

# 2009 Student Technology Fee Proposal Form

**Title of Project: Enhanced Digital Video Services for Students - Phase III**

Department/Organization: **ATUS Video Services**

Name(s) of Project Applicant(s)

Name **Robert B. Clark, Manager MS 9094**

Phone **6193**

Name MS

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Principal Contact person:

Name **Robert B. Clark, Manager**

Phone **6193**

Amount Requested for project: **\$54,500**

Contribution by Requesting Organization:

*Important note:* Before completing this form, please read the Proposal Form Instructions located on the STF website:

<http://www.wvu.edu/stf/>

## I. Project Abstract

Give an overview of existing environment, and summarize the items being requested. Include a brief explanation as to how the requested technology will improve student access to technological resources and/or enhance the *quality* of the student academic experiences through the use of technology and/or increase the *integration* of technology into the curriculum.

**The use of video production equipment for academic projects is increasing throughout all of the colleges at Western Washington University. As a result, ATUS Classroom Services and the Student Technology Center have seen an increase in both basic and advanced video equipment requests.**

**In 2006, the Student Technology Fee Committee approved a proposal for purchasing 20 beginner-level video camcorder kits to meet this need. A second proposal was funded in 2007 that allowed for the purchase of 12 intermediate or advanced video camcorder kits. These kits have been heavily utilized since their arrival. Classroom Services reports that every one of these kits are checked out throughout the term on a regular basis especially at the middle and end of each term.**

**Subsequently, we propose to purchase 45 new camcorder kits. 25 of these kits would be beginning-level camcorders. 20 kits would be more advanced model with an external microphone input and headphone output. In addition, ATUS sees the need to increase our network-based media storage capability from 120 GB to 500 GB and requests the funds to be able to do so. ATUS also proposes to increase our video streaming and video file distribution methods to make these files easily available to students both on and off campus. We propose to develop a mobile video streaming kit which would be available for use across campus.**

The 25 basic video camcorders will likely be the Flip Mini which is a well-reviewed camcorder that records directly to an internal flash card memory. ATUS purchased two of these camcorders in Summer 2008 and we have been very impressed with their durability and ease of use. However, the actual models we purchase may change as new technology is being introduced by various manufacturers in Spring 2009.

Each of the 20 more-advanced video camcorder kits would include a camcorder which is able to record directly to SD card or hard drive. These cameras will feature manual controls, a sharp picture, and rugged construction. Students using these cameras would be able to more easily produce quality video materials that could be shown to fellow students, faculty, or even members of the community via cable TV channels such as BTV10, Bellingham's local cable station. In addition, these camcorders will be WWU's first that record in the new High-Definition standard.

The transition from Standard Definition television recording and distribution to High-Definition television has already begun. For example, commercial broadcasters are required to transmit in HDTV by February 2009. In anticipation of this date, many stations have already converted to HDTV and are broadcasting both Standard and High-Definition at the same time. This Federally-mandated changeover has a trickle-down effect on WWU. Many television sets or dvd player/recorders are capable of handling both High-Def and Standard. However, it is very likely that the same market forces that pretty much eliminated the manufacturing of black and white tv sets in favor of color tvs will also determine the end on standard definition TV production sometime in the near future. Just as the University has transitioned away from VHS to mini-DV tape, we now need to start transitioning from Standard-Definition to High-Definition recording.

As these files are recorded, they place an increasing burden on our campus storage network. The increase of video storage and distribution on the current campus server has grown from 30 GB in 2006 to 120 GB today. We expect to see a similar doubling of storage requirements every year for the next three years. This proposal would create the ability to support this coming need.

Also the advent of new video streaming technology has allowed WWU to take its first steps towards streaming course instruction, student events such as Commencement, and related activities to viewers both on and off campus. This proposal would allow WWU to continue to develop its streaming capability and this streaming component would be tied closely to the specifications of the future on-campus media storage increase listed above.

