can provide training and some instructional videos, but we can deliver a unique, interactive experience with higher quality content and actual figures that demonstrate the value we deliver."

For more information

www.adobe.com/products/adobeconnect

www.refineddata.com/index.php?option=com_content&view=section&id=8&Itemid=62



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