

ScreenBeam®

ScreenBeam Technology Making a
Difference at St. Petersburg College



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By: Andy McDonough

For nearly 100 years, St. Petersburg College (SPC) has been a valuable and accessible resource for Floridians of all ages looking to better their lives and excel in their careers, but the school is far from resting on their laurels. As SPC looks toward its centennial anniversary in 2027, they remain focused on a three-year strategic plan built upon three pillars: delivering excellence in teaching and learning; driving economic advancement; and strengthening the community. Dedicated to these goals, the school's innovative AV department is constantly updating classroom

spaces with the latest technology. The department's efforts have not gone unnoticed. In 2025, the Higher Education Technology Managers Alliance (HETMA) recognized SPC with two awards for best-in-class for its application and installation of emerging technology in the school's classrooms and conference spaces. Central to these upgrades is their choice of ScreenBeam 1100 Plus wireless receivers. According to the school's AV systems coordinator, Kyle Bell, "ScreenBeam devices are critical and now a standard in our classroom technology."

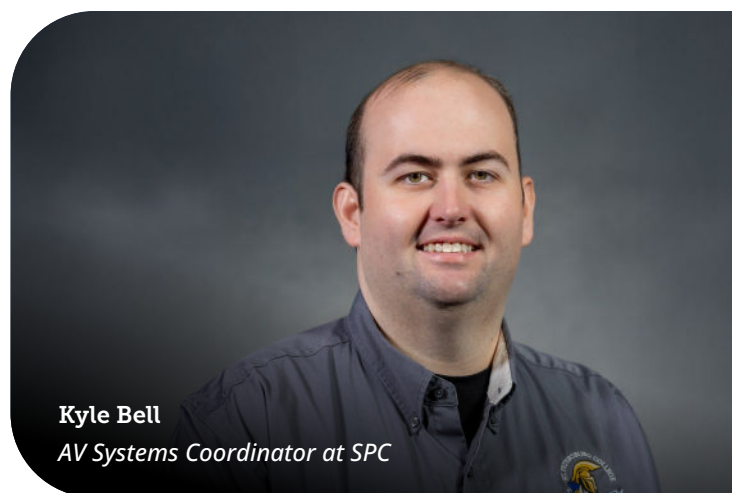


Commitment to Community and Excellence

With its 10 campus locations strategically located across the region, you'd be hard pressed to find anyone in or around beautiful Pinellas County whose life hasn't been impacted by SPC, affectionately called "St. Pete's." According to Bell, it's how the school continues to make a difference in people's lives that makes St. Pete's unique. "It's amazing to see the reach SPC has today, what our graduates have done and continue to accomplish," he says. "Being a part of it fuels us to do even more."

Currently pursuing an MS degree in Digital Forensics from the University of Central Florida, Bell holds several undergraduate degrees from SPC. He tells us that it is not unusual and most of the staff members at the College are alumni. That includes Dr. Tonjua Williams, the school's current president, who started there as an accounting clerk in the school's financial aid office. Her educational path and return to SPC is perhaps the best example of how the long-running institution is delivering on its commitment to better jobs, better lives, better communities.

Bell does his part to move the school forward in his position as AV systems coordinator where he oversees the technology used daily in 550 classrooms and 125 meeting spaces, as well as 11 auditorium/performance venues with capacities that range from 300 to as many as 1,000 seats. Additionally, the school's Gibbs campus Music Center has music performance spaces that boast two Steinway concert grand pianos and Heissler



Kyle Bell
AV Systems Coordinator at SPC

tracker pipe organ used for student recitals, public performances and recording. "Because we are student centered, ease-of-use and availability are of key importance," says Bell. "No matter how good some technology is, we wouldn't want it if it would take away from learning."

He has observed that systems that are too hard to deal with don't get used. "That would be a disservice to SPC students," he says.

With AV technology deployed across 10 campuses that span an entire Florida county, a critical part of Bell's job is to find technology that is easy to maintain and upgrade, as well as easy to use. "It can sometimes take an hour or more to get from one campus to another and I'm essentially a team of one with only occasional help from local desktop support technicians," he says.

Bell is quick to say how proud he is of the department's 15-minute response time

guarantee to fix an AV problem or help the parties to move to a new space. As a result, the criteria for any new technology at SPC is that it must not only contribute to

the best possible environment for higher education, the school's administration, and the community, but must also be easy to maintain.

Technology to Fit Higher Education

"SPC classroom technology is on a five-year refresh cycle," offers Bell. "This is why we are always looking at what's new and testing new technology that could improve the students' experience here."

To that end, Bell and his IT colleagues at the school take every opportunity to visit other campuses, pay close attention to presentations of the latest technological advances at tradeshow and learn from the experiences of other AV professionals.

"That's how we were introduced to the benefits of ScreenBeam," he recalls. In speaking with other AV professionals about ScreenBeam wireless receivers deployed in the Tampa area's Hillsborough County Public Schools, Bell liked what he heard. He followed up with ScreenBeam's southeast territory manager, Jim Garcia who helped Bell and the IT team at SPC to understand the features, benefits, and pricing of ScreenBeam's 1100 Plus wireless receivers for institutions of higher learning.

