2014 Student Technology Fee (STF)
Tech Initiatives Proposal Form
DUE April 1, 2014

Project Title: Loan Pool Enhancement

Department/Organization: ATUS

Name(s) of Project Applicant(s)

Name  Gary P Malick  MS 9059  Email: gary.malick@wwu.edu

Name  Robert Clark  MS 9059  Email: robert.clark@wwu.edu

Principal Contact:

Name  Gary P Malick  Email: gary.malick@wwu.edu  Phone 4934

Amount Requested for Project

Proposed Budget:

1. Equipment total $ 47525.00
2. Plus site preparation (not STF funded) + $ na
3. Total Project Cost (spreadsheet total from part IV of this form, Total Project Budget) = $ 47525.00
4. Less organization’s contribution – $
5. Less site preparation – $
6. STF Grant Request = $ 47525.00

IMPORTANT NOTE

1. THE STF Committee will accept only complete proposals by the announced deadline. Every section (I–IX) and all items of this proposal format must be addressed.

I. Executive Summary (800 words max)

Provide a summary of the project and the benefits to be derived. Explain what the students would gain from the project, and how the acquisition would meet the Student Technology Fee mission*.

STF Mission:
The Student Technology Fee provides Western students with adequate and innovative technology experiences by:

• Broadening/enhancing the quality of the academic experience
• Providing additional student access to technology
• Increasing integration of technology into the curriculum.

I am requesting funds to purchase items for the ATUS equipment loan pool. The loan pool serves all students in all areas of study. Last year the loan pool had over 16,000 individual checkouts of equipment to students.

Over the last few STF cycles we have received 20 high end digital SLR cameras that are housed here in the loan pool. The cameras are very heavily used, there is rarely a weekend when there are any left to be checked out. Students in Art, Photography, Design, Journalism, Engineering, and many student clubs utilize these cameras for both still photo and video projects.

There are accessories available that would enhance and expand the usability of these existing cameras. The items I am proposing are sets of 2-3 prime lenses of various focal lengths. These lenses will provide better lowlight capabilities and increase overall image sharpness thus allowing students to produce more professional products.

Other items in the camera accessory area that we receive many requests for by students include; Camera sliders, cranes, dollies and fluid head tripods. Also lighting equipment that utilizes modern LED technology make the lights weigh less and consume less energy. With the exception of the lenses these accessories can also be used with the other video cameras in the loan pool.

This recommended purchase will greatly enhance the students access to state of the art technology allowing them to create projects that will enhance their academic experience. This access will be for all students, it is not college or department specific, we are an equal opportunity lender. Having this equipment available will also allow faculty to better integrate the use of the technology in their curriculum.

Below is a list of the recommended items:

Canon L series prime lenses; quantity 2 each unless otherwise stated;
- Canon EF 24mm f/1.4L II USM
- Canon EF 35mm f/1.4L USM
- Canon EF 50mm f/1.2 USM (quantity 3)
- Canon EF 85mm f/1.2L II USM

Specialty lenses:
- Canon EF 14mm f/2.8 II USM

Zooms:
- Canon EF 17-40mm f/4L USM
- Canon EF 70-200mm f/2.8L IS II USM

Accessories for all video and still cameras: Quantity 2 unless otherwise stated
- Bescor LED-1200K Professional AC/DC Lighting Studio Kit (110-240V)
- Impact Saddle Sandbag - 15 lb (Orange Cordura) quan 4
- Porta Brace LPB-LP1X1 Carrying Case for 1 Lite Panels 1X1 (Midnight Black)
- ikan IB1000 Dual Color 2-Light Kit
- ikan PBK-A-X Pro Battery Adapter Kit with XLR P-Tap
- Varavon Camera slider
- Bogen tripod set Quan 4
- Cobra crane tracking and dollie kit
- Indie - Dolly single man dollie
- Indie dollie staraight track kit
- Lowel brand bender light kit LED type
II. Relationship to STF Objectives / Impact on Current Academic Programs

The STF Committee will use as its primary assessment criteria the three objectives—access, quality, and integration—defined in the STF mission (above). Given this criteria, describe your proposed project in detail.

