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WE HOPE YOU ARE FINDING YOUR COMPLIMENTARY SUBSCRIPTION TO FORTUNE® MAGAZINE A USEFUL RESOURCE IN SOLVING THE TIME AND RESOURCE CHALLENGES YOU FACE EVERY DAY. IN THIS COVERWRAP, WE ARE HIGHLIGHTING SAN LORENZO UNIFIED SCHOOL DISTRICT IN THE SAN FRANCISCO BAY AREA OF CALIFORNIA, SHARING BEST PRACTICES IN PROVIDING REAL-WORLD EDUCATION THROUGH DELL'S WIRELESS SOLUTIONS. THE STORY OF HOW SAN LORENZO'S E-LEARNING TECHNOLOGY PROJECT DEVELOPED BEGINS HERE AND CONTINUES ON THE INSIDE AND OUTSIDE BACK COVERS.

Background

In the last three years, Arnie Glassberg, Assistant Superintendent for San Lorenzo Unified School District, has been overseeing the modernization of the 15 K-12 schools in the district. During the project, he weighed the idea of updating data wiring throughout the schools, considered the need to do away with computer labs, and envisioned what learning would be like if students had access to computers on a regular basis. The school district's IT director, Patrick Simon, suggested they look into wireless technology as an answer to all three issues. As part of their research, Glassberg and Simon visited a middle school in South Carolina that had installed a small-scale wireless laptop project.

What they learned in South Carolina focused Glassberg and Simon firmly on the idea of instructional change through the use of wireless technology. The district had long had a **goal to increase student achievement**; input from students told them they needed to **"make learning real and active."** The district saw Dell's wireless solutions as a vehicle to change the instruction method to project-based learning. A **wireless education solution** had the **potential of both increasing achievement** and actively **involving the student.**

Vision

The vision Glassberg pictured for San Lorenzo was for **anytime, anywhere learning...school that was real and exciting for students.** Each school in the district would be an "Internet zone." All students from the 4th grade up would have a notebook computer. Since the students could be accessing the Internet at one time, San Lorenzo

needed a system to accommodate high volume. Dell's TrueMobile™ Wireless¹ solution was the natural choice for the flexibility and scalability they needed.

Challenge

After Glassberg formulated the San Lorenzo vision, he had several challenges to overcome to bring it to fruition. The first challenge he expected was to have to sell the idea to his district superintendent. This ended up being no challenge at all. Janis Duran, the district superintendent, was all for it. "Fortunately, she is a visionary. She has made it clear her top priority is to raise student achievement in the district. **The goal is to drive change throughout the entire system.** We had focused a great deal on curriculum and assessment but not much on instruction because it would require people to change their teaching strategies. Janis immediately saw the value of this program and expanded on the vision."

Glassberg's second challenge was to **convince the Board of Education.** Their first question was, understandably, about the cost. Glassberg focused on

getting support for the vision in the first meeting, emphasizing that he'd come back with a workable way to handle the financing. Working with the district's financial advisor, Glassberg settled on Qualified Zone Academy Bonds (QZAB). With these bonds, the district would only be required to pay back the principal of the loan. Eight of the district's 15 schools qualified for the bond program, which naturally selected the pilot schools. The last element to put in place was a technology partner to shoulder 10% of the cost. Dell

San Lorenzo School District and Dell WIRELESS SOLUTIONS FOR EDUCATION



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¹ Connect at rate of up to 11 Mbps up to 150m from connected access point. For optimal performance we recommend 30 to 50 users per access point at a range of 300 to 400 feet. Range and speed may vary due to number of users, interference, and transmission barriers such as walls and building material.

"CHALLENGE" CONTINUED FROM INSIDE FRONT COVER

came through for San Lorenzo as explained below.

The third challenge Glassberg encountered was **getting support from school staff**. The teachers had the most questions because they would be the most deeply affected. Glassberg assured them that there would be ample training, technical and classroom support, that non-pilot schools would have the same advantages within 3-5 years, and that the program was voluntary.

The teachers gave the program their support.

Decision

Because of Dell's strong reputation in education support, Glassberg contacted Dell to help resolve his remaining challenges. He went to Austin to present the San Lorenzo vision and left with a letter of commitment for Dell's standard education discount. This gave San Lorenzo the technology partner they needed to get their bond funding. A month later, Glassberg received a call from the local Dell representative about Dell's participation, "She said she had a **proposal from Dell** and that she was so proud of her company. It was **beyond the dollars and cents of the project**. It has truly been a partnership." Along with the other elements Dell provided, Dell Financial Services L.P. had designed a customized leasing program for San Lorenzo that helped stretch existing funding. The QZAB bonds along with Dell's leasing program provided the financing solution that Glassberg had promised the Board of Education and answered his second challenge. With funding in place and support from all the necessary parties, Glassberg and Dell began to design San Lorenzo's wireless learning solution.

