



What if you could reach multiple audiences around the United States and the world at one time, and your educational outreach was not limited by time, space, and travel?



Testimonials

"CILC provided the critical boost we needed to get our videoconferencing program up and running as a financially sustainable vehicle for mission fulfillment. They got us over the hump from nice idea to exciting reality."

International Wolf Center Jim Williams, Assistant Director Ely, MN

"I really appreciated having someone with extensive experience with a variety of IVC programs examine our set up and provide constructive suggestions for improvement."

Science Central Pam George, Distance Learning Coordinator Fort Wayne, IN

"The expertise is invaluable. I can't imagine how much time it would have taken our staff to research the information we were given by CILC staff."

Cincinnati Museum of Art Carrie Maras, Education Assistant Cincinnati, OH

"The CILC consultant was knowledgeable, had personal experience in a museum setting, and was realistic in terms of equipment needs, spatial requirements, technology, and time commitment. It was the best money I could have invested in our future success."

Calvert Marine Museum Sherrod Sturrock, Deputy Director Solomons, MD

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Educational Outreach: Expand Your Audience and Funding

Interactive videoconferencing (IVC), an outreach tool used globally, creates awareness, increases audience, and expands funding opportunities. IVC enables organizations to be competitive and to meet customer needs.



Workshops

Launching a Videoconferencing Outreach Initiative is for individuals and organizations considering offering programs through interactive videoconferencing. By gaining a clearer understanding of videoconferencing, participants can make informed decisions about whether it is an outreach option they should pursue.

Participants will:

- Increase their understanding of videoconferencing.
- Identify and align videoconferencing with their organization's goals.
- Assess the feasibility of offering programming through videoconferencing.

Design and Delivery is appropriate for any individual or organization offering educational programs. The workshop explores strategies of successful program design.

Participants will:

- Examine program development and understand how to incorporate various design elements into their program.
- Explore differentiated learning and how to incorporate the various ways people learn into their program design.
- Gain awareness of the tools necessary for developing engaging educational programs in a format successful for delivery on site or over videoconferencing.

Consultation*

■ **IVC Facility Design:** Facility design is crucial to a successful IVC initiative. CILC's staff of museum professionals assists cultural organizations with design issues regarding placement of IVC equipment. Issues such as lighting, sound, and crowd management all play a role in determining the best scenario for delivering IVC programming.

■ **IVC Implementation Plan:** A clear implementation plan is essential to a successful IVC initiative. Working with key staff of the cultural organization, CILC designs a plan that guides staff through the necessary components of launching an IVC initiative.

■ **Program Development:** CILC examines the organization's key content areas and existing educational programs, facilitating design and development of new programs and/or adapting current offerings to a successful IVC format.

■ **Program Review:** To ensure ongoing program success, CILC evaluates current programs or new scripts giving valuable feedback and suggestions for improvement.

■ **Pilot Program Assessment:** CILC facilitates pilot programs. Providing an appropriate audience, CILC assists with communication, gathers feedback, and guides the provider through modifications.

* CILC will customize a consulting plan based on the needs of your organization.

Marketing

CILC welcomes cultural organizations that are committed to sharing content via videoconferencing. Posting content to the CILC website allows you to dramatically increase the size and scope of your audience, expanding into new markets unencumbered by limitations of distance. There is **no charge** to content providers to post their bios and program listings to the CILC website.

Pricing

Workshops

\$1,000 for 1-10 participants, \$100 for each participant over 10 (maximum 35). Workshops last approximately 3.5 hours.

Supplies associated with session training are included in the cost. Expenses are assessed for workshops offered at your location.

Consultation

Full day	\$1,500
Half day	\$750
90 minute	\$450
Hourly rate	\$200



CILC can help

With over a decade of experience in museum education and interactive videoconferencing, CILC understands the complexities of program development and delivery. Whether you're a novice using videoconferencing for the first time, or an experienced content provider wanting to enhance your use of the technology, CILC

consulting services and workshops will put you at ease as you master the techniques of quality program development and delivery. The deep commitment and support that CILC provides to each organization ensures quality programs based on the very best practices in videoconferencing.