

Instructional Technology Development Application 2021-22

Please complete all questions.

Name of Submitter:

Banyon Pelham

College/Division:

Applied Studies

Department:

Panama City Campus

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Phone Number:

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Proposal Title:

Digital Course Development Studio

Proposal Description:

Please summarize the purpose of the project. (150 words or less)

The purpose of this project is to convert a space at FSUPC to a digital production studio to create high-quality and interactive media presentations for instruction. Secondly, students would also have access to the studio to create high quality media based assignments and projects with the aid of a media production specialist.

Category of Proposal:

Please select the category that best describes your proposal.

Video Production / Services: Equipment / services to create high-end multimedia productions. May include video recording, podcasts, animations, sound recordings, multimedia editing, etc. Examples can range from handheld cameras, microphones, lights, and production software to record exercise videos to high-end/complex multimedia recording studios for advanced media productions.

Scope of Proposal:

Please describe the scope of the proposal. Scope should include details of the personnel, resources, and tasks needed to reach the goal(s) of the proposal. Please include a timeline for major project activities. (500 words or less)

FSU's Panama City Campus serves over 1,200 resident students, in both on-campus and online programs and well over 2,000 students from other FSU campuses, in Tallahassee, Panama City, Panama and Sarasota in distance learning liberal studies curriculum. The requested project will bring the Panama City Campus in-line with the services available to faculty in Tallahassee for digital media production services, to allow for the creation of high-quality instructional video and audio services. The to be successful professional video production and editing equipment will be needed and a space provided in the Holley Academic Center will be transformed into a professional grade recording and production space. For this portion of the project funding we are requesting funds for a portion of the equipment needed to create the recording studio.

Goal 1: Purchase all relevant equipment needed. (IT services will order all equipment)

Goal 2: Convert HAC B303 to a recording and production studio. (IT services and ODL Media Production Specialists will setup and configure the space)

Goal 3: Hire a media production specialist to assist faculty and students with the creation and editing of high quality media.

Timeline:

Within 30-days of award: order all necessary equipment. (Simultaneously, from other funds, advertise for media production specialist position)

30-90 days from award: complete setup of recording and production studio.

90+ days begin use of studio.

Tallahassee ODL will provide support for the creation of the studio and training of the personnel to ensure project success.

Student Beneficiaries:

Please provide the estimated number of students that would benefit by this proposal on an annual basis and the average cost per student (Requested Project Amount / Number of Students). (150 Words or less)

High quality video recordings of lectures, examples, projects and faculty demonstration can be a very important learning tool for all modalities. Students in Face-to-Face, Distance Learning and Technology Enhanced courses can all benefit from video recordings. Those subjects that students need repetitive chances to understand concepts include mathematics, engineering, social sciences, natural and many others. This studio will allow all faculty to produce videos and can impact all 1,200 students on the Panama City Campus and the thousands of students on other campus who take our online programs. This funding should represent about \$42/student.

Other Beneficiaries:

Please describe any other individuals or groups of individuals who will benefit from this proposal. (150 words or less)

This studio will also benefit and be available to the FSUPC office of communications and student organizations and individual students to create high quality video productions and assignments.

Requested Project Amount:

\$ 50000

Required Technology:

Please describe in detail the technology that will need to be purchased (or acquired) to complete the proposal.

For software licenses, please provide the formal software name and (if applicable) version and the name of the supplier. If requesting laptops, desktops, or other devices that are subject to the FSU software licensing cost, please add \$235.00 USD to the cost for each device in proposal budgets. (300 words or less)

