2011 Student Technology Fee (STF) Proposal Form

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

Department/Organization: ATUS Video Services

Name(s) of Project Applicant(s)

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Principal Contact person:

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Amount Requested for Project: $65,000

Contribution by Requesting Organization:

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 use of production equipment for academic video 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 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. In 2009, we were able to purchase additional new camcorder kits. Some of these kits were beginning-level camcorders while others were more advanced models with an external microphone input and headphone output. We also developed a mobile video streaming kit which is available for use across campus.

While these camcorders have been heavily used since their arrival at Western, a new area of demand has also occurred. When the STF Committee approved a purchase for Canon 5D camera kits by the Art Department in 2009, these new kits suddenly were in constant demand. In fact, ATUS Classroom Services has noted that the current kits are checked out every weekend and most every day during the school year. The reason that they are highly requested by students is that they not only shoot great photos, but great video images as well. In fact one reviewer said, "the popular Canon EOS-5D still camera does HD video well enough to have been used to shoot episodes of several popular network TV shows including HOUSE."

The studio arts photography program is in constant need of cameras. Now that these cameras can also shoot great video, the need is even more acute. Although some students have their own equipment such as iPhones, it is essential that they are familiarized with more professional equipment that they normally can not afford on their own. Having more of advanced cameras available through the ATUS stewardship program will enable all levels of photography and video production to be taught with the very latest equipment.

Current philosophy within media production instruction is to integrate both traditional and digital technologies. Building off the existing equipment, the digital facilities have gradually been upgraded. However, as technology moves at an ever-increasing pace, the photography lab somewhat lags behind in this area. The equipment requested in this grant would help fill the gaps and bring the facility closer to the goal of digital integration.

This bridge is made very evident through the adaptation of digital technologies with traditional optics. The 4x5 cameras that we currently utilize are conventional pieces of studio-based photography equipment. However, processing color film is no longer a practical option—there is only ONE lab in Washington state that processes 4x5 sheet film and it is located in Spokane. In order to stay current and utilize the equipment that we have, we are requesting the digital back mounts. The University of Washington is using the same type of equipment as they look toward the future of the photographic arts. These back mounts, computers, and complete kits would enable us to capitalize on existing equipment while staying current within the field.

Those within the photography concentration are not the only students familiar with 4x5 cameras. The photography concentration at Western teaches 4x5 in all levels of photography courses. In this context, we are looking to share one of the 4x5s with ATUS so that other students can experience this very exciting practice. Although it’s a specialized
piece of equipment, workshops would be created in order to familiarize students with the 4x5 and generate more usage and access beyond the photography studio concentration.

We realize that equipment of this caliber -- cameras, camcorders, and computers – can be utilized by the entire university community, students, faculty, and staff, in and out of the classroom. Whether it’s a studio art major who is directly interested in fine art photography or a non-art major who simply wants to document a project related to their major, this equipment enables them to utilize new technologies and actualize their project while they prepare for a post-graduate experience.

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?

      This grant is entirely about providing more students the opportunity to produce quality still and moving images using equipment they could not normally afford on their own. It adds 50% more Canon 5D and Vixia cameras to the loan pool while increasing the usage and availability of the school’s 4x5 cameras.

   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. 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 media 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, Grant Donellen of Art, Susan Haines of Dance, and Patrick Dizney of Theatre Arts.
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 basic and advanced camcorder kits in 2006, 2007, and 2009 and digital SLR cameras in 2009.

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.

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.

Art 290 Photography I - 60 students total  
Art 390 Photography II - 40 students total  
Art 391 Color Photography - 60 students total  
Art 392 Photographic Alternative Processes - 40 students total  
Art 490 Advanced Photography Seminar - 40 students total  
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 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](http://www.wwu.edu/stf/instructions.shtml)

Please complete all of the following sections (attach Excel spreadsheet for any additional details).
<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Item Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVANCED DLSR CAMCORDER KITS - Canon EOS 5D Mark II Digital Camera Kit with Canon 24-105mm f/4L IS USM AF Lens (or equivalent)</td>
<td>4</td>
<td>$4,500</td>
<td>$18,000</td>
</tr>
<tr>
<td>ADVANCED NTSC HDTV VIDEO CAMCORDER KITS - Canon VIXIA HF S200 Flash Memory High Definition Camcorder</td>
<td>6</td>
<td>$1,650</td>
<td>$9,900</td>
</tr>
<tr>
<td>BASIC MIRRORLESS DLSR CAMCORDER KITS - Olympus PEN E-PL1 Digital Camera (Blue)</td>
<td>10</td>
<td>$1,650</td>
<td>$11,650</td>
</tr>
<tr>
<td>4X5 CAMERA DIGITAL CONVERTER KITS</td>
<td>2</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SHIPPING $360</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>TAX $5,090</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL $65,000</td>
<td></td>
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</tbody>
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Shipping (taxable)  
Tax (8.5%)  
Total

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?
   
   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 four parts. They are listed below in prioritized order.
   1. ADVANCED DLSR CAMCORDER KITS - $18,000
   2. ADVANCED NTSC HDTV VIDEO CAMCORDER KITS - $9,900
   3. BASIC MIRRORLESS DLSR CAMCORDER KITS - $11,650
   4. 4X5 CAMERA DIGITAL CONVERTER KITS - $20,000

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 advanced camcorders 12 to 24 units.

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.

   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.

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.

   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.
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.

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 ongoing 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 ongoing staff support for this project?

No ☐ Yes ☒ Please describe.

Training would be provided by ATUS Classroom Services and the Student Tech Center.

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.

   ATUS Classroom Services - Haggard Hall 113

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.
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 procedures 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