By funding this proposal, WWU students would benefit through increased access to technology, the ability to create video and archive these files direct to a video server, easier technology to use, an increase in programming available to them via the network (both on and off campus), more space to archive their projects for review, the development of a easy-to-use media playback interface and the ability to make higher quality productions (both from easier equipment as well as HD equipment). In addition the implementation of the new HD standard on campus keeps video technology current and not obsolete.

## II. Relationship to STF Objectives and Impact upon existing Academic Programs

Describe your proposed project in detail. Tell us how it will provide positive benefits to specific courses or instructional programs.

1. From a **student perspective**:
  - a. How would this project provide additional student access to technological resources?  
**Currently WWU has one HD video camera and two basic-level flash-based camcorders. Our experience with these items has shown that these technologies will make the student video recording experience easier as well as the video file storage and distribution methods.**
  - b. How would this project broaden or enhance the quality of the student's academic experience through the proposed technology?  
**Individual media production is a dominate trend. Time Magazine in a recent issue chose "You" as a symbol of the individual's growing ability to not only access but create their own media products for the world to share. As this trend continues, students will find even more options to share their research, projects, or opinions. Sites like Google Video, YouTube, and Yahoo Video area already being explored as avenues for delivery of individual or group student projects. This interchange of ideas requires quality camera equipment as a firm foundation regardless of the message.**
  - c. How would this project integrate technology into coursework?  
**Media production is already becoming integrated into all colleges at WWU. Whether it is dancers videotaping their performances, students doing research into movement, or the creation of a documentary on the aftermath of Hurricane Katrina, students are either being assigned video projects or else they are choosing to use video production skills to further their educational experience here. This project continues and solidifies this trend be providing gear crucial to the successful videomaking process that is available to all students who need it in a quantity that helps ensure that they will be able to check-out the gear when they need to do so.**
2. From a **faculty perspective**, explain how this project will enhance your ability to help students meet their educational goals.  
**The following WWU faculty and/or staff have expressed an intertest in developing more advanced video production capabilities either within their individual classes or campus-wide - Roger Gilman, Dean of Fairhaven College, Mark Miller of Fairhaven and Communications, Jennifer Karchmer of Communications, Susan Haines of Dance, and Patrick Dizney of Theatre Arts. In addition to these faculty members, others have expressed interest in using basic "point-and-shoot" camcorders or to work with gear that is more challenging and capable of providing higher quality images.**
3. Will other departments be involved with this project? If so, please describe.  
**This equipment would be used by all departments and colleges at WWU.**

4. Has any part of this project previously been funded by STF?

No  Yes  (Please describe):

**The STF Committee has granted funds for 20 Basic Camcorder Kits in 2006 and 12 Intermediate or Advanced Camcorder Kits in 2007. It has also developed and augmented the campus network storage devices at various times.**

### III. Utilization

1. Please list the anticipated number of times and duration per each use, per quarter, that the proposed technology will be used by students.

**The following list of classes is a brief sampling of those that would use one or both of the types of kits being requested throughout the school year.**

**Comm 442 - "Video Workshop" - 50 students total  
DNC 242 & 342 - Choreography I and II - 50 students total  
DNC 397A - Experimental Choreography - 10 students total  
DNC 433 - Creative Movement Educators w/lab - 10 students total  
DNC 434 - Dance Arts in Education - 8 students total  
Fairhaven 275b - "Intro to Digital Video Production" - 40 students total  
Fairhaven Independent Study Program - 80 students total  
THTR 168 - Film: Acting & Production - 40 students total  
THTR 201 - Intro to the Cinema w/lab - 600 students total  
THTR 368 - Acting for the Camera - 60 students total**

**In addition to these examples, other classes are currently being developed that would benefit greatly from the use of the equipment being requested.**

## IV. Project Budget

This section of the proposal details the estimated cost of the project. Please include costs that will be covered by your department or another source, for ongoing costs such as personnel or operating expenses.

