Executive Summary

The use of video in higher education has increased and is becoming an expectation of all students. Faculty and staff are looking for ways to create active learning opportunities for their students. They are replacing traditional lectures with a mix of lectures and short videos that provide opportunities for students to be actively engaged during the class period. These videos work best when they are short, engaging, and require some degree of learner interaction. Instructors are also moving beyond traditional pen-and-paper-based assessments as they encourage students to create videos to demonstrate learning.

This report provides an evaluation of the need and possible uses of a video production studio; looks at the methods of equipment evaluation and design that went into creating the recording space; and finally looks ahead to the future of recording spaces like the U-Record Studio at UW-Platteville, which was developed with the funds from the Innovation Grant.

Purpose and Objectives

Time and money are two of the obstacles faculty and staff face when creating effective video content. The cost associated with creating engaging, interactive video content of good quality is an obstacle that many campuses are trying to overcome. Providing a fully-staffed recording studio is not a cost-effective option. Additionally, many instructors want the production control of their own videos. As campus administration balances instructor needs, resource allocation, and funding, the U-Record Studio provides an economical solution to the video needs at UW-Platteville. Additionally, the proposed studio potentially saves faculty and instructor time by eliminating much of the learning curve related to specifying, ordering, installing, and becoming proficient with the technology.

The U-Record Studio allowed our campus to develop an easy to use video production vehicle to give the faculty, staff, and students at UW-Platteville access to cost-efficient, new technologies for creating video that will enhance current teaching and learning methods. The key to the success of this project was providing automation of tasks. The device contains a simple light switch that triggers devices to turn on; motion sensors that illuminate the touch panel; and a single power button that not only powers devices, but recalls equipment presets. The success of an easy-to-use recording device relies on touch panels that limit recording to the most basic functionality. In addition to ease of use, instructions for use must be clear and concise. The ultimate goal for the U-Record Studio is for the most novice user to simply insert a media flash drive for recording the video into a slot. Then, after pushing a few buttons to begin recording, they can record the video, remove the flash drive, and walk away with a recorded video.

During the planning and installation phase of this project, the team developed user guides for the studio, best practices examples for end-users, and a plan to promote the space and introduce faculty, staff and students to the possibilities for their own video recordings. Because of the simplicity of the recording process, start-up instructions were limited. Attention to promotion and awareness of the new U-Record Studio was the focus of launching the new campus innovation.

Organization and Approach

Project Planning
- Location – Near the ITS Help Desk area, for quick troubleshooting access
- Needs Assessment – campus-wide faculty/staff survey
- Room modifications needs
- Equipment specifics

Project Implementation
- Room demolition/construction
- Equipment installation
- Scheduling process identified and promoted
- Training
    - Support staff
    - Users
- Marketing and Promotion
    - Website
    - Tech Mashup (UW-Platteville biannual campus-wide training conference)
    - Open house events to promote and build awareness

Post Project Assessment
- Project debrief
    - Lessons learned
    - Evaluation of effectiveness – informal anecdotal evidence and formal surveys of users and non-users at 6-months and 1-year

Analysis and Findings

Location
The budget for the project was greatly affected by the room chosen for the studio build. The room needed extensive remodeling in order to accommodate the studio. Carpeting, new ceiling, HVAC work, acoustical treatment, extensive electrical work, wall patching and painting were needed.

Needs Assessment

Early in the project several planned elements were modified or eliminated to better accommodate the data from the faculty/staff survey. Instructors wanted the ability to capture video in several modes of operation to include: content only, video and content, or just video. In order to accomplish this general campus need and still keep the operation as simple as possible, the addition of a teleprompter set-up was removed from our design.

Equipment Installation
Part of the innovation with the grant funds was to increase capacity to support campus technology needs by experimenting with equipment that the UW-Platteville technology and media technicians were not familiar with. The learning curve for implementing this new "control" touch panel was higher than first anticipated. The campus had to reach out to a local A/V integrator to assist with the programming to automate most functions. During the programming of the touch panel, it was clear that many "defaults" were going to have to be established. These included:
- Camera shot
- Ceiling mounted microphone audio level
- Error warnings for USB recording issues
- Size of content window
- Size of video window

Marketing and Promotion
Our initial promotion of the U-Record Studio coincided with the campus-wide Tech Mashup conference in mid-January. A session was held at this event that allowed UW-Platteville faculty/staff to tour the studio and learn about some best practices. Since early January, the availability of the studio has been announced in weekly update emails to faculty/staff. The initial promotion of the studio launch will wrap up with three open house events that will include a studio tour and best practice information on February 15, March 1, and March 10, 2016.

The initial reaction of faculty and staff introduced to the U-Record Studio has been very positive. Although some of the instructors who have used video recording tools in the past have stated they would like more control over camera shot selection, control over the size of picture in picture box, and even access to a document camera, they understand the need to provide fewer selections so as not to overwhelm a novice user. On the other end of the user spectrum, novice video users have been very pleased with the ease of use. They have expressed that they are glad they do not have to worry about the complicated things.