Solution

The plan for the first year of the project, which is still in the formulation stage, involves a total of 30 teachers from the eight pilot schools. The plan calls for 1,500 **Dell Latitude™ wireless-enabled notebooks**—C500s for

the students and C600s for the teachers—and backpacks for the students. The solution will also include Dell's **TrueMobile™** wireless solution, including **TrueMobile™ access points**, the device that allows students and teachers to wirelessly connect to the Internet, and all necessary cards for the notebooks.

At the same time, Dell will upgrade the district's entire local area network to wireless. **Dell Technology Consultants will conduct site surveys** to determine

the optimum number of **TrueMobile™** access points. The upgrade will include 12 site-based PowerEdge™ servers and 16 wireless carts, each with 30 Latitude notebooks.

"Dell has helped us take a complex technology program and made it much easier. We are thrilled to begin a long-term relationship with Dell to help us deploy our largest and most complex information technology project ever."

JANIS DURAN, SUPERINTENDENT
SAN LORENZO UNIFIED SCHOOL DISTRICT



Through its **Custom Factory Integration™ service**, Dell will install the equipment and pre-load the district's software applications on the notebooks and servers. This will **save the district hundreds of hours** in time and labor. Dell will also provide **asset tagging** and IDs for student tracking. Dell's **CompleteCare™²** will provide ongoing protection for the equipment. Dell will further support San Lorenzo with **CompuTrace**, theft recovery software that is preloaded onto the notebooks, and provide **continuing onsite project management** through its partnership with TechSolve. Over the next 2-5 years, Dell will provide an additional 6,500 notebooks for the remaining teachers and students throughout the district.

Results

San Lorenzo plans to deploy the first phase of its e-Learning program by August 2001. Community **feedback has been positive**. Negative feedback has primarily centered around the non-pilot schools and when students at those schools would receive notebooks. Meanwhile, San Lorenzo has hired an outside evaluator to monitor the results of the project. San Lorenzo hopes to see increased attendance rates,

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² CompleteCare service excludes theft, loss, and damage due to fire or intentional damage. CompleteCare is currently not available in all states. For complete details, visit www.dell.com/us/en/k12/services/service_completecare_svc.htm.

"RESULTS" CONTINUED FROM INSIDE BACK COVER

elevated achievement test scores and an increased disposition to learn.

Glassberg sums up his personal goals for the project, **"What I'm hoping to see as much as tangible results is that kids who didn't want to come to school get excited about the projects so they regain their love of learning, can't wait to go to school. Schools so frequently squash that."**

San Lorenzo's vision teamed with Dell's innovative wireless products, a full complement of service options and flexible financing are making learning come alive for hundreds of students—and after all, a real-world education is what it's all about.

TIPS FROM ARNIE GLASSBERG

- ▶ THINK THE PROJECT THROUGH CAREFULLY.
- ▶ BE SURE TO STAY FOCUSED ON WHAT TECHNOLOGY CAN DO FOR THE STUDENTS.
- ▶ TALK TO PEOPLE WHO ARE ALREADY USING THE TECHNOLOGY.
- ▶ SHARE YOUR VISION. IT CARRIES THE EXCITEMENT ALONG.

IF YOU HAVE MORE QUESTIONS ABOUT WIRELESS TECHNOLOGY, WE INVITE YOU TO CHECK OUT OUR INFORMATIONAL VIDEO AT WWW.DELL.COM/K12/WEBCAST, OR CALL YOUR LOCAL ACCOUNT REPRESENTATIVE TO SCHEDULE A DEMONSTRATION.

Dell Products

San Lorenzo teachers will have Latitude C600 notebooks. Students will be given C500 notebooks. Both models are high-performance notebooks designed for mobile wireless solutions.

- ▶ Clear screen visibility with a high-density 14.1" display
- ▶ Fast Processing: up to 1.0 GHz for the C600, 700 MHz for the C500
- ▶ Easy portability with a thin, light design; 1.4" high, under 5 lbs.³



Dell Services

Along with the systems San Lorenzo chose, they decided on Dell Services to enhance and protect their wireless investment.

- ▶ Software Imaging: Dell technicians install, maintain and update software images, reducing internal time and resource commitments.
- ▶ Asset Tagging: Dell affixes an identification tag to each piece of equipment. This helps keep control of valuable assets and reduces attrition.
- ▶ Project Management and Installation services put professionals in charge and get an installation up and running quickly.
- ▶ Dell's Pre-site/Onsite Survey identifies your unique requirements for a customized wireless solution.

Dell Leasing

Dell helped San Lorenzo optimize the funding resources they had through the services of Dell Financial Services L.P. (DFS). DFS designed a highly flexible leasing program with affordable payments that conserved district funds. DFS leasing:

- ▶ Stretches existing district, state or federal funding
- ▶ Offers custom-tailored payment plans to help with upgrade and refresh
- ▶ Features scalable technology and financial solutions for any size installation



Wireless solutions, made easy with Dell

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3 Weight includes 4 cell battery, travel module and CD Rom. Weight varies depending on configuration and manufacturing variability.