

Full Stream Ahead:
Michigan's
Webcast Initiative

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Michigan Supreme Court



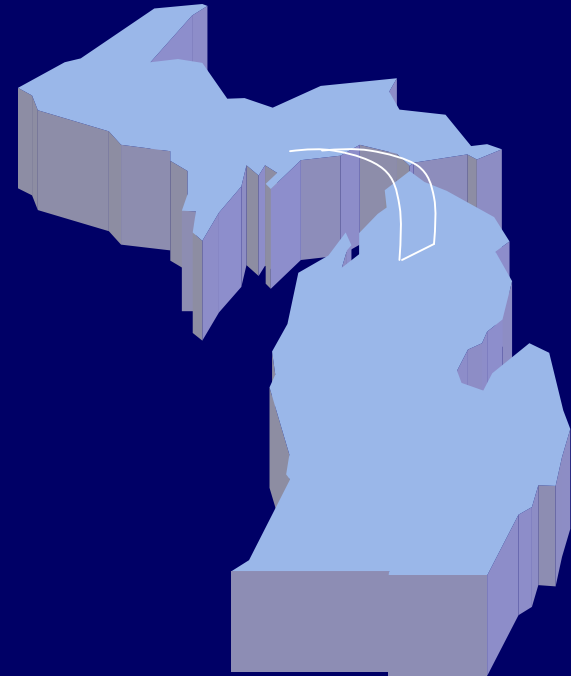
PRESENTATION OBJECTIVES

- Introduce webcasting as developed by the Michigan Supreme Court
- Share our successes as well as our challenges
- Assist you in answering your
“W W W” question



CONSIDERATIONS

- **Decreasing Budget**
- **Decreasing Staff**
- **New Building**
- **Added Workload**
 - *Conference Center*
 - *Learning Center*
- **Geographically Dispersed Audience**
- **Who had Budget / Staff issues as well**





MI WEBCAST STATS

- **Designed and delivered 80 hours (21 programs) of webcast seminars in 9 months**
- **Worked with 49 faculty members**
- **Supported 800 users in real-time**
- **2800 hits to archived programs**



MI WEBCAST STATS

- Invested **\$80,000** (*equipment and contractual*)
- Per Participant cost = **\$29** per program
 - 1997-98 Average per participant cost was \$382
- Savings estimated at **\$343,000** for local courts (*travel, lodging, meals, and lost time*)



COMMENTS

- **“The rest of my staff is waiting to see how I respond to this. They plan to view the program archived after I give them the go-ahead.” COURT ADM.**
- **“This is the greatest! It is so difficult to get out of the office to attend seminars. I am very excited about receiving information without the 3 ½ hr drive.” JUDGE**
- **“I experienced a few technical difficulties but this is a great tool to get training and communication out to court staff.” ANALYST**

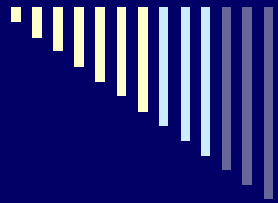


How Did We Do It?

- Researched options by looking at various websites already offering webcast delivery
- Identified what we did and did not want

WANTED:

- ✓ Video / Audio
- ✓ Ease Of Use
- ✓ On-Line Registration
- ✓ On-Line Evaluation
- ✓ Archive On CD
- ✓ Technical Support For Ourselves And Our Users
- ✓ Presentation Slides
- ✓ Options For Interactivity
- ✓ Look And Feel Of MSC Webpage
- ✓ Track Numbers of Users & Location
- ✓ Program Hosting



How Did We Do It?

- Put RFQ's out to vendors
- Contracted for services
- Marketed webcast to court staff
- Worked with designated vendor and our IS Department to install equipment and a DSL (digital subscriber line) outside of the court network



How Did We Do It?

- Trained MJI staff on technical delivery
- Offered introductory sessions to courts on how to participate by webcast.
- Developed database for registering participants
- Developed a process for providing program information to participants through e-mail



So What Does It Look Like?



