

**ITS Educational Technology  
Strategies and Goals for 2007/2010  
University of Northern Iowa  
May 2007**

This document is a second iteration, building from a previous May 2002 document, which provides a general overview of strategies and goals of the Educational Technology department for the next two to two and a half years. This document is a collection of individual and group strategies within the Educational Technology department that guide the actions and planning of the department. Every few years this guide is reviewed and realigned for current and future visions.

To begin, the mission of UNI is provided, as stated in the current strategic plan. Next, an overview is provided of the campus and local community's infrastructure, providing the foundation for much of our work. With this foundation in place, the Educational Technology department provides a variety of support services that are outlined in general terms. The next section summarizes the goals and anticipated outcomes as we move forward to enhance or increase our support to our clients. Some of these require some changes in how we work. Those changes are addressed generally.

### **ITS Educational Technology**

**Mission Statement:** Our mission is to promote and support the use of educational technologies by providing services to strengthen teaching, learning and other university endeavors.

#### **1. UNI's Educational Strategic Goals**

- Provide intellectually stimulating and challenging experiences for students that broaden and deepen their perspective and awareness.
- Support creative and intellectually rigorous teaching and scholarship.
- Expand the involvement of the University in addressing critical local, state, national and global needs that also enrich the educational experiences offered by the University.
- Strengthen a University culture characterized by diversity, collegiality and mutual respect.
- Foster a supportive living, learning and working environment with services and programs that promote individual well being and organizational effectiveness.
- Enhance the quality, diversity and number of human resources available to meet the needs of the university.
- Continue to improve capital, physical and informational resources at the university.
- Establish strong, mutually beneficial relationships with external constituencies.

#### **2. Foundation**

- 1Gbps Infrastructure on campus; 100Mbps to the desktop
- Wireless capability for public areas and large lecture spaces
- Internet2 availability
- Oracle E-Business and Collaboration Suite supported
- High speed bandwidth in the Cedar Falls community
- Cable TV infrastructure to all buildings except Physical Plant, Kamerick Art Building, Russell Hall, Strayer-Wood Theatre, Biology Research Complex, Center for Energy and Environmental Education, Industrial Technology Center
- ICN backbone throughout the state
- ITS Centralized support to Students
- De-centralized support within departments for staff and faculty technical needs
- Courseware Management Tool: Blackboard Learning System, CE Enterprise

- Problem tracking system: HEAT

### 3. General Educational Technology Support Services on and off Campus

- Consulting Services
  - Instructional design and development
  - Courseware development/assistance
  - Digital design assistance
  - Strategies for utilizing educational technology
- Educational Development
  - Instruction for faculty, staff, and students on computer related software/hardware utilization
  - Professional development for faculty and staff on the use of courseware tools
- Multimedia engineering services
  - Installation and maintenance of equipment for multimedia classrooms
  - Cable TV infrastructure design and development
- Multimedia Hardware and Software Integration
  - Research, testing, acquisition, integration, implementation, and evaluation
  - Multimedia distribution (audio, video, and cable TV)
- Multimedia Materials Design and Production
  - Utilization of emerging and traditional technologies
  - Courseware design and development
  - Audio/video planning, production, and editing
  - Duplication of media
- Learning Management Systems
  - System administration of campus-wide LMS
  - Support for courseware development and implementation
  - Complementary technologies
    - Content development (Macromedia Dreamweaver/Contribute)
    - Assessment Security and Plagiarism Prevention (Respondus Lockdown Browser, Turnitin)
    - Web Conference/Live Lecture Integration (Macromedia Breeze, Horizon Wimba, Accordent)
- Providing and managing facilities and equipment for development of and access to educational technologies.
  - Multimedia lab – The Production House
  - MSPCD System (Multimedia Storage Production Conferencing and Distribution)
  - StudioIT 1, 2, 3 (Studios for Innovative Teaching)
- The Iowa Educational Technology and Training Institute
  - Outreach program to support Iowa's PreK-12 teachers
    - Interactive Television Classroom instruction
    - Computer hardware and software instruction
    - Technology use and management
    - Customized programs
  - Grant seeking activities
  - Grant Administration
- Collaborating with departments and others on special projects and grants
  - Acquire grants
  - Facilitate and manage grant work

