

# **Mobile Learning Financial Model: Ownership**

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# Ownership Model

## Family-owned vs. School-owned Devices

### Key Considerations:

- Educational Impact
- Control vs. Flexibility
- Impact on Cost Structure
  - Focused on the Total Cost of Education
  - Direct and Indirect Cost Considerations

***Decision....Family-owned Devices***

# Ownership Model

## Benefits of Family-owned Devices:

- ◆ Increased student 'ownership' and accountability
- ◆ Increased Choice and Flexibility
  - New vs. used; iPad Mini vs iPad Air; hard drive sizes
- ◆ Better Overall Value
  - Ownership model reflected in lower tuition pricing
  - Equity stays with the family; device has value after graduation (may be sold, handed down, taken to college, etc.)
  - Discounts provided through retail partner better than bulk pricing offered by Apple!

# Key Partnerships

## The Clackamas Mac Store

- ◆ Discounted devices and accessories
- ◆ See price lists and order forms

## Clackamas Federal Credit Union

- ◆ Low cost financing of devices and accessories
- ◆ Easy application process; 24 month term

# Textbook Pricing Differences

## Sophomore Student (Example)

	<u>MBS Direct (print)</u>	<u>eBook</u>	<u>Estimated Savings</u>
Biology	\$81.00	\$14.99	\$66.01
French	\$66.00	\$16.99	\$49.01
World History	\$109.00	\$14.99	\$94.01
Health	\$75.00	\$6.00	\$69.00
Sacraments	\$20.00	\$15.99	\$4.01
Geometry	\$98.00	\$14.99	\$83.01
English Novels	\$40.00	\$40.00	\$0.00

# Textbook Pricing Differences

## AP Student (Example)

	<u>MBS Direct (print)</u>	<u>eBook</u>	<u>Estimated Savings</u>
AP Biology	\$120.00	\$75.00	\$45.00
H Spanish 4	\$36.50	\$25.00	\$11.50
AP US History	\$98.00	\$70.00	\$28.00
People's History	\$36.00	\$12.00	\$24.00
World Religion	\$18.00	\$15.99	\$2.01
AP Calculus	\$168.00	\$65.00	\$103.00
Guitar	\$26.00	\$26.00	\$0.00

# **Mobile Learning Network Infrastructure**

Dave Heineck, Director of Technology

# Network Infrastructure

Wireless Campus

Filtering and Monitoring

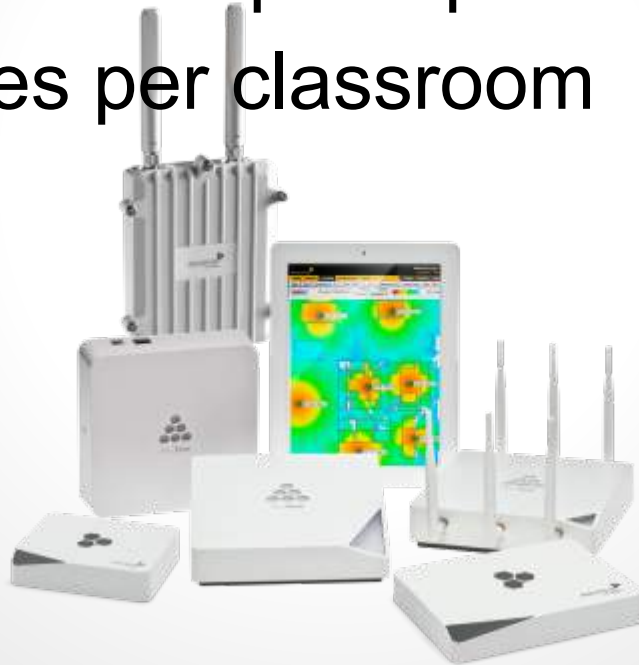
Internet Access

Campus Backbone



# Wireless Campus

One wireless access point per classroom  
Over 60 devices per classroom



# Filtering and Monitoring

Ability to filter and block any web traffic

Classroom level:

Monitoring, blocking, redirection

Restricted iTunes and App Store content



casper  
SUITE



TEACHER VIEW

# Internet Access

1000 Mb fiber-optic circuit

Clackamas ESD partnership



# Campus Backbone

Switches: 1000 Mb fiber-optic

Traffic prioritization

