

Division of Academic Affairs  
**Technology Fee - Systemic Project Proposal**  
FY 2012/2013

This is a proposal for the purchase of **6 HD Video Cameras with tripods and 2 DSLR Still Cameras**. These items will be available for student check-out at the John C. Pace Library for a 24-hour loan period. The total one-time cost of this proposal is **\$5,384.18**.

### **1. Description of initiative/investment to enhance instructional technology**

The acquisition of these cameras will enhance instructional technology by increasing students' access to quality video/photo equipment for use in their coursework. Multimedia projects across the university are increasing as an option for assignments, and currently we only have one still camera and one video camera to lend. These types of projects engage students, and the increased availability of up-to-date equipment to complete such projects will allow students to work with current technologies and produce the high-quality results that they envision.

### **2. Description of how initiative has a college/unit-wide or university-wide scope**

The 6 HD video cameras, 2 DSLR still cameras and 6 tripods will be available for all students to borrow. Currently, we have students coming into the library to work on multimedia projects from a variety of disciplines including Communication Arts, Art, English, Engineering, Business, Marketing, Education, History, Athletic Training, and Health Education. The need for these additional cameras has been demonstrated by the high checkout statistics of our current equipment. Since February 2011, the DSLR still camera has been checked out 221 times and the high definition video camera has been checked out 192 times. Unfortunately, we have had to turn many students away when the cameras are checked out, particularly at the end of semesters.

The John C. Pace Library has a multimedia room located in the 5<sup>th</sup> floor Skylab. The computers in this area have a variety of professional video/photo editing software titles such as Final Cut Pro, AVID, Sony Vegas Adobe Premiere, and Photoshop. The lab is staffed with assistants who are capable of teaching the students how to edit their videos and photographs. Therefore, the purchase of these cameras would provide a central location for students to not only borrow the necessary camera equipment needed to complete their assignments but also to benefit from the provided support in editing and processing their photographs and videos.

### **3. Description of alignment with UWF's 2012-2017 Strategic Plan**

*UWF Priority 2.1. Respond to the changing needs of the region, state, and nation by investing strategically to support innovative instruction and high-quality, relevant, and distinctive academic and research programs.*

The professional photo/video equipment that we are planning to purchase promotes innovative instruction. The availability of these devices will allow instructors to assign multimedia projects with the knowledge that the tools necessary to complete such work is available to students.

*UWF Priority 4.1. Support and sustain the high-quality services and infrastructure needed to achieve identified UWF priorities.*

In order to sustain high-quality services, we must keep our photo/video technology that is available for student use current. This initiative provides the necessary infrastructure to keep our services up-to-date.

#### 4. Description of benefits provided

The cameras that we are currently loaning out are popular, and the service is successful. The purchase of new DSLR still and HD video cameras will benefit UWF students by giving more of them access to the tools needed to create high-quality multimedia.

Since we currently only have one still and HD video camera, we have restricted their checkout time to six hours in order to meet more students' needs. However, this loan period has proven an inconvenience to students who often need to take the cameras off-campus for their projects, leaving them very little time for filming and taking photographs. With the addition of 8 additional cameras, we will extend the loan period to 24-hours.

#### 5. Describe how success/impact will be measured

The HD cameras will be loaned/checked-out by the Circulation Department. Quantitative data regarding their use will be generated from the libraries' information management system.

The acquisition of these new cameras will also increase the use of video editing and photo editing software in the Skylab. Additionally, students will be asking staff in the Circulation Department and in the Skylab for assistance with the use of this new equipment. Quantitative and qualitative data for analysis can be derived for these interactions.

#### 6. Detailed Description of Resources Required including Hardware/Software & Personnel Costs

Item	Quantity	Price	Total
Canon High Definition Video Camera	2	\$623.99	\$1,247.98
Canon DSLR Still Camera	2	\$699.99	\$1,399.98
GoPro Hero3 High Definition Video Camera	4	\$399.99	\$1599.96
SanDisc 32GB SD Cards (for Canon Cameras)	4	\$34.99	\$139.96
32GB SanDisk Micro SDHC (for GoPro Cameras)	6	\$49.99	\$199.96
Canon Deluxe Tripod 300	6	\$37.99	\$227.94
Tripod mounts for Go pro	4	\$7.99	\$31.96
Tiffen 58mm Lens Protector	2	\$7.01	\$14.02
Tiffen 43mm Lens Protector	2	\$6.37	\$12.74
Camera Bags for Canon Video Cameras	2	\$34.95	\$69.90
Camera Bags for Canon DSLR Cameras	2	\$29.99	\$59.98
Camera Bags for GoPro3 Cameras	4	\$29.99	\$119.96
Spare Batteries for HF-M50	2	\$74.99	\$149.98
Spare Batteries for T3I	2	\$14.95	\$29.90
Spare Batteries for Hero 3	4	\$19.99	\$79.96
<b>Total</b>			<b>\$5,384.18</b>

*Camera technologies are increasing at fast pace and new upgraded versions are constantly being introduced to the market. If this proposal is accepted, we will purchase the latest models of cameras.*

**7. Describe how implementation will proceed**

Once the grant is approved and the funds are available, the equipment will be acquired and made available to students within 2 months.

**8. Plan for sustainability beyond conclusion of funding from technology fee, if applicable**

The proceeds from the technology fee will cover the one-time cost of the camera equipment and scanners. Any future maintenance and repair costs will be covered by annual library operational funds.

**9. Resource matching commitments from other organizations/sources (identify organization and amounts), if applicable:**

Not applicable

**10. Individual Responsible for Reporting and Accountability**

John Barksdale, Skylab Technology Manager  
John C. Pace Library Bldg 32,  
University of West Florida  
11000 University Parkway  
Pensacola, FL 32514-5750

[jbarksdale1@uwf.edu](mailto:jbarksdale1@uwf.edu)

850-857-6230