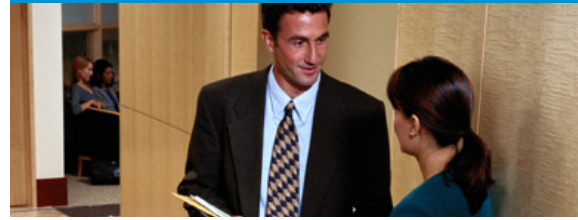


GOIZUETA
BUSINESS SCHOOL

EMORY



“The flexibility of online meetings was clearly shown, with IT departments using them for planning and project collaboration, sales teams for pre-sales qualification and increasing customer contact and finally in management teams for meetings held with participants in different countries and departments.”

— Marcel Mertens, Corporate eBusiness ePTO Manager

Emory adds value to higher education with WebEx solutions.



INDUSTRY
Education

WEBEX APPLICATIONS
Meeting Center, Training Center

SUMMARY
With WebEx, Emory University now facilitates better exchanges between the students and faculty, maximizing interactive learning, minimizing travel, and providing indispensable for student collaboration on international projects.

ABOUT EMORY UNIVERSITY
Line of Business
Education

Headquarters
Atlanta, GA

Number of Employees
Over 11,300

WebEx Customer Since 2000

At the Roberto C. Goizueta Business School of Emory University, WebEx Services have become an indispensable tool for faculty, students, and staff.

Emory University enrolls some 11,300 students and is home to Emory College for undergraduate learning, numerous centers for advanced study, a graduate school of arts and sciences, and professional schools of medicine, theology, law, nursing, public health, and business.

Named after the former CEO of Atlanta-based Coca-Cola, The Roberto C. Goizueta Business School offers an undergraduate degree, four types of MBA programs, a PhD, and a portfolio of executive education courses.

The Challenge

The Business School needed to maximize time for busy students while continuing to provide a quality educational experience.

The Solution

The Business School uses WebEx Services with students at every level. Additionally, the IT department uses WebEx Services for knowledge development and management by creating and updating mini training sessions using the WebEx Meeting Center Record and Playback feature. Available through a web page, WebEx Meeting Center met the challenge

Virtualizing the classroom.

What's the best way to maximize time for busy students and still provide a quality educational experience? As Senior

Associate Dean for Academic Programs and as Professor of Organization and Management, Joe Porac needed an answer that would make sense for professors and students at the Business School. On May 31, 2000, Executive Masters of Business Administration (EMBA) students logged into a WebEx session with Porac to attend a lecture from their homes or offices. Porac “virtualized his classroom”—as he puts it—by introducing WebEx Services.

Since then, faculty have employed several features of WebEx Meeting Center, including the white board to cover case study issues and strategies, application sharing for PowerPoint presentations, and annotation to highlight aspects of the presentation. Besides using WebEx to conduct classes, in recent months faculty have hosted virtual office hours, lectured to groups overseas as invited speakers, and worked with colleagues in places as distant as Helsinki.

An excellent alternative to travel.

Students quickly catch on to using WebEx. Since many programs at the Business School involve team projects, students must find a way to meet and work together between classes. Networking, research, planning, and collaboration now occur in real time with WebEx. Whether reviewing presentations and papers via application sharing, or holding impromptu meetings with the “Start Now” feature, the WebEx virtual meeting space is an excellent alternative to traveling to a central location.



EMBA student Carol Jones enthuses about improved synergy, "Meeting via WebEx Meeting Center instead of driving saves an hour out of the day—and as a working student, every hour is precious!" She continues, "I also use WebEx at work—it's an easy way to give a customer presentation without the horrific travel and entertainment expenses, and time away from making contacts." EMBA student Michelle Kelly adds that she's attended review sessions online and benefited from her professor's software demonstration via WebEx Meeting Center.

"Already students are saving some 20% in travel costs," says Barbara Maaskant, Chief Information Officer and Senior Lecturer in Decision and Information Analysis. She continues, "The number of WebEx Meeting Center meetings has steadily increased from June through October 2001, while the number of students attending in the physical classroom has decreased. The bottom line: WebEx Meeting Center has become a heavily used student tool as well as an effective way for faculty to deliver a lecture." WebEx Meeting Center, according to Maaskant, is a key tool in the EMBA Degree and is expected to be heavily used in two new programs the School is offering in Fall 2002: The Modular Executive MBA (M-EMBA) program and the PhD program. She continues, "We could see an increase of WebEx meetings higher than 100%."

Worldwide student competition made possible.

Besides the EMBA students, WebEx services were offered as part of the annually held Goizueta Marketing Strategy Competition this year. The Goizueta Marketing Strategy Competition combines the corporate sector, students from Goizueta Business School, and three top international Business Schools. This year

Webex has become crucial to the success of our project because it has enabled us to communicate effectively with our colleagues halfway around the world.

—Scott Doyne MBA '03

Instituto Tecnológico de Mexico (ITAM) from México, École des Hautes Études Commerciales de Montréal (HEC) from France, and the India School of Business (ISB) from Hyderabad are competing. Students must develop a delivery product and relevant financial information. The typical scenario is site to site—with one group at Goizueta and their remaining team mates at either ITAM, HEC, or ISB. Using WebEx Meeting Center each student can modify data and Excel spreadsheets from anywhere at anytime. Students also use the application sharing capability and annotation tools for project management and analysis. "Webex has become crucial to the success of our project because it has enabled us to communicate effectively with our colleagues halfway around the world," according to Scott Doyne MBA '03 and Lithonia Team member for this year's competition.

"It's not an executive group, so the motivation is very different," explains Maaskant. "We're not addressing things like, 'I don't want to sit in Atlanta traffic.' What we're addressing here is the fact that these students are going to be separated for five months while working on a project together. The use of WebEx Services across the globe will greatly enhance their ability to work effectively."

A great take-away.

Another driving force for WebEx Services, notes Maaskant, is the connection to the

business community. "WebEx Services are popular in the corporate community. It's important for us to use the tools that students will use in the business world. It's a plus for students already using this service and an even bigger plus for the majority of students who are not. WebEx Services become a great take away for those Execs whose companies are not using an integrated technique for conferencing."

The onramp is rock solid.

Says Maaskant, "What sold me on WebEx almost from the beginning was the easy start up. The onramp to WebEx is rock solid. In both France and in Mexico I got on the Internet, started a WebEx session, and accessed real material instantly. It is often risky to assume technology will work without a hitch. Using WebEx on an unfamiliar PC is one exception where I feel confident of success on the first try. Maaskant continues, "The support folks are great, the company attentive, and the service delivers. We would never consider using it for the diverse platforms, locations and connectivity of our student community if it didn't work seamlessly. I hear a lot of positive feedback."

HIGHLIGHTS

- Emory faculty now use WebEx to deliver not only lectures from "virtual" class rooms, but also to host virtual office hours, guest lecture to groups overseas, and collaborate with remote colleagues.
- Students enjoy using WebEx to collaborate conveniently on projects with team members between classes, eliminating the need to travel to a central location.
- WebEx supports Emory students participating in the worldwide Goizueta Marketing Strategy Competition, with the ability to manage projects and analyze data in real-time with teammates across the globe.