Division of Academic Affairs
Technology Fee – ITEP Project Proposal
2016

Proposal Deadline: Friday, January 22, 2016 @ 5:00 pm

Project Proposal Type

Instructional Technology Enhancement Project (ITEP)

Focused projects proposed by an individual or small team with the intention of exploring new applications of instructional technology. ITEPs will typically be led by a faculty "principal investigator." ITEPs are time-limited projects (up to two years in length) and allocations of Technology Fee funds to these projects are non-recurring.

Project Title

Enhancing Quality Online Graduate Instruction by Providing Instructional Media Lab in Department of Accounting and Finance

Total Amount of Funding Requested

$10,181.79

Primary Project Coordinator

Chula King

ITEP proposals must provide the following information:

1. **Project description.**

   The Department of Accounting and Finance offers the Master of Accountancy (MAcc) which has been designated as an area of strategic emphasis. The MAcc is currently offered partly online and partly face-to-face. However, in light of increased demand for the online format, the faculty in the Department of Accounting and Finance recently voted to offer a fully online MAcc that meets the Quality Matters standards. High quality instructional media resources are a critical component of a successful online program that meets Quality Matters standards.

   Some of the faculty in the Department currently utilize a wide array of instructional media hardware and software to produce online content. Others who will be key players are relative neophytes when it comes to the utilization of instructional media resources. Providing the relevant instructional media resources in-house will allow for departmental collaboration in the creation of high quality course content for the online MAcc, and the sharing of ideas and strategies among faculty with differing levels of expertise.

   The proposed project encompasses three distinct instructional media initiatives. The first will be the creation of an audio studio that will allow for screencasting, quizzing, simulations, and other types media rich components to be incorporated into online courses. The second will be the replication of the studio environment utilized by Udacity[1] that will allow for the recording of audio and video demonstrations of problem solving techniques and other engaging scenarios. The final initiative will be the creation of a video studio with Chroma Key capabilities, as well as other video effects to create engaging presentations by the faculty. Two vacant offices in the Department of Accounting and Finance will be used to house the hardware and software.

2. **Description of project alignment with UWF Strategic Plan.**

   This project aligns with the UWF values of collaboration, innovation, and quality. **Collaboration** will be enhanced by providing state of the art media facilities in-house whereby faculty will have an opportunity to be both teachers and learners in the creative utilization of the resources. Because of the synergistic environment, the likelihood for **innovation** among the faculty will increase. With the ultimate goal of meeting Quality Matters standards, the faculty developing the courses in the online MAcc will be committed to uncompromising **quality** and excellence.

---

[1] Brown, A. (2013, September 13). How are Udacity videos recorded? Retrieved January 22, 2013, from https://www.quora.com/How-are-Udacity-videos-recorded.

This project supports UWF's Strategic Directions 1, 2, and 4. **Strategic Direction 1** focuses on enhancing student access and learning. It contemplates making "high-quality learning opportunities accessible for more students" and implementing "specific curricular and cocurricular initiatives to foster student learning and development."[2] A media rich and quality focused online MAcc will do just that by promoting student academic success, and providing access to students, including those with special needs, in both the Northwest Florida region, and well beyond.

Strategic Direction 2 calls for distinctiveness in teaching and a focus on areas of strategic emphasis. The MAcc has been designated as a program of strategic emphasis. Faculty making use of the state of the art in-house Instructional Media Lab will be encouraged to employ innovative pedagogies to engage their students and will strategically utilize instructional technologies to create unique educational opportunities. These opportunities will extend the reach well beyond the traditional university student.

For the University of be successful, it must align itself with sustainable institutional excellence. As the importance of quality online instruction continues to grow, so too does the need for a meaningful infrastructure to support it. In line with **Strategic Direction 4**, this project proposes the creation of a physical infrastructure aimed directly at the promotion of high quality online instruction.

3. **Description of benefits provided:**

   a. **Ways in which student access to technology will be enhanced.**

   The Instructional Media Lab will be used to create quality online content that will be made available to students. Therefore, by its very nature, student access to technology will be enhanced. In addition, student access to meaningful instructional technology will be increased with the utilization of different media rich technologies aimed at meeting Quality Matters standards.

   b. **How the student experience will be enhanced**

   Rather than being passive observes, students will experience different immersive technologies that put them squarely in control of their individual learning.

   c. **How assessment will be conducted.**

   - Faculty making use of the Instructional Media Lab will be surveyed at the beginning of the project regarding levels of expertise and expectations, and at the end of the first year regarding resulting levels of expertise, utilization of technologies, the meeting of expectations, and areas of improvement.

