Student Computer Fee
College of Agriculture and Life Sciences
Call for Proposals 2010-2011

Project Title:
Creating an Effective Learning Environment for Students in the College of Agriculture and Life Sciences

Proposer:
Gaylan Scofield, PhD, Director

Proposing Unit:
Brenton Center for Agricultural Instruction and Technology Transfer

Signature of Reviewing Administrative Unit:
____________________________________

Project Leader:
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Project Overview and Expected Benefit

Purpose:
The Brenton Center for Agricultural Instruction and Technology Transfer submits this proposal to request support for technology that allows student access to College of Agriculture and Life Science class lectures after the class has been taught or for new online on-campus courses.

The Brenton Center has recently completed a small pilot project in the College of Agriculture and Life Sciences involving online on-campus class capture. The pilot project involved faculty across the College of Agriculture and Life Sciences in several departments (AnS, ABE, SOC, AGEDS, FSHN) that were teaching a face-to-face on-campus course that was made available as an online course for both on-campus and off-campus students. These college courses were captured using Camtasia Relay and then made available online for student review after the face-to-face class meeting or used in place of a face-to-face class meeting to extend enrollment to students who had time conflicts or selected to enroll in an online section.

The college is facing massive budget constraints in FY11 and most likely into the future. Class size will most likely increase and we may see fewer class sections of popular agriculture courses. A recent email memo from Dean David Acker shared a plan on new course development in CALS.

“All departments have held discussions over the past few months on the future of their academic programs. At the same time a college level task force has been working on the same topic from the perspective of the college. Common themes that emerged include the need to innovate, the need to maintain quality, the need to address emerging issues in agriculture and the life sciences, and the need to structure our curriculum in a way that we can afford in an era of declining resources.” David Acker email dated March 03, 2010 with RFP attachment.

One possible solution to help academic programs while providing a benefit to students in the College of Agriculture and Life Sciences is to capture course lectures and place them online for review after class or to offer some additional course sections online to maintain the necessary capacity needed to educate students in the college and ensure that graduation can be completed in four years. Camtasia Relay is a solution to meet these needs.

General Student Benefit:
Camtasia Relay enables instructors to capture their lecture for playback at a later date. Students who miss an important point the first time have a second chance. After class, they can pipe the lecture to their laptops or MP3 players and hear it again while looking at the slides that illustrate the talk. Education experiences and student expectations are expanding. Student achievement and engagement are keys to student success and retention. Some of the positives of lecture capture are:

1. Better class time use
2. Increase student retention rates
3. Increase accessibility for learning to occur outside of the classroom
4. Efficient and easy way for faculty to create multimedia to enrich their classes
5. Effective way for students to review key lectures
6. Better way for students to manage note taking for fast paced classes
7. Ability for students to keep up with the class if absent
8. Online and distance learning students feel better connected and benefit from visual lecture
9. New capabilities such as prior learning activity for enhanced classroom discussions
10. Integrates with other existing systems for automation (WebCT, iTunes)
11. Flexible and easy to use for students and faculty
12. Contributes to the enhancement of teaching and learning
13. Encourage student involvement and engagement

Students enjoy the benefit of high quality recordings and timely availability of the recordings in convenient formats. Other universities are reporting that increased student satisfaction, improved academics, and improved retention. Anywhere, anytime learning is becoming the norm.

Next Big Idea:
Camtasia Relay would be available for use in all College of Agriculture and Life Science courses. It is anticipated that 15 to 25 on-courses will utilize this lecture capture technology during the first year. If the average face-to-face class size is 25 students and 25 courses utilize the technology, than 625 students would have the ability for learning to occur outside of the classroom the first year by reviewing the material or keeping up with the class if absent. If each instructor added an online section for 20 more students for those students who have a time conflict, an additional 500 students would benefit from this technology. These numbers will continue to grow in future years as more courses utilize this technology. Students taking courses using Camtasia Relay would receive the benefit.

Facilities:
This request is for three Camtasia Relay encoding licenses and a high capacity server to handle the increased encoding load from on-campus classes. Each encoding license has the capacity of processing 50 hours of lecture every 24 hours. Participating faculty would utilize their laptop and microphone for recording their lecture during a face-to-face class or when recording a lecture from their office for online sections. The Brenton Center will purchase the delivery servers needed for 24/7 student access. The Brenton Center will purchase the annual Camtasia Relay software maintenance agreement during the expected five year life of this technology. Equipment would be housed in the Brenton Center in Curtiss Hall.

Integration and Sustainability:
The Brenton Center is currently capturing and delivering classes in an online format for distance education students. Effective spring 2010, the Brenton Center is supporting online on-campus course capture and has staff in place to support this new technology for students and instructors.

Cost Efficiency:
The Camtasia Relay encoding licenses are a one-time purchase with unlimited use. This means every college course could use Camtasia Relay without additional license costs. Other solutions being explored by other groups on campus have an annual per seat license cost starting at $50,000 to $80,000 depending on the desired capacity. Our yearly maintenance contract for years two to five will be $2,670/year and will give us all software upgrades and 24/7 support. Camtasia Relay allows us to publish the recorded lectures in multiple formats for delivery to students. Camtasia Relay also allows us to edit recorded lectures before publishing if needed. This allows instructors the ability to utilize lecture clips for other classes, presentations, or the creation of short topics that students can use to review key points from the class.

Support and Maintenance:
Support and maintenance will be provided by the Brenton Center during the life of this project.
Budget:

Table 1. Itemized Budget

<table>
<thead>
<tr>
<th>Description of Item</th>
<th>Number</th>
<th>Unit Cost</th>
<th>College Pool</th>
<th>Brenton Center</th>
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<tr>
<td><strong>Hardware</strong></td>
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