1. Tell us—focusing on what the students will gain from the project—how the project would provide positive benefits to specific courses or instructional programs. Specifically, answer at least one of a, b, and c below:

   a. How would this project provide additional student access to technological resources?
      
      All registered WWU students will have access to the equipment if they are using it for an academic related purpose. The loan pool is open Monday - Friday 7:45am -4:45pm

   b. How would this project broaden or enhance the quality of the student’s academic experience through the proposed technology?

      The items will allow students to get higher quality images from existing digital SLR cameras and video cameras. This equipment will also allow usage of the cameras in broader lighting situations. The light Kits will allow the camera users to produce more professional looking products with safer more energy efficient lighting instruments. The camera dollies and other accessories facilitate the shooting of more lifelike videos capturing movement in a natural setting.

   c. How would this project increase integration of technology into coursework?

      These new items will allow faculty members to encourage the students to incorporate high quality images and videos in assignments thus allowing students to produce professional looking products.

2. Would other departments be involved with this project?

   No ☐ Yes ☒ If yes, describe.

   Any and all departments can use the equipment

3. Has any part of this project previously been funded by the Student Technology Fee?

   No ☐ Yes ☒ If yes, describe.

   The Cameras these items will be used with were purchased by the STF in previous years

4. Is the proposed project a pilot project?

   No ☒ Yes ☐

III. Utilization
List the anticipated number of times and duration per each use—per quarter or per academic year—that students would use the proposed technology. The committee is looking for total student hours and total number of unique students who would use the technology in that time period. Explain how you arrived at this utilization.

The loan pool has 18 of the Canon Mark II and III's cameras, these cameras are reserved every weekend of the quarter and most days of the week. There were 6562 checkouts last academic year. This data comes from Wilson Library on line checkout system. We also get many requests for the lenses to be used with student owned cameras or departmental owned cameras. So I would estimate with the additional checkouts the number for these would be over 7000 per year. The numbers for the other items are estimated form last year’s data for similar checkouts:

- tripod: 5391
- accessories: 380
- light kits: 1614

IV. Total Project Budget

This section details the estimated total cost of the project. Include costs that would be covered—by your department or another source—for ongoing costs such as personnel or operating expenses.

1. For assistance in preparing your budget, please consult with relevant campus support departments (ATUS, Purchasing, Space Administration, etc.).

2. For more information about these contacts and helpful tools/links: from the STF website home page (http://www.wwu.edu/stf), choose “STF Tech Initiatives,” then section “II. Tech Initiatives Forms and Instructions.”

Attach an Excel spreadsheet if you have additional details.

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Item Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please see attached file</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Subtotal $42156.00

Allowance for price increases (3% of subtotal) 1265.00

Shipping (taxable) 300.00

Tax (8.7%) 3804.00

Total This budget total (or your attached spreadsheet total) should match the projected budget figure on page 1 of this proposal. (See box on page 1, line 3.) 47525.00
Important Notes from the STF Committee:

1. We recognize your proposed budget as an estimate. Final funding for successful projects will be established after thorough technical review; some costs may need adjusting due to price changes.

2. We recommend that you include a 3 percent cushion to allow for price increases.

3. We may impose special conditions on a proposal before approval. See the STF Proposal Guidelines.

4. Funding is not directly provided to departments for purchases. All purchasing is done via the Office of the VPIT/CIO and savings are retained in the STF fund.

1. What funding or contributions are available from your department or other sources?

   Note: “Contribution” is defined as a monetary contribution. A vendor discount, for example, is not considered a contribution.

   Funding for the initial purchase is not available from our department, but we do provide funds for maintenance and up keep of the items, last year over $7000.00 was spent by us for this purpose.

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

   Note: A “no” response to this question creates an “all or nothing” proposal. That is, if the STF Committee decides against funding your entire proposal, it will not consider any elements for partial funding. If proposal elements could be funded separately, the applicant is responsible for prioritizing these elements before submitting the proposal.