"We were impressed by what we heard about ScreenBeam and, in particular, the benefits of ScreenBeam's 1100 Plus," recalls Bell. "It addressed several of our immediate needs, especially the easy connectivity and wireless

casting that would allow users to connect hassle-free with their own devices, which could be a phone, tablet, computer or whatever."

The ScreenBeam 1100 Plus features are designed to foster a more dynamic learning atmosphere for modern classroom and meeting space configurations where educators and students can share screens, present content, and collaborate with unparalleled ease. ScreenBeam makes connectivity easy by leveraging the three most popular native display protocols: Miracast, AirPlay, and Google Cast. This approach allows users to connect to share content from almost any device with no special apps to download or proprietary dongles. "You just need to bring your device, Windows or Apple, and connect," says Bell. "Just a couple of steps and you're in."



Another reason Bell and other AV professionals appreciate the ScreenBeam approach to classroom technology is that it's cost effective. Models are priced right for higher education and include essential software solutions for the classroom that don't require subscriptions or extra fees. For meetings and remote presentations, the built-in Conference utility with the ScreenBeam 1100 Plus supports a variety of popular UC (Unified Communication) conference platforms including Zoom, Cisco, and Teams, making it an ideal choice for SPC's evolving, flexible campus environment. ScreenBeam's Orchestrate application integrates with free AI tools, too, like MicroSoft CoPilot. That allows educators to more effectively use AI to draft tests, automate repetitive tasks, and develop engaging graphics, even collaborate in real time with AI support.

Another essential tool for AV teams is ScreenBeam's Central Management System. It is included at no cost as a perpetual license with the company's 1xxx series wireless receivers and provides centralized, remote management of 5,000 or more ScreenBeam devices. "A good CMS like ScreenBeam's is essential for a team of one," says Bell. "One button push can update all the backgrounds across campuses and software upgrades are just as easy." Additionally, Bell can quickly pull usage reports to ascertain essential information, like which classrooms are used the most and which devices need attention. He has even configured the CMS to perform unattended restarts scheduled to run each Sunday at midnight. "Once the 1100s are deployed, we rarely see issues," he says. "Screenbeam is pretty much self-healing."



Classrooms Ready for the Future

Investing in a solid data infrastructure and recognizing the College's desire to bring its own devices (BYOD) into learning environments are prime examples of how Bell and the SPC IT team are working together to evolve classroom technology, but they haven't stopped there. "ScreenBeam has helped us gain efficiency in our meetings," notes Patrick Rinard, Ed.D., Vice President, Information Technology and Chief Information Officer. A 31-year veteran of SPC who has served in a variety of roles including positions in Student Affairs and IT, Rinard has a keen eye for efficiency and how the right technology can contribute to the school's mission. "With ScreenBeam wireless receivers, users can quickly and easily connect and collaborate without worrying about having the right cable connections," he offers. "Since they've been installed, we have reduced clutter on the conference room tables. Users are elated with this change and how easy it is to use."

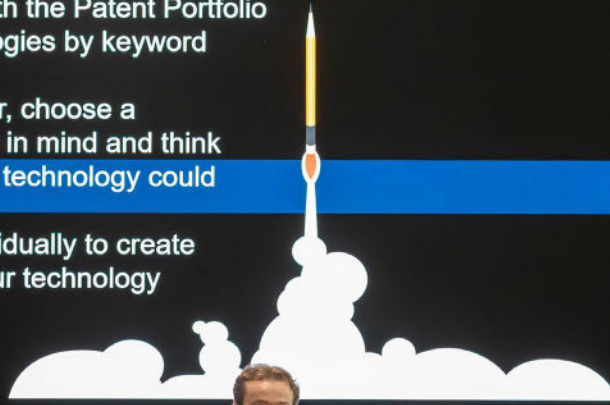
For achieving student success into the future, deploying user-friendly Screenbeam screen casting for presentations and collaboration completes a comprehensive learning environment at SPC that is easily adaptable to a wide array of learning models: online, hybrid, or in-person. When used with familiar online tools like Zoom for real-time online learning, ScreenBeam wireless receivers like the 1100 Plus represent the most effective, flexible and user-friendly technology for evolving classroom and meeting space environments.

To date, Bell has deployed 60 ScreenBeam 1100 Plus wireless receivers across SPC campuses as part of the school's classroom technology refresh cycle and has scheduled 60 more for classrooms in the coming year with an additional 20 devices to be commissioned in the school's conference and meeting spaces. "ScreenBeam receivers are so easy to use, very few users have needed help or questioned the change," says Bell. "In fact, it's been the opposite. Once users have had the experience of connecting and presenting with a ScreenBeam receiver, everyone seems to want one immediately."

Steps to Success



1. Start by getting familiar with the Patent Portfolio and searching for technologies by keyword and/or category.
2. Think like a problem solver, choose a technology with a problem in mind and think inventively about how that technology could help solve it.
3. Form groups or work individually to create business plans around your technology solution.



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ScreenBeam Inc., a leading wireless display and collaboration provider, delivers an app-free screen sharing experience on any modern device to bring intuitive wireless collaboration into any meeting space or classroom. To learn more about ScreenBeam and products like the 1100 Plus wireless receiver, visit **screenbeam.com**.