**ITS Educational Technology: Previous Progress on 2002/2004 Strategies and Goals**

Goals	Completed	In-Progress	No Progress
<b>Constitute an Educational Technologies Advisory Group or Board</b> Meets twice a year Members represent Colleges and Divisions	Yes		
<b>Increase Assistance to Faculty for Instructional Technology, Courseware Development, and Learning Management System Use</b> Educational Technology Specialists have taken the role of Instructional Designers after that position taken away Team approach to training, consultation, planning, and implementation of strategies Faculty content experts, Specialists provide technology expertise Graduate students relieve Specialists of training duties	Yes		
<b>Learning Management System Future Planning</b> Implementing version 6.0 Beginning implementation of WebCT E-Portfolio Evaluate complementary technologies	Yes	Yes	
<b>Assisting and Encouraging Departmental Projects Focused on Many Faculty</b> Carver Institutes have focused on many faculty across disciplines Low Threshold applications and uses have been Encouraged Prepare faculty for today's students coming to campus		Yes	
<b>Assisting and Encouraging Departmental Projects Focused on Many Students</b> Carver Institutes have focused on Liberal Arts Core Courses		Yes	
<b>StudioIT Use</b> Being used hundreds of times a year Will expand with additional rooms in ITTC	Yes	Yes	
<b>Audio/Video Production and Equipment Services</b> Need staff to assist with authoring DVD's Equipment checkout terminated High-quality audio/video provided		Yes	
<b>Infrastructure and MSPCD System</b> MSPCD System needs more storage Cable TV infrastructure connects key buildings Multimedia classrooms over 100 managed by our staff and kept up-to-date	Yes		
<b>Iowa Educational Technology and Training Institute</b>		Yes	

Funding withdrawn for the Institute's PreK-12 workshops Continuing grant seeking efforts—currently have NCLB Board of Regents 3-year grant			
<b>Portfolio Use on Campus</b> Working with WebCT's portfolio product Release to campus after pilot in Spring 2007		Yes	
<b>Web-based Training Clips</b> Updated training clips	Yes	Yes	
<b>Collaborations with the Library</b> Training efforts—WebCT resource linkage, Carver Institutes' sessions Videos placed on Ed Tech servers More awareness of each others' services	Yes	Yes	
<b>Video Conferencing</b> With courses in Russia as well as others in other countries and within the nation	Yes	Yes	
<b>Other Pilot Opportunities</b> Blended Learning Models—reduction of in-class time and an increase in online time Instructional consistencies in courses with many sections and instructors—utilization of online environment to assist with consistencies Use of Internet2 by Faculty Use of handheld devices (PDAs, iPods, etc.) Use of wireless technologies	<u>Yes</u>     <u>Yes</u>	<u>Yes</u>     <u>Yes</u>	

#### 4. Strategies for 2007/2009 (Building on the General Support Services and Strategies completed in the last Four to Five Years)

##### **Provide a Digital Production Environment That Serves Campus Constituents as well as Provides Constituents a Self-Service Environment**

- Provide high quality assistance to those using The Production House or Audio/Video Services.
  - Assist faculty, staff, and students in the creation of course materials and with projects.
  - Maintain high quality and appropriate quantity of production services while ensuring a balanced budget.
  - Create and provide full-time or part-time employees with appropriate training.
- Provide a learning environment that fosters creativity.
- Provide high quality support for campus events.
- Complete the conversion to an all digital production environment.
- Create a centralized process for storage of digital objects and projects in order to streamline the retrieval process.
- Refine procedures to streamline the billing process.
- Evaluate the operating logistics of the production environments to enhance efficiency.

### **Increase Assistance to Faculty for Instructional Technology and Courseware Development Use**

- Provide more direct development support to faculty and departments for the production of materials as well as the building of courses utilizing courseware tools.
- Provide more in-house development of academic materials for faculty.
- Work collaboratively with others to gather together expertise to complete projects with the highest quality possible.
- Provide specialized highly interactive faculty focused seminars, workshops, and institutes focusing on instructional technology use.
- Investigate and possibly pilot a course for faculty to assist with creating online courses.
- Encourage mobility through the use of laptops for both faculty and students.

### **Assist Faculty in Use of Technology for Assessment Purposes**

- Provide faculty with information and strategies for the role of technology in assessment.
- Provide information on the electronic portfolio environment and 2007 pilot at UNI.
- Learn and convey various ways electronic portfolios can provide assessment.
- Work with faculty on best practices in electronic portfolio development and use.
- Communicate with the Assessment Director on initiatives for the campus and the role of technology.

### **Assist Faculty with Integrating Technology More into the Classroom**

- Acquire and educate faculty and departments on the use of digital capture stations.
- Educate faculty and departments on the use of video conferencing, podcasting, video streaming, and other technologies utilized in the classroom.
- Assist faculty with the use of classroom technologies in order to increase effectiveness of teaching and learning.
- Maintain awareness of new technologies and their educational uses, communicating and demonstrating these to faculty and departments.