   No ☐ Yes ☒ If yes, summarize and prioritize project segments with cost estimate for each segment.

   The proposal could be split between the lenses and the accessories. see attached excel file

3. Are course or 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 Student Technology Fee must reflect the amount collected from course fees for equipment replacement and/or equipment acquisition.

V. Impact on Existing Resources

Your proposal must address the project’s potential impact on existing resources. Give special attention to the impact on data transmission networks (e.g., sources accessed, networking equipment, etc.), and personnel (e.g., staffing, administrative support, faculty support, etc.).

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

   The resource that will be affected is the existing loan pool inventory. The fact that the existing inventory is already fully utilized this will just make the future use able to produce higher quality end products.
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?
   - Yes
   - No
   If yes, describe why the existing equipment does not meet the needs outlined in this proposal.

3. If this project involves the replacement of equipment, including computers:
   a. Describe the “before and after” configuration changes. (A spreadsheet reflecting these changes may be attached.) OR, write “N/A.”
   b. Describe the costs and benefits of replacing vs. upgrading. OR, write “N/A.”

4. Would this equipment be available to students outside of your department?
   - Yes
   - No
   If the proposed technology would be used by students outside of your department, describe how they would gain access, how equipment availability would be publicized, the hours/week when equipment would be available, and any costs that would apply.

   The equipment will be available to all students that are using it for an academic related purpose. It will be housed in the ATUS loan pool, open Monday – Friday 7:45 am – 4:45pm, with checkouts available for 24 hours or over the weekend. Extended checkouts are available with approval of the equipment loan supervisor.

5. Does this project involve the check-out of equipment to students?
   - Yes
   - No
   If yes, discuss whether or not the Student Technology Center/ATUS Loan Pool could be assigned this task.

   Yes ATUS will steward these items

6. Does the department have adequate operating funds to provide ongoing maintenance and support?
   - Yes
   - No
   If yes, describe.

   As mentioned above the loan pool incurs maintenance cost over on the average of $7000 per year. Currently ATUS is covering these cost.

7. Does the department have adequate personnel funds to provide ongoing staff support for this project?
   - Yes
   - No
   If yes, describe.

   The ATUS equipment loan pool is staffed by one full time state funded employee and 15 students. The students are a mixture of both departmentally funded and workstudy.

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 would require any site preparation, or if this project would use any space not currently under your department’s control:

a. You must submit a draft proposal to Space Administration by March 7, 2014.

b. Space Administration and Facilities Management will then conduct a site survey and respond to you by March 21, 2014 about project feasibility, cost, and schedule.

c. You must include the site survey response with your final proposal.

1. Location for installation of equipment or technology.
   ATUS loan pool in Haggard Hall room 114

2. Would site modification be required?
   No ☐ Yes ☐ If yes, describe the modifications (e.g., electrical, air, painting, lighting, security, network access, etc.).

3. Would this project use space not currently assigned to your department or area?
   No ☐ Yes ☐ If yes, describe.

VII. Project Schedule

Describe your overall implementation schedule. (Remember that project awards are announced during spring quarter, and that projects are to be substantially completed by the end of the calendar year.) If any site preparation is involved (see section VI above), align your project schedule with the schedule provided by Space Administration and Facilities Management.

Items will be purchased and prepared for the loan pool as soon as the permission to purchase is given

VIII. Constraints

List or describe any external or internal factors/constraints 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).

none

IX. Submitting the Proposal

1. Make sure your proposal does not exceed 12 pages (not including Tech Initiatives Summary Sheet).
2. Complete a 2014 Tech Initiatives Summary Sheet for the front of the proposal.

3. By 12 noon on the due date, email one electronic version (PDF preferred, or Word document) of both the proposal and the Project Summary Sheet to diane.bateman@wwu.edu (the STF Committee secretary).

   Note: Paper copies of proposals are no longer required; please do not send.