To assist you in preparing your budget, please consult with relevant campus support departments (ATUS, Purchasing, Space Administration, etc.) For more information, see this page on our website: <http://www.wvu.edu/stf/instructions.shtml>

ATUS has developed standard configurations for desktop and laptop PCs and Macs. Your project is not limited by these standards, but these figures may be helpful. Standard configurations can be found on the Student Technology Fee website: <http://www.wvu.edu/stf/instructions.shtml>

Please complete all of the following sections (attach Excel spreadsheet for any additional details).

Item	Quantity	Item Cost	Total
<b>Basic Video Camcorder Kits with Flash Memory</b>	<b>25</b>	<b>\$200</b>	<b>\$ 5,000</b>
<b>Advanced Video Camcorder Kits with new HDTV standards and Direct-to-File Recording / Storage</b>	<b>20</b>	<b>\$1,000</b>	<b>\$ 20,000</b>
<b>Additional memory for network media storage and related media serving and related hardware / software</b>		<b>\$20,000</b>	<b>\$ 20,000</b>
<b>Mobile Video Streaming Kits</b>	<b>2</b>	<b>\$2,500</b>	<b>\$ 5,000</b>
<b>SHIPPING</b>			<b>\$ 300</b>
<b>TAX</b>			<b>\$ 4,200</b>
<b>TOTAL</b>			<b>\$ 54,500</b>

We recognize your proposed budget as an estimate. Final funding for successful projects will be established after through technical review; some costs may need adjusting due to price changes. The STF Committee may impose special conditions may upon a project. See Sections B.7 & B.9 of the STF Mission Statement <http://www.wvu.edu/cms/WWU.STF/mission.html>

1. What funding is available from your department or other sources?  
**N/A**

2. Could this project be divided into discrete elements that could be funded separately?

**No**  **Yes**  Please summarize and prioritize project segments with cost estimate for each segment.

**This proposal is in three parts. They are listed below in prioritized order.**

**1. Additional Camcorders - \$25,000**

**2. Additional memory for network media storage and related media serving and related hardware/software - 20,000**

**3. Mobile video streaming kits - \$5,000**

3. Are lab fees charged for any of the courses that will use this equipment?

No  Yes  If yes, please note: the total funding requested from the STF must reflect the amount collected from course fees for equipment replacement and/or equipment acquisition. All proposals asking for course fees will be reviewed by the Academic Budget Office.

## V. Impact on Existing Resources

The proposal should address your project's potential impact on existing resources. Special attention should be given to impact on data transmission networks (e.g. sources accessed, networking equipment, etc.), and personnel (e.g. staffing, administrative support, faculty support, etc.).

Any proposal that includes the replacement of computers should specifically address the feasibility and cost effectiveness of upgrading the computers rather than replacing the computers.

1. Describe how existing equipment is used. Contrast this to projected use if your project was funded.

**The amount of video equipment being used by students has grow rapidly over the last year. There are currently around 500 students at WWU working on video projects each term. The students are in such diverse programs as Communications, Journalism, Business, PEHR, Dance, Theatre Arts, And they come from all seven Colleges at WWU especially Liberal Arts, Woodring, Fairhaven, and Huxley. This proposal would more than double the available amount of camcorders from 30 to 65 units.**

**In addition, the increase of video storage and distribution on the current campus server has grown from 30 GB in 2006 to 120 GB today. We expect to see a similar doubling of storage requirements every year for the next three years. This proposal would create between 500 GB and 1 TB to support this coming need.**

**Also the advent of new video streaming technology has allowed WWU to take its first steps towards streaming course instruction, student events such as Commencement, and related activities to viewers both on and off campus. This porposal would allow WWU to continue to develop its streaming capability and this streaming component would be tied closely to the specifications of the future on-campus media storage increase listed above.**

2. Is similar equipment or technology available elsewhere on campus—such as the Student Technology Center, Classroom Services, Video Services, Western Libraries, a college lab? If so, please describe why the existing equipment doesn't meet the needs outlined in this proposal.

