

CASE STUDY

BlueJeans Provides Unity as Fuller Theological Seminary Becomes One Fuller

With thousands of students and hundreds of faculty members spread across the world, Fuller Theological Seminary works hard to provide an enriching and engaging educational experience, no matter the location. That's why students and professors use video conferencing to ensure that everyone can effectively learn, whether on-campus or online, and why academic staff use video meetings to communicate across campuses.

That said, Fuller prides itself on not just being a place or a classroom or a curriculum—the school is a community. To this end, they recently launched a new initiative to integrate their campuses and become One Fuller. BlueJeans has helped make this happen.

Before video conferencing became ubiquitous, each regional campus operated independently. Though campuses were connected by name, the experience for students was quite different, and the goals across departments were not unified. However, with BlueJeans video conferencing, faculty and staff at remote campuses can be part of every department, committee, and meeting if needed. Video conferencing allows Fuller to have one united goal and direction.

Transitioning to BlueJeans

Prior to implementing BlueJeans, Fuller Theological Seminary used a hardware system for video conferencing where each campus had at least one video meeting room. They also had a video client that could be used in the browser, but which provided an inferior experience for those attempting to call into video meetings.



Industry: Education

Challenge: Remote campuses were unable to connect to the main campus except through hardware in one video conferencing room.

Solution: Implemented BlueJeans to allow faculty, staff, and students to connect across campuses from any device.

Results: Experienced a 250% increase in scheduled faculty/staff meetings within three years.

Allowed faculty, staff, and students to connect with one another without requiring a room reservation or IT help.

Helped Fuller Theological Seminary transition from seven disparate campuses to one unified institution.

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– ERIC MULLIGAN, VIDEO CONFERENCING SUPPORT COORDINATOR

One major problem with the solution was that it could only be used internally, which meant that only one meeting at a time could occur between specific rooms at different campuses. Furthermore, because the video meeting was running through the institution's servers, there was a hard limit on how many meetings could be conducted at one time, and the IT staff spent time ensuring that these meetings did not overload the server.

Making Video Easy

Enter BlueJeans. In the fall semester of 2015, Fuller Theological Seminary transitioned away from the hardware-based video conferencing system to BlueJeans. Eric Mulligan, Video Conferencing Support Coordinator at Fuller stated, "BlueJeans really opened up the number of meetings we could host and gave us freedom and flexibility we'd never had before." With more user-friendly conference rooms and the BlueJeans app for desktop and mobile, the entire Fuller community communicates better with one another. In fact, the school moved from only 308 scheduled video meetings in 2014 to 1078 scheduled meetings in 2017—a 250% increase!

BlueJeans is used in a number of ways, with nearly every meeting having a video conferencing component. Faculty and staff participate in committee and department meetings over BlueJeans so members from various

campuses can all attend the meeting, and students use the platform to ask questions and receive feedback from their professors during office hours. Most notably, faculty members are using BlueJeans in their classrooms so students have the opportunity to attend in-person classes from whichever campus location they choose. Using existing room systems, entire classes can be conducted over BlueJeans so that it feels like everyone is in the same place. The idea behind One Fuller is for everyone to be engaged and interact with each other, and BlueJeans makes this happen.

BlueJeans also helps Fuller have an impact around the world. With students and faculty from multiple countries, it is important for the institution to be connected with churches and communities in South Korea, China, India, and throughout Asia and the Middle East. They are using BlueJeans to train volunteers and let students interact with churches and community groups worldwide. And, as Fuller moves online, BlueJeans allows the institution to bring students in from all over the world and give them the sort of education they wouldn't otherwise have access to.

Taking Control with Command Center

BlueJeans has been instrumental in helping Fuller Theological Seminary become One Fuller, but it wouldn't be possible without an administrator running the account.

That's why Eric Mulligan spends his days working with the BlueJeans Command Center and ensuring that students, faculty, and staff have a superior video conferencing experience.

"I have Command Center up literally all the time. I couldn't do my job without it," Mulligan explained. Using the robust features available, he can see all the meetings occurring at any given point and ensure that everyone who should be in the meeting has successfully connected. He also has the ability to pop into meetings and remotely support attendees, a feature that is particularly useful when troubleshooting remote campuses.

As a result of the easy-to-use interface and the connectivity from multiple devices, video conferencing has tripled at Fuller Theological Seminary in the two years since adopting BlueJeans. In addition to the 250% increase in scheduled meetings, the number of unscheduled meetings has increased exponentially. When using the old video conferencing system, unscheduled meetings where people could simply connect to an open room or through their account, were impossible. In 2014, there was no such thing as an unscheduled meeting; in 2017, there were 2,284 unscheduled video meetings that occurred between Fuller faculty, staff, and students. Mulligan stated, "BlueJeans has definitely increased the connectedness of all our departments and all our campuses. It has truly allowed us to become One Fuller."

FULLER THEOLOGICAL SEMINARY

Fuller Theological Seminary is one of the world's most influential evangelical institutions and the largest multi-denominational seminary. Students interested in master's and doctoral degrees enroll in the School of Psychology, School of Theology, or School of International Studies. After graduation, many pursue careers in the ministry, clinical psychology, and non-profit organizations.

The majority of students take classes in one of the seven physical locations spread throughout California, Texas, Colorado, Arizona, and Washington. However, Fuller Theological Seminary also hosts a large online student population, with students from 90 countries enrolled.