---

[2] Strategic Direction 1. Enhanced Student Access, Progression and Learning and Development. (2012). *University of West Florida 2012-2017 Strategic Plan.* Retrieved January 22, 2016, from htto://uwf.edu/media/university-of-west-florida/offices/aspire/elements/docs/sp/2012_07_2012_UWF_Strategic_Plan_Unabridged.pdf.

- The Department will gather and analyze data on the usage of the various components of the Instructional Media Lab, and the resultant creation of quality online content.

    d. Which and how many students will be impacted.

It is difficult at this point to know which and how many students will be impacted. Anecdotally however, the Department receives calls on a daily basis from students in both the Northwest Florida region and beyond who are seeking a quality online MAcc program. Therefore, it is anticipated that demand will be strong.

    e. How students with special needs or disabilities will be helped.

Students with special needs or disabilities will benefit in a manner similar to that of other students. In addition, adherence to Quality Matters standards ensures compliance with ADA requirements.

    f. How training of students and faculty in the use of technology would be enhanced.

While faculty in the Department of Accounting and Finance are committed to producing high quality online content for the MAcc, many are at a disadvantage in terms of the actual mechanics involved. For example, how does one effectively incorporate screencasting into the online environment? What hardware and software will likely produce optimal results? How can video enrich the student's educational experience? The proposed Instructional Media Lab will allow for hands-on experience in answering these questions and more. The students will be the recipient of the quality online content, thus enhancing their use of technology.

4. Description of how the initiative has a potential scope within and beyond that of the proposing unit.

The College of Business is accredited by AACSB. In its last visit, the reviewing team recommended, among other items, greater focus on online initiatives. The College recently began the implementation of an online MBA with various areas of emphasis. The proposed Instructional Media Lab in the Department of Accounting will serve as a model for the rest of the College in terms of what works, what does not work, areas of improvement, and the relationship to the fostering of Quality Matters.

5. How will success be measured? Provide metrics.

The proposed project will provide the media infrastructure necessary to ensure the creation of high quality course content for the online MAcc. The success of the proposed project will be assessed as follows:

- The quality of the online course content will be measured by ultimate course certification by Quality Matters, with specific alignment to Standards 4, 5 and 8. These standards embody quality instructional materials, student accessibility, and learner interaction and engagement.
- Faculty making use of the Instructional Media Lab will be surveyed at the beginning of the project regarding levels of expertise and expectations, and at the end of the first year regarding resulting levels of expertise, the meeting of expectations, the utilization of the resources, and areas of improvement.
- The Department will gather and analyze data on the usage of the various components of the Instructional Media Lab, and the resultant creation of quality online content.

6. **Description of resources for the project and projected ongoing resource needs (total cost of ownership for the life of the project) including:**

   a) Total hardware cost: $7,787.83 (see attached detail);
   b) Total software cost: $2,393.96 (see attached detail);
   c) Personnel cost: $ -0-;
   d) Total cost: $10,181.79.

7. **Provide the proposed timeline for the project with major milestones and project end dates.**

   The Department is ready to implement the Instructional Media Lab as soon as the hardware and software are purchased. The use of the hardware and software will be ongoing.

8. **Include a plan for sustainability of the project beyond the initial project period if applicable.**

   Further hardware or software needs will be met via departmental or college technology recurring budgets.

9. **Provide any resource matching which might be provided by organizations with appropriate commitment authority documentation.**

   No plans exist for resource matching.

10. **Indicate which individual or group will implement the project (to help determine any additional costs and resource restraints).**

    Chula King, who has extensive experience in the development of online content, will take the lead on the implementation of the project. Technical support will be provided by Jon Holladay, the College of Business Server System Administrator.

11. Indicate a lead person ("Principal Investigator") for the project for all communications and overall responsibility for reporting and fund utilization.

Chula King (cking@uwf.edu; ext. 3273), Chairman of the Department of Accounting and Finance in the College of Business is the lead person.

12. Project proposals should be succinct and submitted to the Technology Fee Committee by the deadline with a notice of submission to the chair and the dean or appropriately designated leadership in the unit (Center Director, etc.).

Dr. Tim O'Keefe, Dean of the College of Business, was copied on the submission of the proposal.

