

Academic Resources and Computing Committee

Proposal for Funding

Due Thursday, April 1, 2004 (4:30 p.m.)

Project Title:

**DVD CAMCORDERS for SUPPORT of STUDENT SPEAKING AND LEARNING
TO REPLACE 10-YEAR-OLD and INOPERABLE VHS CAMERAS**

Project Director:

Becky Johns

Department(s):

Communication

College(s):

Arts and Humanities

E-Mail:

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Extension: 7455

MC 1605

Other Members of the Project Team:

Randolph Scott

Richard Halley

Mark Merkley

Instructions:

1. Please complete each section in the space provided. The justification section should not exceed two single-spaced typed pages. (An addendum may be attached describing details of specific hardware and/or software that are requested with this proposal.)
2. You are required to obtain the signature of an ARCC representative for your college, indicating that she/he is familiar with the proposal, and can speak to it during funding deliberations.
3. Your department chair's signature is also required, indicating that she/he supports the proposal, and that the proposal is in keeping with departmental goals related to information technology and its applications to the academic mission of the institution. Your Chair's signature also indicates her/his commitment to help support the project financially if so indicated on the budget page.
4. Your dean's signature is also required, indicating that she/he has read and supports the project. Your dean's signature also indicates her/his commitment to help support the project financially if so indicated on the budget page.
5. Your college's computer committee must rank the proposal, and the committee chair's signature is required.
6. For certain projects an IT expert's signature is required. You must contact the appropriate individual if you are implementing a wireless network, multimedia classroom, software/hardware purchase that will require use of a campus server or work with online course software like WebCT Vista or ChiTester. You must give time before the deadline - the recommendation is 3 weeks - for

that person to do an evaluation.

7. Submit one copy of the proposal, together with all relevant signatures, by 4:30 p.m., Thursday, April 1, 2004. NOTE: the ARCC no longer requires seventeen copies.

8. You must both email a soft copy and mail a hard copy of the proposal to the chair, David Ferro, MC 2401.

ARCC Representative:

I have read the proposal and discussed it with the Project Director.

ARCC Representative

Comments:

Department Chair:

The Department has reviewed this project within the context of overall information technology planning within the Department. If the budget page indicates financial support from the Department, I agree to commit those funds to this project.

Department Chair

Comments:

College Dean:

I have reviewed this project. If the budget page indicates financial support from the College, I agree to commit those funds to this project.

College Dean

Comments:

College Computer Committee Chair:

This proposed project has been reviewed and discussed by our college's computer committee. It is the consensus of the committee that this proposed project is consistent with information technology goals within the college. Furthermore, after ranking all of the proposals submitted by our college, we rank this proposal in priority as

_____ out of a total of
proposals submitted this year.*

*Note: Each proposal must be given a separate ranking; no two proposals may receive the same rank.

_____ College Computer Committee Chair
Comments:

IT Representative:

For certain projects an IT expert's signature is required. You must contact the appropriate individual if you are implementing a **wireless network** (contact **Brook Chase** at bhchase@weber.edu or x7192), **multimedia classroom** (contact **Bob King** at rking@weber.edu or x6865), **Certain software/hardware** purchases that will require use of a campus server or work with online course software like WebCT Vista or ChiTester (contact **Ted McGrath** at tmcgrath@weber.edu or x7196).

I have read the proposal and discussed it with the Project Director.

_____ IT Representative (printed and signed)
Comments (including status):

Justification

Your proposed project should be described as clearly and succinctly as possible in the spaces provided below. Be sure to review the “Criteria for Funding” document. *The entire justification section should not exceed two single-spaced pages.*

Abstract (project summary):

This project proposes to purchase six DVD camcorders with tripods, cases and a limited number of re-writeable DVD discs to replace six broken and aging VHS cameras used by WSU Department of Communication to aid students in public speaking courses and occasions.

Objectives and goals of this project:

The recording and playback of student classroom presentations or speaking occasions have long been a successful pedagogy for beginning and advanced public speaking students. Research (see for example, Powell, Rice & Leonard, 1987; Saunders & Hargie, 1989; Verran, 1992) has demonstrated that the recording and subsequent viewing of student presentations encourages the development of key transferable skills, specifically the educational aims of oral and written communication, self-reflection, self-assessment and self-criticism.

This project addresses the development of oral presentation skills through the use of DVD recording as a vehicle for critical reflection and self-assessment.

