

EDMONTON PUBLIC SCHOOLS

November 16, 2010

TO: Board of Trustees

FROM: E. Schmidt, Superintendent of Schools

SUBJECT: Webcasting of Public Board Meetings

ORIGINATOR: D. Fraser, Executive Director, Corporate Services

RESOURCE

STAFF: Jeremy Fritsche, Cheryl Oxford, Mark Strembicke, Tash Taylor

INFORMATION

At the Board's request the November 2, 2010 Organizational Board meeting was webcast.

Approximately 40 viewers watched the webcast live on livestream.com and there were four to five active participants in the chatroom. The archived video is available at <http://livestream.com/edmontonpublicschools>.

Costs incurred for the November 2 webcast totalled \$1,000, including:

- \$500 to hire an external webcast consultant and rent a video signal converter. The consultant set up and managed the operation of the webcasting equipment, monitored and adjusted technical settings during the webcast, and identified audio and video improvements to be made for subsequent webcasts.
- \$500 for the cost of one Communications staff member's time, as coordinating the webcast is over and above regularly planned staff duties at this time.

These costs are additive and not budgeted for by the Administration.

This method of webcasting was selected as the more cost-effective option. Hiring an external company to manage the entire webcasting process would cost approximately \$1897.50 plus GST per meeting. External company costs would include:

- \$700 for camera and operator,
- \$700 for webcasting equipment and producer,
- providing an archived version of the webcast: \$250, and
- project management fee: \$247.50.

In addition, using an external company would incur a one-time cost for setup and testing of \$450.

In order to prepare a proper feasibility study, Communications will continue webcasting using the November 2 method for the remainder of the 2010 board meetings (November 16, November 30 and December 14) as a pilot project. The estimated total cost for the pilot project is \$4,000, including the costs for the November 2 meeting.

Using the experience gained from these meetings as well as consultation with other organizations utilizing webcasts for public meetings (e.g., City of Edmonton), a recommendation report regarding a longer term webcasting plan will be brought forward to the January 4, 2011 Conference Committee meeting.

It should be noted that throughout the pilot project, improvements will be implemented wherever possible. The final report and recommendation will take into account all findings from the pilot project.

ES:jf