Conclusions and Recommendations
The original intent of this project was to create a space that was very similar to what Penn State created with their "one button studio". Similarly, our goal was to create a "simplified video recording setup that can be used without any previous video production experience" and "create high-quality and polished video projects without having to know anything about lights and cameras". Our implementation plan varied from the Penn State studio concept.
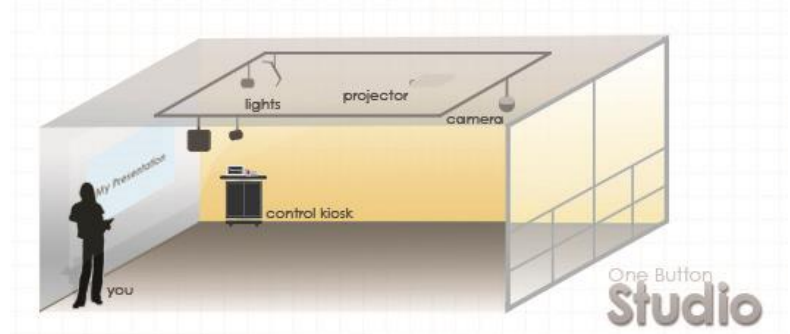
Our decision to implement three different modes of recording immediately changed the entire planned concept. This decision also led to budget overages in the equipment and staffing lines. Although our enhanced end-product is going to be a huge asset to UW-Platteville, the cost would prohibit this design from becoming a campus standard. In the future, we may reconsider the original concept to create a more cost-effective space with fewer recording options.

Another initial assumption was that the primary users of this space were going to be faculty and staff. As the project progressed and different users were introduced to the space, it became clear that students will also benefit greatly from this space. When the project was discussed at the Student Technology Advisory Committee (STAC), the student members were very excited to see and use the room. It will be interesting to look at usage statistics in the coming years to determine primary user categories.

In conclusion, based on similar technology introductions to campus, the buzz generated around the launch and early marketing of the U-Record Studio indicates that many faculty, staff and students will schedule use of the studio and record at least one video. Repeat usage will depend on ease of use, response to concerns, and ability to easily schedule convenient times for studio usage. In the coming months, as the U-Record Studio is launched, the project team will follow up with early adopters of the technology and make strategic tweaks based on the results of those conversations.

Continued promotion of this campus-wide option for video recording will be key to increasing usage of the space. The Teaching and Technology Center at UW-Platteville has put the promotion of the studio as one of their top priorities when talking to faculty and instructional staff on campus. We anticipate that the number of users will increase over time. Scheduling of the space is currently user-driven via a calendaring system. As we monitor use, we will watch for no-show reservations and continue to reach out in conversation with faculty/staff to determine how accessible the studio is to them to reserve

at a convenient time. We will use this information to determine any needed changes in process.

If additional funds were to be available, we would like to find a way to include a non-obtrusive option for a teleprompter. More seasoned video creators would find a teleprompter useful in the studio, as they may not have one in their office or home recording set-ups.

To help other UW-System campuses when considering a studio like the U-Record Studio at Platteville, we are open to sharing all of our plans, purchasing lists, documentation, and promotion ideas.

Appendices

| Name, title	Tasks
Colleen Garrity, Director of Media Technology Services (Project Manager)	Create a project plan, lead the project, coordinate meetings, communication, purchasing, as well as budget and grant oversight
Peter Nemmetz, Campus Facilities	Coordinate room modifications (electric & construction)
Tim Trendt, Technician AJ Paulus, Technologist	Design and install the A/V equipment and assure the studio works as designed
Regina Nelson – Emerging Technologies Manager	Create user guides and best practices Promotion (faculty/staff/student engagement)
Philip Parker – Assistant Dean, College of Engineering, Mathematics, and Science	Work with Emerging Technologies Manager to develop best practices Promotion (faculty engagement)

Proposed Budget:

| Item Description *(person or item)*	"Hours and Rate" (if labor) or "Purchase Cost"(if non-labor)	Line Total
Video		$1,200
Audio		$1,000
Control		$3,000
Recording		$3,600
Teleprompter		$1,500
Computer		$2,000
Lighting & Background		$2,000
Electric and Construction		$5,000
	Total Request:	**$19,300.00**
Colleen Garrity - Project manager	60 hours/$31.12	$2,334.00
Andrew Paulus	30 hours/$21.77	$816.37
Tim Trendt	100 hours/$26.95	$3,368.75
	Total Match:	**$6,519.12**
	Project Total:	**$25,819.12**

Actual Budget

Item Description *(person or item)*	"Hours and Rate" (if labor) or "Purchase Cost"(if non-labor)	Line Total
A/V equipment and supplies		$19,300.00
	Total Request:	**$19,300.00**
A/V equipment and supplies		$222.72
Room modifications		$13,291.13
Furniture		$967.05
Colleen Garrity	50 hrs/$31.12	$1,556.00
Andrew Paulus	20 hrs/$21.77	$435.40
Tim Trendt	304 hrs/$26.95	$8,192.80
	Total Match:	**$24,665.10**
	Project Total:	**$43,965.10**