TO VIEW CLICK ON THE LINK BELOW

<http://www.you-niversity.com/Affiliates/mji/archives.html>



Lessons Learned



LESSON #1:

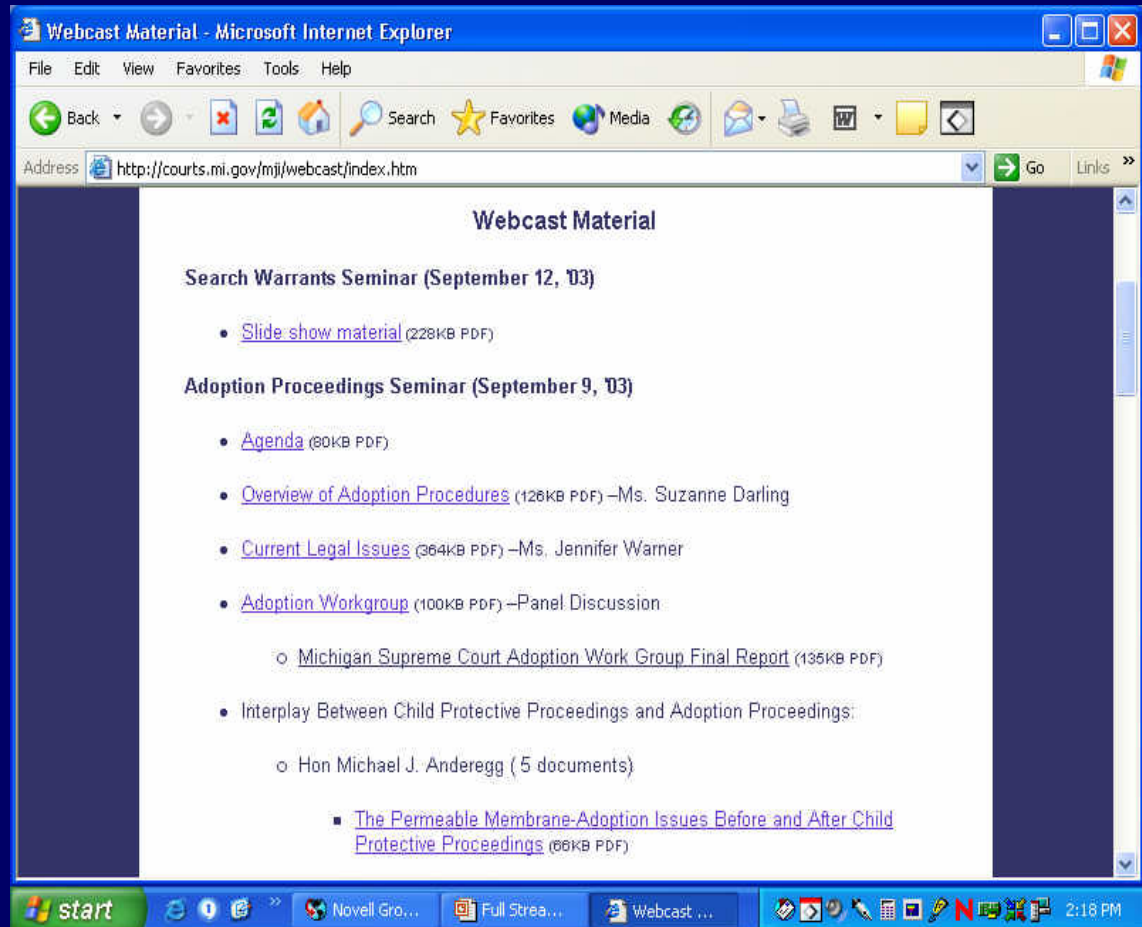
Not all webcasts are created equal.

Wanted:

- ✓ Video / Audio
- ✓ Presentation Slides
- ✓ Ease Of Use
- ✓ Options For Interactivity
- ✓ On-Line Registration
- ✓ Look And Feel Of MSC Webpage
- ✓ On-Line Evaluation
- ✓ Track Numbers of Users & Location
- ✓ Archive on CD
- ✓ Location to Host Webcast Programs
- ✓ Technical Support For Ourselves And Our Users

