

The University of Tennessee at Chattanooga Student Technology Fee Funding Request

Proposal

Beginning 2005-2006

Title: Video Production Lab Manager

Unit Submitting Proposal: UTC TV Studio/Continuing Education

Briefly summarize the proposed project.

This project is an attempt to address student's growing needs for video production support. The goal is to fund a full-time computer lab manager to provide video production support to students developing video projects for classes.

Identify the project goals and objectives. Briefly describe your goals and objectives. Include in the description how the outcomes of the project will improve teaching and learning. Indicate also the anticipated reach of your project. In other words, how many and what type of students will benefit from the successful execution of the proposed funding? How will they benefit?

With the convergence of television, computers, and digital media comes an opportunity for students to create more sophisticated, media-rich presentations. These presentations include short documentary films, training scenarios, media studies, creating training materials; all of which can be distributed on DVD, CD-ROM, videotape, or streamed online.

Our goal is to give every student access to the resources needed to develop these video projects—projects that are useful to them in their coursework here at UTC and in building a visual portfolio of their achievements.

We will configure a centralized video lab where students can access existing resources in the UTC Television Studio and offer assistance and expertise to students as they work. We will also develop training materials and best use practices for both faculty and students. These resources will enable faculty to assign extended video projects such as short documentary films, knowing that their students will be have all the necessary equipment and support to complete their assignments.

Students from every discipline are turning more and more to creating media-rich presentations for their assigned coursework. Over the last year the Television Studio has assisted over 350 students with such projects, but many more were turned away due to limited resources. With just one person dedicated solely to helping students with such projects, we could help many more.

Describe the method with which you will achieve your goals. Briefly describe your methodology. Include a calendar of target project dates. That is, when will the major steps in the project begin and end?

The project is designed to address the growing needs of UTC TV Studio to support students. Our existing staff of one technology specialist simply does fill the needs of our students. With the help of this new

computer lab manager all students on campus would have access to the equipment and expertise they need to complete video projects.

July 1, 2005 – Hire a video production lab manager who is knowledgeable of digital video editing on multiple platforms (Mac or PC) and software packages, understands techniques and theory of photography and ideography, demonstrates ability to provide over-the-shoulder support to students as they work.

August 2005 – complete setup of resources in the video lab dedicated for student use only.

September 2005 – Develop manuals, tutorials, and guides for using various hardware/software combinations. Begin writing a series of weekly tips for publishing online and posting in the video lab.

January 2006 – Conduct a workshop for students interested in presenting research through documentary film.

How will you evaluate the success of the project? Describe your evaluation criteria clearly. How will you determine whether the project is successful?

For this project to be successful the following goals will have to be met: students have greater access to available resources, have on-site technical support for video editing, and training materials are readily available online and in the video lab. The criteria for evaluation will be semester reports on usage (numbers of students served, average time spent working on a project, how materials were being prepared and for what format), student surveys, and follow-up meetings with instructors assigning video projects to see if their needs are being met.

Previous grant(s): If you received a Student Technology Fee grant last year, have you submitted your final report?

N/A

Proposed location: Describe the proposed location of the equipment, software, etc.

All equipment would be located in the UTC Television Studio and would be staffed from 8:00 am – 8:00 pm Monday through Thursday, 8:00 am – 5:00 pm on Friday.

Requested Budget: Clearly identify one-time costs, such as equipment, shipping, and installation. Clearly identify recurring costs, such as maintenance and support, and source of the funds to cover the recurring costs.

Training Manager Salary	\$25,000
Benefits (32%)	\$8,000
Training	\$1,500
Operating supplies, telephone, etc.	\$1,000

TOTAL \$35,500

Summary of projected costs:

Salaries (if any) \$33,000 (with benefits)
Equipment (hardware and software) n/a

Complete the following items as appropriate

Installation n/a
Construction/renovation costs n/a
Annual maintenance/support costs \$1,000
Training \$1,500
Recurring costs per year

Total project one-time costs \$35,500
Estimated recurring costs per year \$35,500

Identify the area(s) responsible for operating and maintaining the equipment.

Request is for personnel only.

Approval by Dean or Vice Chancellor: _____

Individual responsible to complete proposal if funded: Chris Willis, Technology Specialist, TV Studio

Priority established by Dean or Vice Chancellor: _____

Deans and Vice Chancellors should return completed forms (along with 25 copies) to Provost John Friedl, Chair of the University Technology Committee, prior to **December 13, 2004.**