Project Title: Digital Cinema Production Project

Department/Organization: ATUS

Project Applicant(s):

Principal Contact
Name: Deran Browne  MS 9059  Email: Deran.Browne@wwu.edu  Phone 360-650-7306

Others
Name: Mark Miller  MS 9118  Email: mark.miller@wwu.edu  Phone 360-650-7407
Name: Tara Perry  MS 9162  Email: Tara.Perry@wwu.edu  Phone 360-650-2202
Name: Joe Gosen  MS 9161  Email: Joe.Gosen@wwu.edu  Phone 360-650-3245
Name: Nick Stanger  MS 9085  Email: Nick.Stanger@wwu.edu  Phone 360-650-2203

Amount Requested for Project

Proposed Budget:
1. Equipment total $24,677.53
2. Plus site preparation (not STF funded) + $
3. Total Project Cost (spreadsheet total from part III of this form, Total Project Budget) = $24,677.53
4. Less organization's contribution - $
5. Less site preparation - $
6. STF Grant Request = $24,677.53

IMPORTANT NOTE

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

I. Relationship to STF Objectives / Impact on Current Academic Programs

The STF Committee will use as its primary assessment criteria the three objectives—quality, access, 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 would 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 **broaden or enhance the quality** of the student’s academic experience through the proposed technology?

The Digital Cinema Production project will broaden and enhance the quality of the students’ academic experience by giving them by hands-on opportunities to learn how to manipulate high-quality cinema level video equipment in a safe learning environment with well-trained supervision and instruction. Students will have the ability to produce high-quality cinema level video productions (creative films, documentaries, presentations, interviews, and more) that are suitable for professional portfolios and academic assignments. All students across all majors and minors at WWU will have access to all the equipment and workshops associated with this project. Data collected from ATUS Classroom Services through the ALMA checkout system software has shown increases in the number of individual checkouts of Digital SLR cameras, for film/video production every year for the last three years:2016-17: 2263, 2015-16: 1924, 2014-16: 2021.

Digital SLRs are powerful tools, but they require significant add-ons to work properly for digital cinema production. A dedicated cinema production package provides higher performance and is more cost effective. It also closely mirrors the kinds of equipment and skills that are used industry-wide and provides students with a more useful basis for pursuing video related careers post-graduation.

b. How would this project **provide additional student access** to technological resources?

The Digital Cinema Production project will provide additional student access to technological resources supported by the Digital Media Center (DMC), the Student Tech Center (STC), and the ATUS Loan Pool. Students will have direct access to video production equipment and hands-on workshops, editing stations, and portable storage. Instructors will have the option of bringing students to the DMC throughout the academic term on a regular basis or ad hoc basis at almost any time of the day or night. Students may also check out equipment on an individual basis. All students will have access to equipment through the ATUS Loan pool.

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

Greg Youmans (English), Tara Perry (Comm.), Mark Miller (Comm. and Fairhaven), Joe Gosen (Journalism) and Nick Stanger (Department of Environmental Studies) are all planning to integrate digital cinema production directly into their academic curriculum. In addition to these instructors, we have significant interest from the College of Fine and Performing Arts, Fairhaven, College of Business and Economics, Communication, Journalism, Environmental Studies and English in learning how they can utilize digital cinema production in their programs.

We will schedule class instruction in the Digital Media Center on how to use this equipment, and students will be able to check out equipment on an individual basis. The DMC is a center for interdisciplinary discourse and serves all of the Western community with our equipment, experience, and knowledge.

All Western instructors and students will have access to the digital cinema production equipment and accessories through the DMC as part of a class or available to individual students through the DMC and ATUS loan pools. In addition to transforming courses in a wide variety of departments such as Journalism (JOURN 407), Communications (COMM 228 and 442), English (ENG 364), and Environmental Science (ENVS 491) will be using this equipment to create their environmental filmmaking projects.
In addition, students from The Planet Staff and Environment and Sustainable Development (ENVS 414) will need access to the high-quality video technology to continue production of their ongoing course-related projects.

2. Would other departments be involved with this project?
   
   Yes ☒ No ☐  If yes, describe.

   Yes, other departments will have access to this equipment including English, Communications, Fairhaven, Journalism, and Environmental Science. The ATUS loan pool will house and loan the equipment to them.

3. Has any part of this project previously been funded by the Student Technology Fee?
   
   Yes ☐ No ☒ If yes, describe.

4. Is the proposed project a pilot project?
   
   Yes ☐ No ☒ If yes, describe.

II. 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 period. Explain how you arrived at this utilization.

Total student hours: 2265

Although students may check out equipment for a 24-hour period, we estimate that students would actually use the equipment for five hours for a given project (on average). If there are 453 total unique students (see below), the total number of student hourly usage would be 2265 (5 hours x 453).