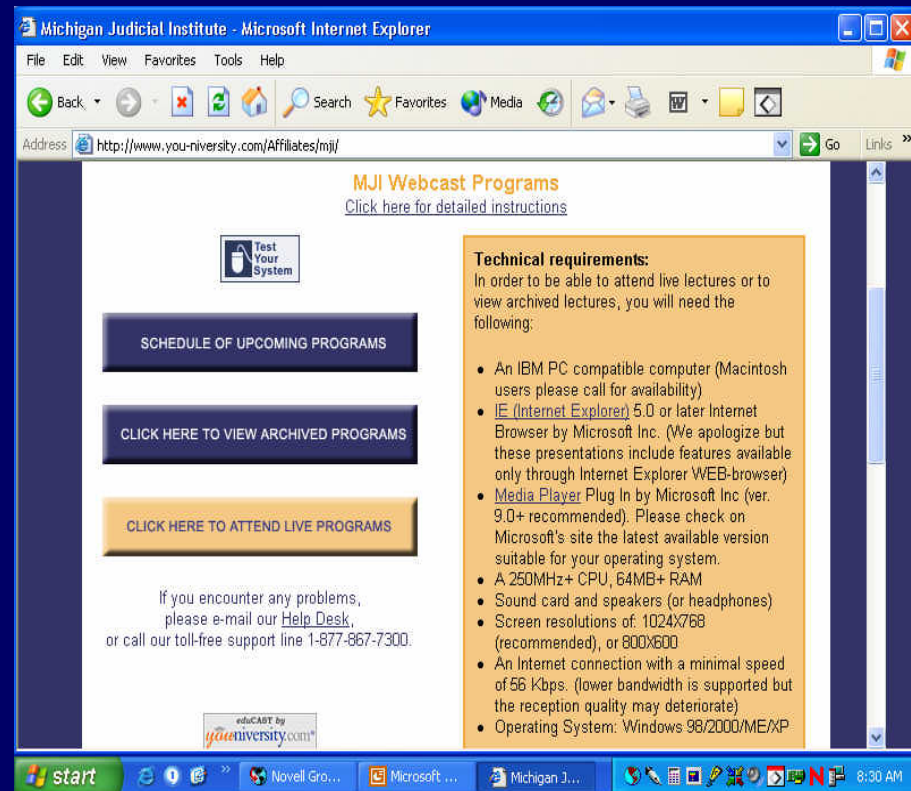
LESSON #2:

Even though your users are off-site, they still expect the same packet of materials the on-site audience has.



LESSON #3:

Utilize your
vendor/service
provider to handle
the logistics of
webcast while you
focus on content.



LESSON #4:

“Training” goes beyond just your users.

Vendor

Expectations, timelines, process, etc.

Staff

Timelines, requests for assistance, process

Administration

What is “normal” in this environment?
Knowledgeable about logistics of delivery

Faculty

Deadlines, materials format, webcast logistics, MOTION!!!

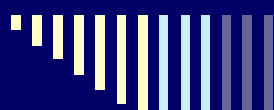
LESSON #5:

Regardless of your instructions, your users will call you for assistance.

- Train staff to refer users to Help Desk
- Provide staff with User Name / Password
- Put message on voicemail on days of webcast

LESSON #6:

Decide ahead of time as to what your determination of success will be.



EVALUATION GRID

| <u>Webcasting 2002-2003</u> | | |
|--|---|--|
| PROJECT GOALS | INDICATORS | METHODS |
| <u>EQUIPMENT:</u> Design a webcast system within the HOJ for optimal operation and delivery. | <ul style="list-style-type: none">● Ease and flexibility of moving equipment for various set-up requirements● Dependability of system● Ease of use by MJI technicians | <ul style="list-style-type: none">● Feedback from staff● Observation● Trouble tracking sheets |
| <u>STAFF:</u> Build a knowledge base with HOJ staff pertaining to the design and delivery of webcast initiatives. | <ul style="list-style-type: none">● Staff understand delivery and access and can convey that information to court staff● Staff understand on-line registration process | <ul style="list-style-type: none">● # of inquiries directly from staff● # of inquiries forwarded from staff |
| <u>LOCAL COURT ENVIRONMENT:</u> Build knowledge base within the Michigan Courts pertaining to access | <ul style="list-style-type: none">● # of courts utilizing webcast delivery● # of participants viewing live and accessing archived | <ul style="list-style-type: none">● Registration information● Vendor Reports |

LESSON #7:

It takes a village to raise a webcast.