2 Panasonic AG-CX350 4k Camcorder \$ 7,390
 2 Manfrotto 502AH Video Head/tripod- \$ 713
 2 Rode Video Mic Studio \$ 379
 2 Bose Quiet Comfort 35 Series II Wireless Noise-Canceling Headphones \$ 698
 2 Sony ECM-44B Omnidirectional Lavalier Microphone \$ 310
 1 NewTek TriCaster TC1 Video Switcher & Small Control Pane\$ 19,995
 1 Blackmagic Design ATEM Bridge for ATEM mini Pro Streaming \$ 212
 1 Ubiquiti Networks edgeSwitch 24-port 250 B&H \$ 370
 1 Auray ERS-12U Steel Equipment Rack B&H \$ 120
 1 NewTek 1-year renewal of extended warranty \$ 1,495
 1 Dell P2419H 24: 16:9 Ultrathin Bezel IPS Monitor \$ 194
 1 computer of your choice for tricaster \$ 297
 1 GMV 800D-RGB LED Studio 3 video light kit \$ 270
 1 ikan Lite- Puter Junior 6-channel DMX console with scene recall \$ 221
 1 U Shaped Cyclorama 12'6"x18'5"x12'6" side standing 11'9" \$ 19,636
 7 Litepanels gemini 2x1 RGBWW LED soft Panel \$ 21,196
 1 Flat wall Cyclorama- 13' 5" wide standing at 8'3" \$ 5,080
 1 4'x8' sheet of chroma key flooring \$ 214
 4 Litepanels gemini 2x1 RGBWW LED soft Pane \$ 12,112
 2 lowell omni -Light One-Light Kit B&H # LOOLLKQ \$ 489
 4 Impact Safety Cable (32") B&H #IMSC1.532 MFR#SC-3215 \$ 18
 4 Litepanels Barndoors for Gemini 2x1 B&H LI9003603 MFR#900-3603 \$ 940
 1 Virtualsetworks.com/tricaster-virtual-set-editor/. \$ 297
 4 American DJ ACCU-cables 5 pin DMX Cable
 L wall Cyclorama -19'3"x19'3" side standing 9'8" \$ 15,304
 5 Litepanels gemini 2x1 RGBWW LED soft Panel \$ 15,140 \$ 123
 2 lowell omni -Light One-Light Kit B&H # LOOLLKQ \$ 489
 5 Impact Safety Cable (32") B&H #IMSC1.532 MFR#SC-3215 \$ 22
 5 Litepanels Barndoors for Gemini 2x1 B&H LI9003603 MFR#900-3603 \$ 1,175
 5 American DJ ACCU-cables 5 pin DMX Cable BH #AMAC5PDMX50 • MFR #AC5PDMX50
 Total Project Cost \$ 129,141

Does this proposal include new or replacement classroom or computer lab technology, including equipment and/or cabling, or any renovations to the facility itself?

No

Does this proposal have recurring or future costs?

Yes

Recurring Costs Details:

Please describe the recurring / future costs. Please be specific in describing the types of costs and their respective anticipated funding sources, including the likelihood that this funding will be available. (300 words or less)

This project is anticipated to cost approximately \$130,000 in equipment and supplies and have a \$75,000 recurring annual full-time media production specialist. Funding through auxiliaries and E&G already exist to cover that recurring funding and account balances and information can be provided if necessary.

Recurring Costs Amount:

\$ 75000

Would you accept partial funding for this proposal should full funding for the proposal be unavailable?

Yes

Partial Funding Details:

Please describe any partial funding scenarios that are viable for the proposal.

Scenarios may describe reduced quantities of equipment, software licenses, and/or resources that still meet at least some of the proposal's original goals. Evaluators will consider these scenarios and costs when assessing partial funding awards. For each scenario, please provide a partial funding amount required for each scenario and describe any changes to original proposal deliverable(s). (400 words or less)

If partial funding for this project is received, a request for the difference will be made to the Dean for access to existing auxiliary and E&G funding streams. This project must remain fully funded to be successful and a partial award would only be accepted with the additional funding being provided from other sources.

Preferred Partial Funding Amount:

\$ 25000

Innovation:

Please describe how this proposal will maintain or improve existing instructional service(s) and/or how it will create new instructional service(s) that do not currently exist. Please describe anticipated improvements to the delivery of instruction. (300 words)

FSU Tallahassee currently maintains a full video production studio with professional staff. This proposal is to add those services on the Panama City Campus and give the faculty the same ability as those in Tallahassee to create professional quality video and audio to improve instructional services and delivery.

Strategic Purpose:

Please describe this proposal's alignment with the University's Strategic Plan, as well as IT strategic goals and technology architecture principles. (150 words or less)

This proposal will help ensure student success (Goal IV), by giving students in remote, distance and even face to face course access to high quality instructional media and allowing faculty assistance in creating that media with the assistance of professional production personnel. However, the main alignment will be with Academic Excellence (Goal II), by ensuring that those students in remote or distance courses receive the very best in instructional media and allowing those faculty in face to face environments to leverage media to assist students with challenging topics.

COVID-19 Response:

Please describe any effects this proposal would have on the university's COVID-19 Response, if applicable. (300 words or less)

COVID-19, more than any other event has shown the faculty, staff and administration how crucial it is to have media services available to our instructional staff. FSUPC initially led the way for COVID-19 remote protocols after developing remote course infrastructure to respond to Hurricane Michael in 2018, which devastated the community and forced remote learning. Since FSUPC has continued to assist in the remote course delivery design at FSU. This production studio and staff will allow those services to become even stronger in the event of a future need to return to remote learning.

Post-Award Reporting Acknowledgement:

I acknowledge that, if this proposal is funded, I may be required to provide post-award status reports upon request by the Student Technology Fee Advisory Committee, utilizing a report template provided by the Committee, that describes the current expenditures of awarded funds as of the date of the Committee's request.

I acknowledge that failure to comply with post-award reporting requirements may result in future ineligibility for awards.

Responses Selected:

Yes, I acknowledge the post-award reporting requirements.