2011 Student Technology Fee (STF) Proposal Form

Title of Project: Production Equipment to Support Academic Mentoring in a TV Broadcast Environment

Department/Organization: ATUS with CFPA, Fairhaven and University Relations

Name(s) of Project Applicant(s)

Name: John Farquhar MS 9094
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Principal Contact person:

Name: John Farquhar
Email: john.farquhar@wwu.edu Phone 650-6538

Amount Requested for Project: $16,407
Contribution by Requesting Organization: Any necessary networking

PREREQUISITES

1. Review the policies (two) and procedure (one) below for using lab fees to purchase equipment. You may decide that this route is more effective for funding your proposal.
   - POL-U1400.03 Establishing and Changing Course and Lab Fees
   - POL-U1400.04 Administering and Spending Course and Lab Fees
   - PRO-U1400.03A Establishing a Course or Lab Fee, or Changing the Amount or Purpose of an Existing Course or Lab Fee, Fixed or Variable

2. Read the Proposal Form Instructions on the STF website:
   http://www.wwu.edu/stf/proposalprocessfinal.shtml#TwoInstructions

Important Notes:

- As of 2009-10, the Student Technology Fee Committee no longer accepts proposals for computer lab upgrades. Existing computer labs are now upgraded on a rolling schedule, and the Student Technology Fee continues to fund these upgrades.
- THE STF Committee will only accept complete proposals by the announced deadline. Every section of the proposal must be addressed.
I. Project Abstract

Give an overview of the existing environment, and summarize the items being requested. Briefly explain 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 "Western" Show is a new, 30-minute, monthly video program highlighting the achievements, activities, and community involvement of Western students, staff and faculty. The production is a collaboration between local independent TV station KVOS, the College of Fairhaven, the College of Fine & Performing Arts, the academic departments of Communications and Journalism as well as Western's office of University Relations. Members of the A.S. club KVIK are also invited to provide programming content for the show. Students participating in academic endeavors across these areas will be involved in numerous production activities such as set design, lighting, story-writing, camera operation, videography, reporting, editing, and general production assistance. Fulfilling responsibilities arranged as internships, independent studies, and field projects, students will be assisting in the professional development of high-quality content for airing on broadcast television by KVOS.

To meet the technical requirements of broadcast television, this proposal seeks to provide two computers as production and post-production workstations for student use. These workstations would be located within the KVOS facility to provide students with access to professional mentors as well as the KVOS TV studio. Additionally, the project is requesting an HD Camcorder Kit for student use in field production.

II. Relationship to STF Objectives and Impact on 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?

   New computer workstations with professional-level video production software would be made available only to Western students in an environment where they work alongside mentors for a deadline-driven program aired on broadcast television. Students will be registering for any of a number of independent studies, internships or field projects made available through three separate colleges. The inclusion of an HD camcorder, which would be located in the ATUS Classroom Services loan pool, ensures that a camera would always be accessible to students working on this project.

   b. How would this project broaden or enhance the **quality** of the student’s academic experience through the proposed technology?
Engaged students will be mentored by KVOS and other working professionals in the production of a highly-visible broadcast program. High, professional standards will be maintained for this program with students fulfilling many important production responsibilities in a professional work environment.

c. How would this project integrate technology into coursework?

The production of broadcast television programs requires significant use of pre- and post- production computing tools for writing, storyboarding, editing, animating, and digital file preparation and distribution.

2. From a faculty perspective, explain how this project will enhance your ability to help students meet their educational goals.

This project provides professional-level tools for a collaborative academic project within a mentoring environment. Very few computer workstations on campus offer software like Final Cut Pro and After Effects. Because of their cost and robust computing requirements, these software programs are unlikely to be purchased by students nor run on student laptop computers. By situating the computing equipment at KVOS, students will have access to the tools they need alongside mentors and other professionals who can help them meet expected outcomes.

3. Will other departments be involved with this project? If so, please describe.

The College of Fine and Performing Arts, the Fairhaven College, the departments of Journalism and Communications as well as University Relations are collaborators on this project to bring about an inter-disciplinary experience for students wanting to produce materials for television. Please see attached letters of support from these units.

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

No ☒ Yes ☐ Please describe:

III. Utilization

1. Please list the anticipated number of times and duration per each use--per quarter or per academic year--that the proposed technology will be used by students. The committee is looking for the total student hours and the total number of unique students who will use the technology in that time period. Explain how you arrived at this utilization.