Construction and Installation
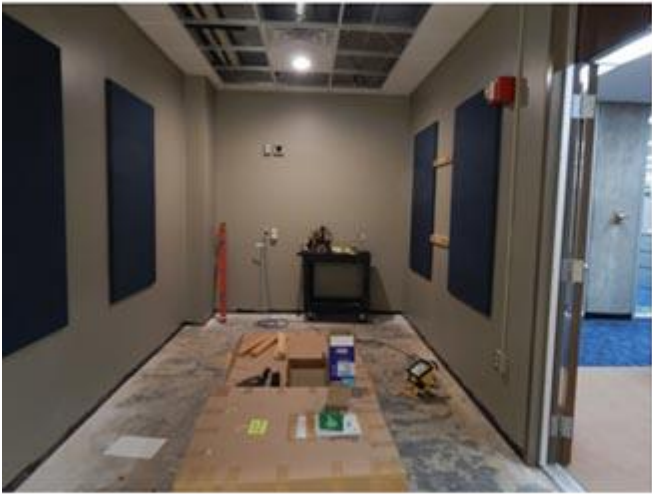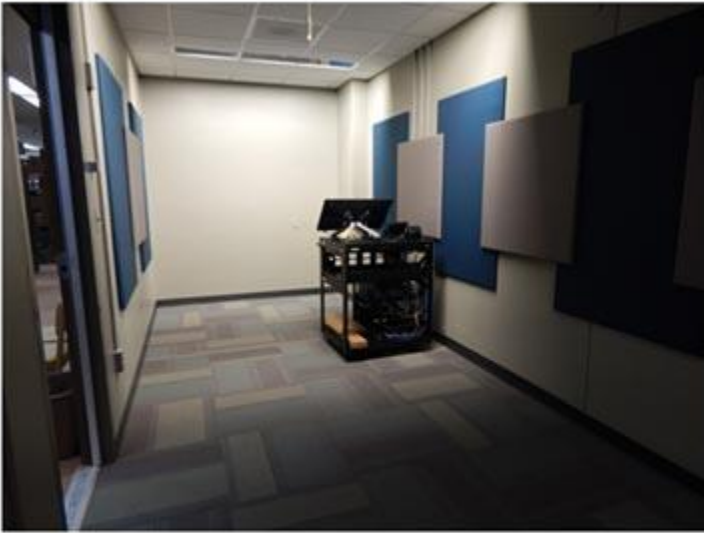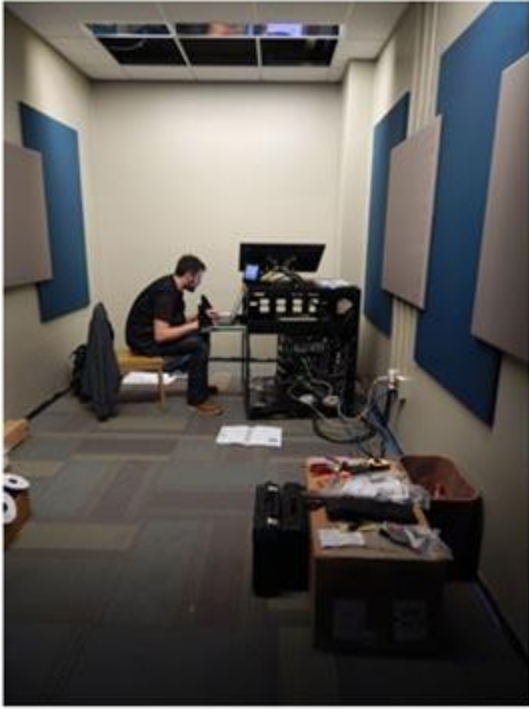
FINAL PRESENTATION – VIDEO:

The University of Wisconsin System Innovation Fund Review Committee respectfully requests that each team consider creating a 3-to-5 minute video detailing the most notable elements of your project.

The video would be an excellent tool for your team to use to showcase your work, as well as to highlight any collaborative efforts between departments, campuses, and others. Your video would then be posted on the Innovation Program web site for others to view.

Although it is not mandatory, you are welcome to provide us with a 3-to-5 minute video about your project. The committee understands that teams may not have access to the equipment, and the people, needed to complete a video. However, if you do have access, your 3-5 minute video will tell the story of why your project is important, how it will benefit not only your target audience, but also what the outcomes will be from working together to serve others.

To confirm, a final report, as outlined on pages 1 and 2, is due on Monday, February 15. A 3-to-5 minute video detailing your project is requested, but it is not mandatory as part of the final report process.

The question below details yet another option you and your team may wish to consider as you complete your final report for the Innovation Program. Please take a few moments to review the question and provide your answer.

FINAL PRESENTATION – QUESTIONS:

Would you and/or your team be interested in organizing a 5-minute presentation describing your project at the Spring 2016 ITMC Conference scheduled for April 18-19 in Wisconsin Dells?

☐ Yes, I/our team will give an in-person, 5-minute presentation at the Spring ITMC Conference in April.

☐ Yes, I/our team will give a virtual, 5-minute presentation at the Spring ITMC Conference in April.

☐ Yes, I/we approve of having our ITMC presentation recorded for posting on the website.

☑ No, I/our team declines the opportunity to give a 5-minute presentation at the Spring ITMC Conference.