

# Livestream

One Year Premium Channel Plan  
First Governing Board Meeting  
Service began February 28, 2012  
28 meetings total

# SCREEN SHOT

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**TUSD** Tucson Unified School District (TUSD)  
This channel features live broadcasting of TUSD Governing Board Meetings.

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2 VIEWERS

#### Latest Videos

 02:11:28 Live Show [livestream] Tue Jan 15 2013	 01:47 Live Show [livestream] Tue Jan 15 2013	 02:05:58 Live Show [livestream] Tue Jan 8 2013	 03:15 Live Show [livestream] Tue Jan 8 2013	 05:34 Live Show [livestream] Mon Jan 7 2013
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#### About this Channel

245,069 viewer minutes

The channel features live broadcasting of TUSD Governing Board Meetings.

- [TUSD Board Meeting Schedule](#)
- [TUSD Board Meeting Video Archive](#)
- [TUSD Website](#)
- [TUSD Blog](#)
- [TUSD Facebook](#)
- [TUSD Twitter](#)
- [TUSD YouTube](#)

<b>Info</b>
<b>Category</b> Education
<b>Language</b> English
<b>Tags</b> tucson, unified, school, district, tUSD, governing, board

#### Video Library

[Upcoming Events](#)

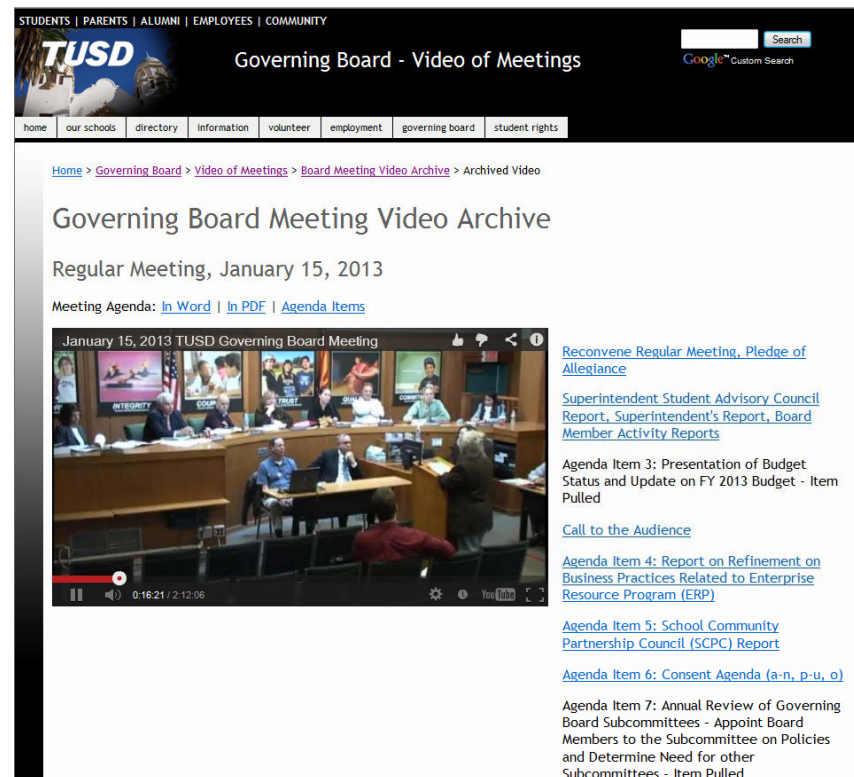
 02:11:28 Live Show [livestream] Tue Jan 15 2013 08:29:56 PM	 01:47 Live Show [livestream] Tue Jan 15 2013 03:01:44 PM	 02:05:58 Live Show [livestream] Tue Jan 8 2013 07:22:08 PM
 03:15 Live Show [livestream] Tue Jan 8 2013 07:02:12 PM	 05:34 Live Show [livestream] Mon Jan 7 2013 02:01:05 PM	 04:39:39 Live Show [livestream] Wed Dec 12 2012 01:23:36 AM
 05:34	 06:26	 03:22:57

# Cost

- Was \$3000, now \$3500, March 31, 2013
- Ad-free live streaming
- Telephone support
- Unlimited embedding
- Analytics
- Ability to disable Viewer Count, Chat and comments

# Governing Board website

- Watch live on Livestream or through embedded link on TUSD website
- Archived on YouTube
- Search archives by agenda items
- Concurrent audio streaming
- Thanks to...