Since this program has not yet begun production, we cannot estimate utilization on past experience. We do, however, anticipate the direct involvement from approximately eight students on a quarterly basis through internships, field experiences, and independent studies. Use of the equipment by each student will be very involved as video post-production (especially in the learning phases) requires multiple hours of work for each highly-produced, completed minute. Since the Western show will begin as a once-a-month production every month of the year, an average of 40 hours of use each week during academic sessions is expected for this equipment. With deadline-driven requirements for the work, we believe that two workstations will be required to accommodate multiple production teams working simultaneously. In addition, the
single camera kit being requested will be used for both field and studio production on the program, yet we feel that the multiple production teams will be able to schedule around any conflicts.

The work generated from using this particular equipment would represent the highest tier of student production work. Most students directly involved in the Western Show would be doing so as a capstone experience following completion of introductory courses covering basic production skill. On the other hand, the show will likely feature superior student work created from any course at any level. As a consequence, the existence of the show provides an indirect benefit to any student producing relevant, high-quality content, as well as an opportunity for students to develop a portfolio with the intent to become selected as a regular contributor in the future.

IV. Project Budget

This section details the estimated cost of the project. 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.wwu.edu/stf/instructions.shtml

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

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<thead>
<tr>
<th>Item</th>
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<th>Item Cost</th>
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<td>$198</td>
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<td>Total</td>
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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. The STF Committee may impose special conditions on a project; see the STF Program Description.

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

   Should any networking requirements be necessary, internal sources of funding will be secured.
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.

We believe this project to be small enough to be funded as a whole package, though a less expensive camcorder may turn out to be acceptable depending upon the technology available at the time.

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.

No equipment currently exists at KVOS for this project. Students would be required to use resources on campus. Very few computers exist on campus where professional video tools are available.

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 does not meet the needs outlined in this proposal.

The Student Tech Center has two video editing rooms where Final Cut Pro is available. While these workstations may be partly used to aid in the production of the Western show, locating dedicated stations at KVOS will allow students to receive mentoring assistance at the TV station. The proposed HD Camcorder kit will match existing kits at Classroom Services and will be located in their loan pool.

3. If this project involves the replacement of equipment:

   a. Describe the “before and after” configuration changes. A spreadsheet reflecting these changes may 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 ☐ If the proposed technology will be used by students outside of 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.

KVOS will be providing access to areas of their production facility to those students who meet the requirements for participation in the Western show program. These students can be from any academic discipline at Western, but will need to be accepted by the program executive production team before access is granted.

5. 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.

We intend to have Classroom Services be the location for the checkout of the single HD Panasonic Camcorder. This model matches their current high-end camera which has proved to be very popular.

6. Does the department have adequate operating funds to provide ongoing maintenance and support?

No ☐ Yes ☒ Please describe.

ATUS with its partners in the various academic units supporting this project will be able to provide sufficient, ongoing maintenance.

7. Does the department have adequate personnel funds to provide ongoing staff support for this project?

No ☐ Yes ☒ Please describe.

ATUS, along with KVOS and the academic partners supporting this project will be able to provide adequate personnel to provide support.

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 your department's control, you must submit a draft proposal to Space Administration by November 24, 2010. Space Administration and Facilities Management will conduct a site survey and respond back to you 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 surveys by Space Administration and Facilities Management have been completed.

1. Location for installation of equipment or technology.

   The equipment is expected to be located at the KVOS television studio located 8 blocks north of campus at 1151 Ellis Street. The university and KVOS are currently finalizing an agreement concerning the utilization of equipment and facilities at the KVOS studio. We expect that the agreement will allow students to access the facility for work on the Western show and that university equipment placed at that location will be restricted to use by WWU students only.

2. Is site modification required?

   No ☒ Yes ☐ If 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.

   As stated above, an agreement with KVOS is being finalized which will provide spaces within their facility to house the computing equipment for this project. Classroom Services has indicated that the addition of one camcorder is acceptable for their loan pool.

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 equipment can be made available within 2 weeks of being delivered.

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.

      As of this writing, the agreement between WWU and KVOS has not yet been finalized. By the time that this proposal is being considered, we anticipate having a fully articulated agreement specifying the appropriate use of equipment and facilities for this project.

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
December 17, 2010

Dear Student Technology Fee Committee,

It is with great excitement that I am writing this letter of support for the request by Academic Technology User Services, University Relations, Fairhaven College and the College of Fine and Performing Arts for STF funding for the purchase of technology equipment in support of the new Western Television Show. This show, which will be conducted in partnership with KVOS-TV, is being planned with student internships as the core of the show’s production.