ITEP PROPOSAL: Enhanding Quality Online Graduate Instruction by Providing Instructional Media Lab in Department of Accounting and Finance
Detailed Description of Requested Resources

HARDWARE:	Quantity	Cost Per Item	Total Cost
Bencher 910-60 Copymate III Flourescent Tabletop Producer	1	$ 1,177.95	$ 1,177.95
Wacom Cintiq 13HD Interactive Pen Display (DTK1300)	1	799.95	799.95
Neewer NW-700 Condenser Microphone Kit	1	42.00	42.00
Computer and Dual Monitor (see attached eQuote)	1	2,101.54	2,101.54
iPad Air with WIFI-16 GB	1	379.00	379.00
Grifiti Nootle iPad Tripod Mount and Stand	1	39.98	39.98
Panasonic 4K Ultra HD Camcorder WXF991 with WiFi	1	999.99	999.99
Panasonic - Lithium-Ion Camcorder Battery Pack (3.6V, 1940mAh)	1	63.08	63.08
SanDisk - 64GB Extreme UHS-I U3 SDXC Memory Card (Class 10)	2	35.95	71.90
Magnus-VT-300 Video Tripod with Fluid Head	1	79.95	79.95
Rode VMGO Mic GO Lightweight On-Camera Microphone	1	89.99	89.99
Blue Microphones Yeti USB Microphone with Boom Microphone Stand and Knox Pop Filter	1	154.00	154.00
Logitech HD Pro Webam C920	1	65.99	65.99
Rode Podcaster Studio Custom Kit	1	299.00	299.00
LimoStudio 6 x 9 ft White/Black/Green Chromakey Fabricated Backdrop Muslin Background Screen Umbrella Lighting Kit, CLR-PL13WBG	1	139.90	139.90
Neewer 16'x16' Photography Photo Studio Wired Softbox Flash Light Lighting Diffuser with E27 Socket for Flourescent Bulb Lamp	2	21.89	43.78
LimoStudio 700W Photography Softbox Light Lighting Kit AGG814	1	69.90	69.90
Auralix Studiofoam Pyramid-22 #2PYR22CHA-HP	2	269.99	539.98
Sennheiser EW112P G3 A-Bank Wireless Lav Mic Bundle	1	629.95	629.95
TOTAL HARDWARE COSTS			**$ 7,787.83**

SOFTWARE:			
Adobe Creative Cloud (5 year subscription)	1	$240/year	$ 1,200.00
Articulate Studio '13	1	699.00	699.00
Camtasia Studio 8/Snagit 12 Bundle	2	198.99	397.98
Screencast-O-Matic	1	$15/year	75.00
PromptSmart Pro - Teleprompter App for iPad	1	11.99	11.99
Green Screener - Lighting App for iPad	1	9.99	9.99
TOTAL SOFTWARE COSTS			**$ 2,393.96**

| **TOTAL COSTS** | | | **$ 10,181.79** |

Thank you. Your eQuote has been saved!

eQuote # 1009755517687.   This eQuote expires on 3/21/2016

eQuote Details

eQuote Number	1009755517687
eQuote Name	equote-cob-cking-itep
Customer Number	142070589
Contract Code:	53afd
Description	requested eQuote for Dr. King's ITEP proposal
Saved On	1/21/2016
Expires On	3/21/2016
Saved By	jholladay@uwf.edu
Premier Page	University of West Florida

Order Contact

Order Date	1/21/2016
eQuote Contact	Teri Foster College of Business, UWF (850) 474-2719 tfoster@uwf.edu
Billing Contact	ACCTS PAYABLE UNIV OF WEST FLORIDA (850) 474-3236
Customer Number	142070589
Billing Address	11000 UNIVERSITY PKWY PENSACOLA, FL 32514-5732
Tax exemption	No, I am not tax exempt

Shipping

Recipient Contact	Teri Foster University of West Florida Dept of Accounting & Finance (850) 474-2719 tfoster@uwf.edu
Shipping Address	11000 University Parkway Building 76, room 201 Pensacola, FL 32514
Delivery method	no charge delivery
Trade compliance	No, I will not be exporting

Cart Contents

Item	Quantity	Estimated Ship Date	Price
OptiPlex 7040 Mini Tower - Build your own OptiPlex 7040 MT Premier Discount	1	2/4/2016	$3,233.14 ($1,131.60)

