

# Intelsat and Mindset

## Transforming Education across Africa



### Background

Founded in 2002, Mindset Network NPC develops and delivers educational resources to students, teachers, health care professionals and patients across Africa. Through its three principal programs – Mindset Learn, Mindset Teach and Mindset Health – Mindset produces curriculum-focused video content distributed via television, the internet and multimedia.

Since its inception, Mindset has developed more than 1,500 hours of video content for teachers, students, healthcare workers, patients, young adults and the general public. Content ranges from health-related topics such as HIV/AIDS, Ebola, TB and child survival, and personal hygiene to physical sciences, mathematics, life sciences, geography, accounting, math literacy, business studies, economics, computer applications technology, information technology and English.

### The Solution

With users spread across a vast area of Africa, Mindset realized early on that satellite technology would allow them to rapidly and efficiently reach facilities across their targeted regions. As a founding partner with Mindset, coupled with a long heritage of serving the region, Intelsat was uniquely positioned to assist Mindset in fulfilling its mission to deliver education programs throughout South Africa and beyond.

Using satellite capacity on Intelsat 17, Mindset broadcasts their health and education channels to clinics and schools across the continent. Channels include Mindset Learn, Mindset Teach, Mindset Health, Mindset Radio and Mindset FET.

### The Outcome

Mindset is improving the quality of learning in schools, addressing critical health issues and providing comprehensive educational content to help African youth secure sustainable livelihoods in their countries. Mindset delivers educational materials to:

- Over 1,600 schools in South Africa
- 1,025 health care facilities in South Africa
- Over five million homes in Africa broadcast through three platforms

These organizations now rely on Mindset's content as part of their regular curriculum. Mindset has also won numerous awards for innovation in content and technology development.

### Ukusiza Project Spotlight

Improving primary grade reading is critical to the success of South African children. Teachers must also have the skills to deliver quality education in order to maximize student achievement. To help boost teacher skills, Mindset produced and distributed

more than 34 hours of video training and support materials in language and reading. Content ranged from lesson planning to classroom management and samples of master teaching. Using satellite capacity on Intelsat 17 as the primary distribution method, resources were disseminated to 73 Teacher Centers across the country, reaching more than 2100 teachers and 679 district officials. Further rollout to more schools in all nine provinces is planned over the next three years.

“Intelsat and Mindset have developed a partnership designed to support increased access to education via satellite. Mindset is proud to partner with Intelsat to address this vital need in Africa, and offer an innovative satellite-based model which supports education.”

**Mr. Hylton Appelbaum**  
Board Chairman of  
Mindset Network

As part of an independent research study to evaluate the impact of the Ukusiza project, eight test schools from four provinces were selected. Eight control schools, each within a 5km radius of the test schools, were also selected. Test schools were given a satellite dish, a television set and a server to host video and print resources. These resources were updated via satellite. Additionally, test school teachers attended workshops and were encouraged to share best practices. The control schools were not given any resources during the evaluation period.

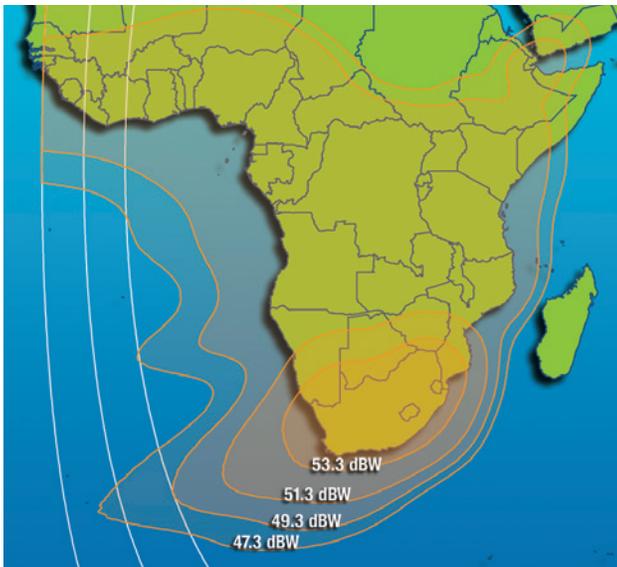
**22%** improvement in reading comprehension

**128%** improvement in letter naming frequency

Student performance was measured in the Early Grade Reading Assessment for letter naming frequency, familiar words, oral reading frequency and reading comprehension. Data collected before the program formed the baseline assessment, with both test and control schools performing at similar levels.

During the evaluation period, the control school results for the baseline and final assessments remained similar, with only minor fluctuations in scores. However, test schools showed consistent improvement in student performance in every category. Noteworthy was a 22.2% improvement in reading comprehension and 128% improvement in letter naming frequency, increasing from 39.2 to 89.2 letters per minute.

### Intelsat 17 at 66°E



Using capacity on Intelsat 17 at 66°E, Mindset broadcasts their health and education channels to clinics and schools across Africa.

## ABOUT MINDSET NETWORK

Mindset is an independent non-profit organization aimed at the personal, social and economic development of Africans by creating, sourcing and delivering educational material through appropriate media to the primary and secondary education community, the health community, and other underdeveloped and under resourced communities where development can be achieved through education.

[www.mindset.co.za](http://www.mindset.co.za)

## ABOUT INTELSAT

Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.

Thousands of organizations serving billions of people worldwide rely on Intelsat to provide ubiquitous broadband connectivity, multi-format video broadcasting, secure satellite communications and seamless mobility services. The end result is an entirely new world, one that allows us to envision the impossible, connect without boundaries and transform the ways in which we live.

[www.intelsat.com](http://www.intelsat.com)

## SALES CONTACTS

### Africa

+27 11-535-4700  
[sales.africa@intelsat.com](mailto:sales.africa@intelsat.com)

### Asia-Pacific

+65 6572-5450  
[sales.asiapacific@intelsat.com](mailto:sales.asiapacific@intelsat.com)

### Europe & Middle East

+44 20-3036-6700  
[sales.eme@intelsat.com](mailto:sales.eme@intelsat.com)

### Latin America & Caribbean

+1 305-445-5536  
[sales.lac@intelsat.com](mailto:sales.lac@intelsat.com)

### North America

+1 703-559-6800  
[sales.na@intelsat.com](mailto:sales.na@intelsat.com)



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Envision. Connect. Transform.