Total number of unique students: 453

For the academic year 2016-2017, 21 digital SLR cameras were checked out of the ATUS Loan Pool 2,263 times. Based on conversations with clients, we believe that forty percent of these checkouts were specifically for video (40% x 2,263 = 905). Assuming that at least half of these students would prefer to use a high-definition camera kit over a digital SLR, then the anticipated number of unique students would be 453.

III. 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 (Academic Technology & User Services, Budget Office, 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” on sidebar, then section “II. Tech Initiatives Instructions and Forms.”
Attach an Excel spreadsheet if you have additional details.

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<th>Item</th>
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<td>Allowance for price increases (3% of subtotal)</td>
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<td>Shipping (taxable)</td>
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<td><strong>Total</strong> [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.)]</td>
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Important Notes from the STF Committee:

- 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.
- We recommend that you include a 3 percent cushion to allow for price increases.
- We may impose special conditions on a proposal before approval. See STF Proposal Guidelines.
- Funding is not provided directly to departments for purchases. All purchasing is done via the Office of the VPIT/CIO and savings are retained in the Student Technology Fee fund.

3. 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.

   ATUS will cover ongoing maintenance and batteries.

4. 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 elements could be funded separately, the applicant is responsible for prioritizing them before submitting the proposal.

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

   If needed we could reduce the quantity of the digital recorders requested.
5. Are course or lab fees charged for any of the courses that will use this equipment?

   No ☒ Yes ☐ If yes, describe. 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.

IV. 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.

   This proposal will not have any impact on existing resources. The Digital Cinema Production equipment will be kept in the ATUS equipment loan pool in Haggard Hall, room 114. The manager of that area (Gary Malick) has agreed to provide shelf space and have the items entered into the check-out system known as ALMA. The staff there is already trained on the procedure for the tracking of these items and we do not see any negative impacts on the existing system.

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?

   No ☒ Yes ☐ 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.”

      N/A

   b. Describe the costs and benefits of replacing vs. upgrading. Or, write “N/A.”

      N/A

4. Would this equipment be available to students outside of your department?

   No ☐ Yes ☒ If students outside of your department would use the proposed technology, 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.

   These items will be in the ATUS loan pool, and therefore open to all students.

5. Does this project involve the check-out of equipment to students?

   No ☐ Yes ☒ If yes, discuss whether or not the Student Technology Center/ATUS Loan Pool could be assigned this task.

   These items will be checked-out to students through the ATUS loan-pool.
6. Does the department have adequate operating funds to provide ongoing maintenance and support?

   No ☐ Yes ☒ If yes, describe.

   ATUS DMC and Classroom services have the funding to provide ongoing maintenance and support for this project.

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

   No ☐ Yes ☒ If yes, describe.

   Yes, ATUS DMC and Classroom services have adequate personnel funds to provide ongoing staff support for this project. The loan pool is staffed by 15 student employees and a full-time staff member. Also the DMC is staffed by 12 student employees and a full time staff member. Roughly half of these students are departmentally funded and the others are work study funded.

V. 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 12, 2018.

   b. Space Administration and Facilities Management will then conduct a site survey and respond to you by March 23, 2018 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:

   HH 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.

VI. 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.
If approved, we will purchase the items through the WWU Market Place as soon as we have the approval. Items will be labeled and entered into the database for checkout. They should be available for checkout within three weeks of ordering.

VII. 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).

We do not foresee any constraints.

VIII. Submitting the Proposal

1. Make sure your proposal does not exceed 12 pages (not including Tech Initiatives Summary Sheet).
2. Complete top portion of a 2018 Tech Initiatives Proposal Summary Sheet for the front of the proposal.
3. Electronically submit the proposal (Word version only) and the summary sheet (Word or PDF version) for prioritizing:
   a. **Students:** Submit by April 2 to AS VP for Academic Affairs at asvp.academics@wwu.edu.
   b. **Faculty and staff:** Submit by internal due date, per your unit’s process, which must be before proposal due date of April 4.

   **Note:** Step 4 is for the individuals prioritizing the submitted proposals.

4. Submit prioritized proposals:
   a. **(student proposals) AS VP for Academic Affairs:**
      i. Ensure AS President approval and priority are on Summary Sheet.
      ii. Email proposal (Word version only) and summary sheet (PDF only) to diane.bateman@wwu.edu (the STF Committee secretary) no later than April 4.
   b. **(employee proposals) College Dean/unit head:**
      i. Ensure appropriate approvals and priority are on Summary Sheet.
      ii. Email proposal (Word version only) and summary sheet (PDF only) to diane.bateman@wwu.edu (the STF Committee secretary) no later than April 4.

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