The screenshot displays the TUSD website's 'Governing Board - Video of Meetings' page. The header includes navigation links for 'STUDENTS | PARENTS | ALUMNI | EMPLOYEES | COMMUNITY' and a search bar. A secondary navigation bar lists 'home', 'our schools', 'directory', 'information', 'volunteer', 'employment', 'governing board', and 'student rights'. The main content area features a breadcrumb trail: 'Home > Governing Board > Video of Meetings > Board Meeting Video Archive > Archived Video'. The title is 'Governing Board Meeting Video Archive' with the subtitle 'Regular Meeting, January 15, 2013'. Below this, there are links for 'Meeting Agenda: [In Word](#) | [In PDF](#) | [Agenda Items](#)'. A video player is embedded, showing a meeting in progress with the title 'January 15, 2013 TUSD Governing Board Meeting'. To the right of the video player is a list of agenda items with links: 'Reconvene Regular Meeting, Pledge of Allegiance', 'Superintendent Student Advisory Council Report, Superintendent's Report, Board Member Activity Reports', 'Agenda Item 3: Presentation of Budget Status and Update on FY 2013 Budget - Item Pulled', 'Call to the Audience', 'Agenda Item 4: Report on Refinement on Business Practices Related to Enterprise Resource Program (ERP)', 'Agenda Item 5: School Community Partnership Council (SCPC) Report', 'Agenda Item 6: Consent Agenda (a-n, p-u, o)', and 'Agenda Item 7: Annual Review of Governing Board Subcommittees - Appoint Board Members to the Subcommittee on Policies and Determine Need for other Subcommittees - Item Pulled'.

# Staff Costs

- 26 meetings (March 1, 2012 to February 29, 2013)
- 9 hours of staff time per meeting, includes set-up, recording, upload and linking agenda items
- Average staff time cost at \$24/hour is \$216.00 per meeting
- Cost including monthly Livestream channel expense is \$297.00 per meeting
- \$9,116.00 per year (for 26 meetings), \$351.00 per meeting
- Swagit bid: outsource \$10,200 per year

# Analytics

- Livestream Highest number of viewers:
  - April 10, 2012                      985 viewers, 29% new visitors
- Livestream Lowest:
  - September 4, 2012                  2 viewers, 67% new visitors
- Livestream Archival (see report)
  
- YouTube Views (all archival/replays): 1400 total
- YouTube Highest:
  - June 5, 2012                          151 viewers
- YouTube Lowest:
  - January 8, 2013                      36 viewers

# Preview of Coming Power Points

- Discussion of TUSD-TV, including the schedule, connectivity, stewardship and future use

## **Action Item**

- **To approve the one year Premium Plan with Livestream, April 1, 2013 to March 31, 2014, for \$3,499.00 for the purpose of video streaming TUSD Governing Board meetings.**



# Tune in Cox Cable Channel 120

Follow TUSD on:



A screenshot of the Tucson Unified School District (TUSD) website. The header features the TUSD logo and the tagline "Delivering Excellence in Education Every Day" with the motto "Grow • Reach • Succeed". Navigation links include "STUDENTS | PARENTS | ALUMNI | EMPLOYEES | COMMUNITY". The main content area has a featured article titled "Congratulations to Stephen Trejo 2013 Rodel Exemplary Principal" with a photo of Stephen Trejo. Below this are sections for "Announcements" and "Events" with various news items. At the bottom, there is a section for "Interpreter and Translator Services" with text in Spanish and Chinese. A "School Master Plan" logo is also visible.

Got good news or an image to share?



Send an email to:

[media@tusd1.org](mailto:media@tusd1.org) or [pics@tusd1.org](mailto:pics@tusd1.org)