

## CASE STUDY

# Wharton Imagines Future of Learning with BlueJeans Video Conferencing

## Extending the Classroom with Video Conferencing

The Wharton School at the University of Pennsylvania is a premiere institution for business education. Over the years the School has sought to extend learning experiences and to connect students and faculty beyond the classroom. When connecting remotely to study groups and classrooms, students often face technological challenges like being unable to see faculty or difficulty sharing documents. This challenge becomes further pronounced when dispersed students and faculty members need to collaborate with one another. To overcome these challenges, Wharton has embraced modern, adaptable video conferencing to support a shared learning experience in every classroom.

## Connecting Every Student Anywhere with Video Conferencing

In its quest to enable teaching and learning excellence, Wharton Computing, led by CIO Dan Alig, identified the potential for bridging students with knowledge experts to improve learning in ways that hadn't previously been possible. Early on, they used Skype for Business and Cisco endpoints, but these solutions did not provide the interactivity students and faculty needed. To provide instant, on-the-go access to student resources, the IT team rolled out the BlueJeans meetings platform on iPads for all Executive MBA students. This connected communities of students and faculty members, fostering an environment highly conducive to collaboration. "Education continues to evolve in ways big and small. How we bring the classroom, and what happens in it, to students everywhere is a key component of this evolution. BlueJeans is a big part of that," said Alig.

With BlueJeans-enabled iPads in students' hands, Wharton could bring students into classrooms virtually, even when they weren't present on campus. BlueJeans bridged the high-definition video conferencing



**Industry:** Education

**Challenge:** Needed to extend 100 video enabled study spaces to connect students, even when off-campus.

**Solution:** Provided easy connectivity and inclusiveness for students and faculty.

Cloud-based platform made rollout seamless for IT.

**Results:** Made remote, face to face learning possible from any device.

Integrated BlueJeans meetings with Canvas learning management system.

Faculty hold virtual office hours and students can access recorded lectures.

Learning teams now able to meet from anywhere, easing scheduling issues for students.

On a daily basis, BlueJeans affects our culture. It lets us incorporate the world into our classroom. That's the direction we're moving as a global business school.

– DAN ALIG, CIO, WHARTON SCHOOL AT THE UNIVERSITY OF PENNSYLVANIA

systems in Wharton classrooms with students' mobile devices. "It's not about where people are, it's about how people connect," noted Alig.

### Integrating Virtual Courses with Canvas

As a one-stop online course materials shop for students, Canvas, a leading learning management system (LMS), is designed to make life easier. A virtual extension of student study spaces, the Canvas integration with BlueJeans brings one-touch meetings, virtual office hours, and easily accessible lecture recordings to students anywhere. Integrating BlueJeans with Canvas provided a seamless extension for over 100 video-enabled study spaces, allowing students to collaborate as if they were in the same room.

Alig and team were quite pleased to discover BlueJeans doesn't require significant IT presence to support and the integration has proven highly reliable, supporting consistent student and faculty interactions. When it comes to collaboration, adaptability and connectivity are taking hold. "BlueJeans brings the right solution to each use case at the right time. BlueJeans is an important partner," said Alig.

### Bridging Classroom Video Conferencing Systems

Bridging classroom video conferencing systems with mobile devices was made possible with BlueJeans. By reducing the friction common with other solutions, BlueJeans provides an easy way to connect people no matter where they are or how they are connecting. With a number of study groups on both the Philadelphia and San Francisco campuses, executive MBA classes

use BlueJeans to meet with each other. Students also use BlueJeans to attend classes taught by professors or teaching assistants. Faculty members also host office hours using BlueJeans, allowing students to attend from anywhere. "On a daily basis, BlueJeans affects our culture. It's seamless, adaptable, and easy to use," Alig remarked.

By leveraging BlueJeans, Wharton maintains its innovative approach to enriching learning and help faculty achieve more—whether it's in a group study space, through Canvas, or via a virtual meeting. In fact, the entire Wharton population has access to BlueJeans licenses to encourage collaboration. "It's about seeing and interacting, along with bringing the world into our classroom. That's the direction we're moving as a global business school," notes Alig. What was once only imagined has become reality, fulfilling Wharton's vision of extending classrooms beyond the campus.

#### ABOUT THE WHARTON SCHOOL

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 13,000 participants in executive education programs annually; and a powerful alumni network of 98,000 graduates.