- ✓ Project Manager (*process, timelines*)
- ✓ Faculty (*content*)
- ✓ Instructional Designer / Producer (*format*)
- ✓ Webcast Technicians: 2 – 3 (*delivery*)
- ✓ Registration Assistant (*user support*)
- ✓ Web Designer (*posting materials*)
- ✓ Help Desk (*computer issues for users*)
- ✓ Vendor (*hardware / software support*)

LESSON #8:

Be willing to adapt and evolve.

Each topic will require custom design

Each faculty person has unique strengths

Strive to increase your interactivity

Build “better” flow & connectivity for user

Learn to use your equipment effectively

LESSON #9:

Always think multiple formats!

- Live
- Archived
- CD-Rom
- Public Posting
- Hidden Posting
- VHS Back-up

Why?

LESSON #10:

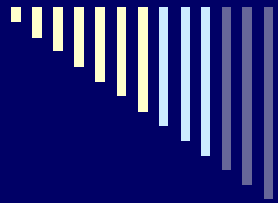
Firewalls and bandwidth are your adversaries! Providing access and smooth flow to users – a messy can of worms!

- MSC is behind three firewalls, two of them beyond our jurisdiction
- Local Court Security Standards for firewalls call for blocking audio and video
- OLD computers in courts manage data OK but not set up for audio / video
- Challenges of streaming over the Internet



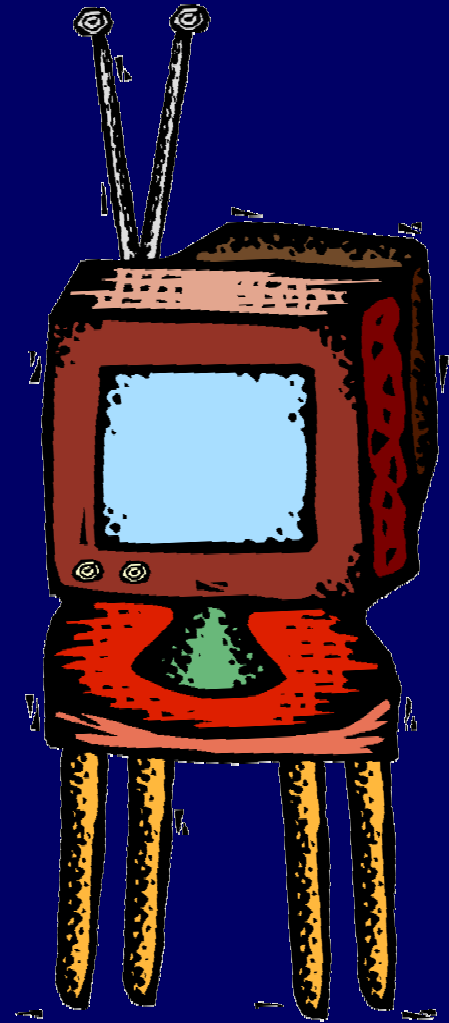
Broadband Technology - DSL

- **ADSL** (1.5-6.1 Mbps) – Asymmetric because of its focus on downstream direction sending data out to users
- **G. LITE** (up to 1.5 Mbps for downstream)– Slower symmetric DSL
- **HDSL** (up to 2.3 Mbps transmission)
- **RADSL** – Rate adaptive access speed
- **SDSL** - HDSL using a single line
- **VDSL** - Very High DSL up to 55 Mbps transmission
- Also realize that **Dedicated DSL** to Line Service Provider can end up as **Shared DSL** from Provider out to the Internet.



Remember

(or remember hearing about)
the early low-resolution
days of TV ? The idea of what
makes good TV transformed
over time. the same thing will
happen with webcasting /
streaming!



LESSON #11:

COMMUNICATE!

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COMMUNICATE!



COMMUNICATE W/ VENDOR

- Management of Lobby Page
- Posting of Program Announcement
- Format of Webcast Event
- Special Needs for Each Webcast
- Testing of Equipment
- Communication Throughout Webcast
- Posting of Webcast to Archives



COMMUNICATE W/ USERS

- Program Announcement
- 10 Day Prior: *Confirmation*
- 5 Day Prior: *User Name / Password / Link to Print Materials*
- 1 Day Prior: *Reminder*
- Day After: Follow Up Calls

On-Line Registration

http://www.you-niversity.com/ydc/mji/reg/ViewCourseRegs.jsp?affiliateId=222&courseId=25201&from - Micr...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media Print Mail Stop