Add to List

$2,101.54

Catalog Number	25 / xctoo7040mtusr

Category	Description
Processor	Intel® Core™ i7-6700 Processor (Quad Core, 8MB, 8T, 3.4GHz, 65W)
Operating System(s)	Windows 7 Professional English, French, Spanish 64bit (Includes Windows 10 Pro License)
Microsoft Application Software	No Productivity Software
Dell Data Protection |Encryption Security SW	No DDPE Encryption Software
Dell Data Protection	Endpoint Security Suite	No Dell Data Protection	Endpoint Security Suite Software
Memory	32GB (4x8G) 2133MHz DDR4 Memory
Hard Drive	M.2 256GB PCIe Solid State Drive
Additional Hard Drive	No Additional Hard Drive
Video Card	nVidia GeForce GTX 745, 4GB (HDMI, DVI-D)
CD ROM/DVD ROM	8x DVD+/-RW 9.5mm Optical Disk Drive
Media Card Reader	No Media Card Reader Selected
Wireless	No Wireless
Driver	No Wireless Selected
Serial Port/PS2 Adapter	No Accessories
Chassis Options	OptiPlex 7040 MT with 240W up to 85% efficient Power Supply (80Plus Bronze)
Multi-Select Monitors	(2) Dell 24 Monitor - P2414H
Cables and Dongles	No Adapter
Stands and Mounts	Dell Dual Monitor Stand
Keyboard	Dell KB216 Wired Keyboard English Black
Mouse	Dell MS116 Wired Mouse Black
Systems Management	No Out-of-Band Sys Mgmt
Non-Microsoft Application Software	Windows 7
Operating System Recovery Options	Windows 10 OS Recovery 64bit – DVD
E-Star	ENERGY STAR Version 6.0
OptiPlex 7040 MT	OptiPlex 7040 Mini Tower XCTO
Placemat	No Quick Reference Guide
Transportation from ODM to region	Standard shipment
Processor Branding	LABEL,INTEL,CI7,6,SML
Canada Ship Options	US No Canada Ship Charge
TPM Security	TPM
Documentation/Disks	Safety/Environment and Regulatory Guide (English/French Multi-language)
UPC Label	No UPC Label
CompuTrace Offerings + Stoptrack Label	No Computrace
Hard Drive Software	NO INTEL RESPONSIVE
Power Cord	System Power Cord (English)

Diagnostic CD / Diskette	No Diagnostic/Recovery CD media
Label	Reg Label, MT, MEX,EPA
RAID Connectivity	NO RAID
Packaging	Shipping Material for System, Minitower
Optical Software	PowerDVD Software not included
Network Card	No Bcom required
FGA Module	No FGA
Hardware Support Services	3 Years ProSupport with Next Business Day Onsite Service
Complete Care	3 Year Accidental Damage Service
External Speakers	No External Speaker

Subtotal	$2,101.54
Estimated Shipping	$0.00
Estimated Tax	$0.00
Total	$**2,101.54**

Same day shipment subject to order size limitations, Dell standard shipping methods and payment via credit card, gift card or Dell Business Credit. Notification will be provided if there are payment delays which could impact shipping date. Electronics and accessories may ship separately.

Smart Selection. Limited quantities. Only available for orders placed by 5:59 p.m. CT Mon.-Thurs. Systems shipped the next business day after an order is placed. Subject to order approval. Software and accessories not part of the configuration will be shipped separately and may arrive after your system. Please note that Smart Selection Configuration pricing cannot be combined with other pricing offers or discounts provided or agreed to by Dell. ** Orders with Custom Factory Integration might require additional processing time.

^Dell Business Credit: OFFER VARIES BY CREDITWORTHINESS AS DETERMINED BY LENDER. Offered by WebBank to Small and Medium Business customers with approved credit. Taxes, shipping and other charges are extra and vary. Minimum monthly payments are the greater of $15 or 3% of account balance.

**Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") to qualified customers. Offers may not be available or may vary in certain countries. Where available, offers may be changed without notice and are subject to product availability, credit approval, execution of documentation provided by and acceptable to DFS, and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell and the Dell logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities.

[1]Subject to applicable law and regulations.

09 ITEP Chula King

ITS Review Comments

GENERAL COMMENTS:
None.

COMPLIANCE WITH STANDARDS:
No comments.

INFRASTRUCTURE ISSUES:
No comments.

PRICING/COST ISSUES:
No comments.

OTHER SUPPORT ISSUES:
No comments.

SUGGESTIONS TO PROPOSER:
No comments.

For questions regarding ITS comments, please contact:
Melanie Haveard, Executive Director and CTO
ext. 2540
mhaveard@uwf.edu