**While similar equipment is available in ATUS Classroom Services and the Student Technology Center, the equipment is not currently sufficient quantity to handle increasing student demands. The same is true for network storage on campus. While some storage is available for media-related files, there is not enough capacity to handle to increasing amount of files being generated at WWU.**

3. If this project involves the replacement of equipment:
- a. Describe the 'before and after' configuration changes. A spreadsheet reflecting these changes can be attached.  
**n/a**
  - b. Describe the costs and benefits of replacing vs. upgrading (if applicable).  
**n/a**
4. Will this equipment be available to students outside your department?  
**No**  **Yes**
5. If the proposed technology will be used by students outside your department, please describe how they would gain access, how the availability of the equipment will be publicized, the hours/week when the equipment will be available, and any costs that would apply.  
**ATUS Classroom Services will house and maintain the equipment along with other equipment already in the student loan pool. ATUS Classroom Services is open to students from 7:30 am to 5 pm Monday through Friday during the weeks classes are in session. ATUS Video Services will provide technical training and operational support to students, faculty, and staff. No additional costs will be incurred by either ATUS area as a result of housing and maintaining this equipment.**
6. Does this project involve the check-out of equipment to students?  
**No**  **Yes**  If yes, please discuss whether or not the Student Technology Center could be assigned this task.  
**The Student Technology Center could be used to house some of the equipment, however ATUS Classroom Services has the physical space and trained staff necessary to handle the majority of the equipment to be purchased.**
6. Does the department have adequate operating funds to provide on-going maintenance and support?  
**No**  **Yes**  Please describe.  
**Maintenance and cleaning would be provided by ATUS Classroom Services.**
7. Does the department have adequate personnel funds to provide on-going staff support for this project?  
**No**  **Yes**  Please describe,  
**Training and other support would be provided by ATUS Classroom Services and ATUS Video Services.**

## VI. Space and Site Information

This section addresses any space alteration or site preparation necessary for the proposed project. Site alterations include painting, holes in walls, security systems, carpeting, construction, lighting changes, or conversion of a lab or office

Special Note: If this project requires any site preparation, or if this project uses any space not currently under control of the department, a draft proposal must be submitted to Space Administration by **Friday, November 14, 2008**. Space Administration and Facilities Management

will conduct a site survey and respond back to you with information concerning project feasibility, cost, and schedule. This information must be included in the final project proposal.

**Proposals for projects that involve any site preparation will be considered only after the required site survey by Space Administration and Facilities Management has been completed.**

1. Location for installation of equipment or technology.  
**ATUS Classroom Services - Miller Hall 155**

2. Is site modification required?

**No**       **Yes**  Please describe. (Electrical, air, painting, lighting, security, network access, etc.)

3. Will this project use space not currently assigned to your department or area?

**No**       **Yes**  Please describe.

## VII. Project Schedule

This section describes your overall implementation schedule. Project awards will be announced by the end of spring quarter. It is anticipated that projects would be substantially completed by the end of the calendar year. If there is any site preparation involved, please align your project schedule with the schedule provided by Space Administration and Facilities Management.

**The project purchases would be completed within 3 - 6 months after the grant was awarded. The equipment would be available for student use shortly after this time once inventory and security tagging procedurs had been accomplished.**

## VIII. Constraints

This section should list any external or internal factors that could affect your project schedule, project objectives, or the project budget (e.g. if external approval is required for curricular changes, or if funding must be received by a certain date).

1. Please describe any constraints to this project. - **No constraints at this time.**

## IX. External Funding

This section must be completed for any **projects over \$100,000**. For project budgets of this scale, the applicant should investigate opportunities for obtaining external funding for all or part of the proposed project.

1. Describe the external organization(s) able to provide funding in support of this project.  
**N/A**
2. Describe the funding cycle for these requests (submission dates, projected award dates).  
**N/A**
3. Indicate the amount of external funding that would be requested. **N/A**
4. In cases where joint funding is requested, what will happen if the STF award is made and the external grant is not awarded? **N/A**
5. Has a grant proposal already been submitted for all or part of the proposed STF project?  
**N/A**