Address http://www.you-niversity.com/ydc/mji/reg/ViewCourseRegs.jsp?affiliateId=222&courseId=25201&fromDate=&toDate= Go Links

Registration list for
MAKING JUVENILE COURT MORE VICTIM FRIENDLY

| No. | Name | Institute | Phone | Email | Date | Mich. Emp. | Years | Court Type | Job | Email | Del |
|-----|---------------------------------------|-------------------------|---------------|---------------|---------|------------|--------------|------------|--------------------------------|--------------------------|-----|
| 1 | frederic robert mulha | probate | 231-348-1764 | p24@voyage... | 7/10/03 | Yes | More than 10 | Family | Judge | <input type="checkbox"/> | Del |
| 2 | Jan Hagge | ombudsman | (586)469-6477 | janhag1@ho... | 7/16/03 | Yes | 1-5 | Family | Other | <input type="checkbox"/> | Del |
| 3 | Virginia Good | Circuit Court | 269-385-8500 | vagood@kal... | 7/17/03 | Yes | More than 10 | Circuit | | <input type="checkbox"/> | Del |
| 4 | Susar Reck | Probate and Family C... | 517-545-5215 | sreck@co.l... | 7/21/03 | Yes | More than 10 | Family | Judge | <input type="checkbox"/> | Del |
| 5 | Doug Pugh | Probate and Family C... | 989-354-9650 | pughd@alpe... | 7/28/03 | | | | | <input type="checkbox"/> | Del |
| 6 | Teresa Ankney | Probate and Family C... | 231/533-6681 | eta@voyage... | 7/28/03 | Yes | 1-5 | Family | Probation Officer / Caseworker | <input type="checkbox"/> | Del |

start Novell Gro... Full Strea... http://ww... 1:09 PM

Date: 3/25/03 6:42PM
Subject: "New Juvenile Proceedings Rules"
WEBCAST - March 31, 2003
(User Name and Password listed below)

5 Day E-Mail

PRIOR TO THE PROGRAM DATE

Please TEST your computer well in advance of the program by going to the MJI website

PROGRAM MATERIALS

You may wish to view and / or print a copy of the program materials prior to participating in the webcast. To do so, click on this link:

<http://courts.mi.gov/mji/webcast/index.htm>

LARGE GROUP

If you registered on behalf of a group viewing with one computer at your location, please make copies of materials for each participant.

ON THE DAY OF THE PROGRAM

On the day of the program, please connect using the instructions below, at least 15 minutes prior to the start time.

To access the program go to:

1. www.courts.mi.gov/mji and click on "Seminars" / "Webcasts"
2. Click on "Join Live Webcast".



COMMUNICATE W/ STAFF

- Keep staff informed of scheduled dates
- Copy staff on 5 Day e-mail with user name / password, etc. to assist users who call in
- Inform staff of technical difficulties so they have general knowledge of what users need to do to resolve problems
- Inform staff of challenges, successes –
As with any new endeavor, the more staff is informed, the less hearsay and negativity to “infect” a new endeavor.



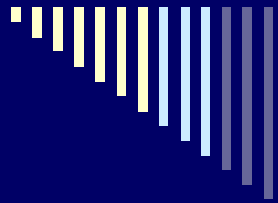
COMMUNICATE W/ FACULTY

- Plan Faculty orientation meeting before any design / development
 1. Logistics of webcast
 2. Participant options for interaction
 3. Format of materials
 4. Dressing for the webcast
 5. Room set-up on day of webcast
 6. Timelines
- Communicate regularly about materials, number of participants, etc.
- On day of webcast, review logistics, talk about handling of questions, breaks, etc.



COMMUNICATE W/ ADMINISTRATION

- Report regularly on successes
- Provide hard evidence (quarterly #'s)
- Use goals as your benchmarks
- Ask administration to serve as faculty
- Distribute announcements within the organization as well as without about upcoming and/or archived events



**It takes more than
technology
to produce
quality
programs.**



QUESTIONS?

Technician's Station



Technician's Station

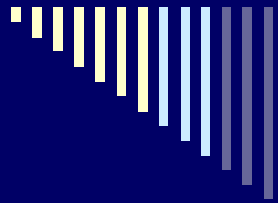


Camera Window



Conference Room Set-Up





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