This Western television production will provide a highly desirable hands-on internship learning experience for students from Fairhaven College, the College of Humanities and Social Sciences, and the College of Fine and Performing Arts. In addition, production of the show will provide indirect learning opportunities for hundreds of students campus-wide. Included in those numbers are students who are volunteer members of KVIS-TV who will have the opportunity to contribute to program development and production.

The student internship support function of the Western TV Show will begin with independent studies this spring through the respective college of the students and will then evolve into a year-long interdisciplinary class experiences. This hands-on learning experience in a commercial television production facility will have a profound impact on the educational learning experience of all students who participate either directly or indirectly. This television show will clearly provide an enhanced learning experience that is currently not available at Western.

Because of the complexity of the video editing software (Final Cut Pro) that is used in the commercial television environment, it is imperative that Western students have the opportunity to use the same editing software, the most current version which will only run efficiently on the most current hardware. This proposal requests funding for two Apple Computers, a HD1V Video Camera Kit capable of producing commercial broadcast quality video images, and two external storage arrays. It is anticipated that necessary networking for the computers will be provided and supported by the University.

My excitement about this project is framed around the impact the Western TV Show will make in marketing the accomplishments of WWU students, faculty and programs throughout the North Puget Sound area on KVOS-TV, and around the unique high-level learning experience Western students will garner through internships and volunteer involvement. Programming on the show will be written and produced by Western students with professional mentoring by the staff of KVOS-TV.
To: Student Technology Fee Committee

From: Dean, Roger Gilman, Fairhaven College

Date: December 16, 2010

Re: Support for Proposal from ATUS, University Relations and University Communications

Dear Committee Members

I write, representing student interest in Fairhaven College (and, I believe, in CFPA and CHSS), to endorse the request for STF funding to purchase cameras and editing computers to be used for student internships with KVOS TV in production of a regular Western television show. These internships will provide unique opportunities for students to aspire to advanced skills in film production and to gain preprofessional experience in the field.

Fairhaven College is excited about this innovative learning possibility and ready to implement the student internships as independent study projects for students advanced in video production and editing. This will offer students a capstone experience through which to apply and integrate their technical and teamwork skills, and give them a record of experience relevant to the job market. This partnership with the commercial community is clearly within the University mission. Our students will contribute story ideas, production concepts, design ideas, camera work, editing, and so on, in a team setting, with a real world interdisciplinary team. The networking capacity for the interns editing computers will be provided by the University as will the camera for field work. The supervision of interns will be provided by KVOS in partnership with Western faculty members. KVIK will be part of this programming team.

This is a future-defining learning opportunity for students; it is a very special opportunity that STF funds can make possible. Thank you for careful consideration of this proposal.

Sincerely,

Roger Gilman, Dean of Fairhaven College of Interdisciplinary Studies
December 16, 2010

Student Technology Fee Committee:

This letter is in support of the request to purchase new equipment for the Western TV Show project in partnership with KVOS. This project has far reaching impact on many groups across campus and allows for internships and multidisciplinary work by students from many academic interest areas such as Fine and Performing Arts, Fairhaven College, Journalism, Communication and many others.

An opportunity such as this for students from the College of Fine and Performing Arts will have a profound impact on their ability to enhance their current education, provide hands on opportunities not currently available, explore a new field of study in a multidisciplinary way and interact with students form across campus they might otherwise never meet. In addition, CFPA and Fairhaven College have already started discussions on the development of a Film and Art Direction degree (FAD) building on the expertise of alumni that have found employment in this field.

The computers being requested through this proposal are essential to the project and will be used continuously and almost exclusively by the students involved with the show. These computers are needed to provide the editing work stations necessary to provide the quality experience students need working with quality software and to facilitate team work in preparing stories for the TV Show. All necessary networking and will be provided by the University and supported through our established infrastructure.

The camera is also a critical piece of equipment to facilitate fieldwork for the students, an experience that will enhance their learning and provide real world opportunities to apply classroom theory. Real deadlines leading to results with high production values – these are essential and unique skills that our students need.

I understand that students from KVIK-TV will also be a part of this project, though I am not sure what role they will play currently but this unique collaborative approach with KVOS will certainly provide students with a special learning experience at a commercial television station that we can not offer on campus otherwise.

I strongly support this project and view the cost of this request as a small price for the long-term return on investment in terms of student opportunities and experiences. Thank you for your considerations.

Sincerely;

Daniel G. Guyette

Daniel G. Guyette, Dean
College of Fine and Performing Arts