

# CASE STUDY

## Goodpasture Christian School

### About Goodpasture Christian School

Goodpasture Christian School (GCS) is a private Christian school in Nashville, Tennessee, serving families with students ranging in age from 12 months old through 12th grade. Their administrators, faculty, and staff strive to build confidence, intellectual growth, and spiritual strength in every child. Known for its robust athletics program, GCS boasts over 50 state championship wins across 10 athletic programs with 45 team sports. While the majority of sports take place in the high school, an impressive 75% of the student body is involved in at least one sport.

### The Problem

It is common for coaches at many high school athletic programs to use a mix of outdated tools for coaching sessions and player development, which can lead to a cumbersome experience. This was no different for the coaches at GCS, who fell into the habit of getting by with tools that were already available on campus.

GCS Head Football Coach, Tyler Turner, described his experience as "A pull-down projector screen, as well as a rolling whiteboard is what we would use. I had a computer on my lap, a laser pointer in one hand, and a ton of papers I had to pass out for all of our plays to all the players in the other."

Prior to the implementation of new tools, the coaches had to review film with players by projecting the video onto a screen. When they needed to illustrate how the players could improve their formations or patterns, they would need to switch to the whiteboard to draw a representation of what was being projected. This lack of cohesion could sometimes lead to a lack of clear communication, reducing the effectiveness of the coaching sessions.

### COMPANY/ ORGANIZATION

Goodpasture Christian School  
Nashville, TN

### INDUSTRY

Education

### SOLUTIONS

Interactive Display

### BENEFITS

Improved Communication  
Educational Efficiency

Compounding the issue, the various tools were shared with other sport programs and classrooms. This led to situations where a coach wouldn't always have access to a resource they needed and might need to go searching for an available whiteboard in nearby classrooms. Like any school facing this situation, disorganization and inefficiency found its way into their strategic efforts, leading to a need for a solution.

### The Solution

RJ Young was confident that updated technology equipment could provide a great solution for GCS, greatly increasing improvement in experience of coaches and players, leading to better performance.



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GCS Athletic Director, Jim Carter, shared, "Our vision and mission with our athletic programs is very simple. What we are trying to do is get the best version out of every student athlete. Technology can enhance that growth, and consequently our coaches would hope that it equips student athletes to play at a higher level."

RJ Young provided the school with multiple solutions including an advanced 105-inch interactive display to address the challenges faced by the athletic programs at GCS in hopes of creating a more interactive coaching approach. The display featured 4K resolution for playing back game footage, as well as annotation features for drawing directly on the display, both while video is playing or while it is paused. It also included a built-in camera and microphone for videoconferencing, a picture-in-pictures (PIP) feature to display multiple feeds simultaneously, wireless connectivity, and many more unique functions including AI tools and transparent overlays. The display also produces scannable QR codes so players can access plays and other documents on a mobile device, rather than fumbling through printed copies.

While GCS primarily uses the interactive display in the locker room and Theatre room in their field house, the board is mounted on a cart so it can quickly and easily be moved between locations. This portability becomes quite convenient during basketball practice and games, for instance, when the display can be rolled out onto the court for a more immersive and impactful coaching experience

## The Results

The technology solution provided by RJ Young has significantly improved the ability of GCS coaches to communicate efficiently and effectively with players about strategy and performance. Everything needed by players and coaches has been consolidated into a single device, with the ability to review play footage while marking up the screen, and dramatically improving the ability of players to understand the feedback provided. The coaches can more easily provide an in-depth breakdown with teams, get better visualization of data, and have more opportunities for faster improvement.

Gone are the days of trying to round up multiple tools from various locations on campus, then reviewing video on one screen while drawing plays on a separate whiteboard, with players flipping through printed copies of plays. Everything is now consolidated in one place, with live markup for feedback drawn directly on the video of a play.

The ease of use and accessibility of this technology also enables more interactive experiences among coaches and players. During practice, for example, a coach can demonstrate different plays, and then players can markup the display board to draw suggested moves or alternatives, so that feedback from the entire team can be considered. This allows for everyone's opinion to be heard and creates a strong bonding experience within the team. This all adds up to professional-level tools being used for high school sports teams at GCS. Thanks to access to RJ Young's advanced technology equipment, the result is that players feel like they've moved up to the big leagues, getting better training and becoming better players.

## About RJ Young

With a footprint throughout the Southeast, RJ Young is an industry leader providing technology solutions that power your business. We help small to enterprise-level organizations transition into modern workplaces and increase productivity with comprehensive managed IT solutions, office equipment and technology, business process outsourcing, and digital communications. For almost 70 years in operation, we are proud to be a work home to more than 700 team members and serve businesses in more than 30 sales and service locations across nine states. In everything we do, we stay anchored to our core values of honoring our people, customers, and communities. To learn more about the different solutions RJ Young offers, visit [RJYoung.com](http://RJYoung.com).



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