Almost every course taught at WSU from chemistry to drama has one or more oral presentation elements. This is particularly true for HUCOMM 1020 Introduction to the Principles of Public Speaking. WSU offers an average of twenty-five sections of Introduction to Public Speaking every fall and spring semester. 1, 279 students were enrolled in WSU’s HUCOMM 1020 sections in the two semesters of Spring 2003 and Fall 2003. The skills gained in the Introduction to Public Speaking course help students to make oral presentations in other university classes (HUCOMM 1020 is a required course for many majors as well as a Humanities General Education offering), in campus activities and in personal careers. Our present Introduction to Public Speaking textbook states:

“On a practical level, the ability to communicate ideas effectively is vital to getting a good job and advancing professionally. Each year the National Association of Colleges and Employers (NACE) surveys hundreds of corporate recruiting specialists. On the basis of a recent survey of 294 employers in various fields, NACE isolated eleven fundamental skills that recruiters seek in job candidates. The most important of these skills—at the top of the list—was

oral communication. NACE concluded: 'Learn to speak clearly, confidently, and concisely.' In a similar study, 250 companies surveyed by the Center for Public Resources rated speaking and listening as among the most critical areas in need of improvement for people entering the work force. Martin Ives, vice chair of the Governmental Accounting Standards Board, commented, 'The difference between an average career and a 'special' career is the ability to communicate orally and in writing.'"

In the past, HUCOMM 1020 instructors have used VHS cameras to record student presentations. These recordings have been used in a variety of ways. Most commonly, student presentations are recorded in the early part of the semester and given to students to view and critique outside of class in preparation for later or final, culminating presentations or assignments. In this way, students become knowledgeable about their own abilities and performance levels (self-awareness and self-reflection), address their strengths and weaknesses (self-analysis and critique) and make informed decisions regarding improvement (self-assessment). Instructors have reported an improved performance when students have the opportunity to view and assess their own presentations. Department of Communication VHS cameras are over ten years old and two of them are inoperable. Replacing VHS technology has become impossible in the digital age; VHS cameras are simply no longer manufactured. Bob King (Media Services and Technology) has reported he cannot even buy VHS cameras on EBay.

The Department of Communication teaches an increasing number of public speaking courses at the Davis Campus and the West Center necessitating the availability of recording equipment at these sites. In addition, it is not unusual to have more than one public speaking course in the same time slot on campus and we have found that at times, some of our instructors have been unable to access the recording equipment they need. Six camcorders are requested from ARCC so that one can be stored at the West Center, one at the Davis Center and four in the Communication department in Building Three.

Mini DVD camcorders coupled with new but inexpensive VCR's appear to be the best choice for this project as the mini DVD cameras will record directly onto VHS tape and allow instructors the same abilities and possibilities as the VHS cameras now offer.

Identify specific courses and/or programs that will directly benefit from this project:

(You may also want to describe how specific courses may be enhanced by this project.)

HUCOMM 1020 Introduction to Public Speaking primarily but other Communication Department instructors are interested in the technology for use in Public Relations and Electronic Media courses as well.

If applicable, describe how this project will help to increase faculty productivity or enhance competency in some area of information technology.

(Please note that ARCC does not support faculty desktop or laptop computers.)

Instructors in the Communication Department will become more generally knowledgeable about digital technology so that they will be able to teach WSU students how to use such equipment in their careers and professions.

Describe how the success of this project will be evaluated.

(If reports or publications are anticipated from this project, please indicate such.)

The Department of Communication will include a question regarding the use of DVD camcorders on their annual student course evaluations and report the data acquired in the annual WSU Communication Department assessment report.

Timeline:

(If funded, when will this project be implemented?)

Fall 2004

Budget

Note: Please be as specific as possible regarding requested hardware, software, or other resources (you may include an addendum to describe the hardware). If funds are being committed from other resources, please so indicate.

		ARCC	Department	College	Other
Hardware:		(Requested)	(Committed)	(Committed)	(Committed)
Six Mini DVD camcorders (case incl)	Sony mini DVD camcorders (see TV Specialists' quote)	\$2,749.22	-0-	-0-	-0-
Six DVD camcorder tripods	Tripod with quick release (see quote)	\$886.86	-0-	-0-	-0-
Six VHS VCR's	Sony VHS Home Theater VCR (see quote)	\$447.00	-0-	-0-	-0-
Six Carts	Six carts to house VCR units @ 59.99 ea.	\$359.94			
Hardware Subtotals:		<u>\$4,443.02</u>			

No other
requests

Grand \$4,443.02

Totals:

TOTAL FOR PROJECT: \$4,443.02 (Sum of all columns)

Additional Resources

Please describe what other resources will be required to implement this project:

(Additional resources may include needs such)

None