### **Provide Faculty, Staff, and Students with Workshops on Computer/Software Use**

- Provide electronic portfolio workshops as this software is rolled-out to campus.
- Update workshop content as the campus moves to new supported versions or new supported software in a timely fashion.
- Provide more online training by digitally capturing training sessions and utilize face-to-face training as efficiently as possible.
- Utilize graduate assistants for the delivery of daily general workshops as well as for special projects.

### **Provide and Support an Electronic Portfolio Tool**

- Continue education faculty, staff, and students about e-portfolios' uses.
- Continue working with pilot faculty using the WebCT e-portfolio in their courses.
- Enlarge the pilot in the Fall 2007 to include additional faculty and students.
- Develop templates, graphics, and other support materials to allow for the easy use of e-portfolios.
- Train faculty and students on the uses of e-portfolios.
- Constitute an e-portfolio advisory group as the use grows.
- Rollout the Tool to campus in Spring 2008.

## **Support and Enhance the MyUNiverseCT Learning Environment**

- Develop and present the system as the primary up-front interface for users to access content/media from other media distribution/learning style content systems.
- Continue to integrate the product set.
- Work with Faculty and Staff about the benefits of the system.
- Integrate the system with student campus information systems for automation of class and account creation.
- Provide instructional design assistance to faculty for managing content on the system or other needs.
- Provide leadership and possible hosting for other partner organizations for a fee.
- Assess the possibilities for sharing content, courseware and standards compliant template packages with other Regents University faculty and colleges in Iowa.
- Continue to evaluate other technologies that could replace and or complement current system.
- Attain and retain appropriate staff and annual funding levels to facilitate proper level of personnel and operation uptime policies for services.

## **StudioIT 1, 2, 3 Use**

- Encourage use of the Studios by faculty and others.
- Review policies and procedures to ensure security and flexibility in use.
- Encourage use for electronic testing purposes.

## **Multimedia Distribution**

- Provide campus-wide support for television channels provided to buildings and residence halls.
  - Expand the educational cable TV programming and distribution with the establishment of policies and procedures for ensuring content is being delivered, scheduled and maintained.
  - Complete the Cable TV Infrastructure to all buildings and possibly all classrooms.
- Provide audio/video duplication and format conversion services.
- Provide video and audio routing and distribution.
  - Provide interactive, on-demand, and live video and audio streaming and encoding.
  - Provide systems for direct encoding and archiving of content from multimedia classrooms for distribution via live and on-demand technologies.
- Work with departments and individuals to provide other new technology integrations as needed.
- Evaluate the possibilities for and/or implementation of a centralized campus residential cable distribution and programming system to replace current residential cable systems.
- Investigate the installation of KU and C-Band satellite uplink technologies.

## **Multimedia Classroom Environments**

- Provide support for large multimedia classrooms that seat over 100 students.
  - Utilize the annual budget as efficiently as possible, reviewing and analyzing it regularly.
  - Offer professional development on technology installed in current classrooms.
  - Acquire and install the Turning Point Interactive Classroom Response Systems in the large classrooms.
- Pursue the centralization of funding and management of multimedia classrooms.

- Make recommendations and take efforts to standardize classroom technology.
- Investigate and implement response system for technology related issues during class hours for large classrooms as well as others.
- Investigate and possibly implement real-time monitoring of classroom equipment as well as online status.
- Pursue improving the integration of classrooms with core services provided by ITS, such as MyUniverseCT, video and audio streaming/archiving, video conferencing, and other digital delivery methods.

#### **Interactive Distance Collaboration (based on funding allocation)**

- Investigate and implement, as budget permits, components for interactive distance collaboration.
- Provide hardware elements in key multimedia classrooms as well as portable units to be available for use across campus.
- Investigate the interconnection and bridging of VOIP/POTS (voice over internet protocol/plain old telephone service) and video conferencing technologies.
- Ensure video conferencing technologies' interoperability with operations and services provided by master control in combination with LMS/CMS systems.
- Investigate and discuss possibilities between the Regents Universities for sharing and scheduling resources.
- Provide video conferencing outreach services to local community as needed.
- Provide services and storage such that all video/interactive conferencing has the possibility of being archived for on-demand viewing and can be delivered live via different delivery paths if one would fail.

#### **Iowa Educational Technology and Training Institute (IETTI)**

- Continue to research grant and outreach opportunities that allow ITS-ET to build on faculty excellence in their teaching and own learning.
  - Research grant possibilities.
  - Write grant proposals.
  - Work collaboratively with other departments to write grant proposals.
  - Direct grant projects.
- Continue to research grant opportunities that allow ITS-ET to fulfill the mission of IETTI.
  - Direct the NCLB title II funded IMPACT project for two additional years (4 year grant).
  - Reapply for additional funding to continue the IMPACT project past the current funding cycle.
  - Complete the 2007 Showcase on Educational Technology project (ie., the Spotlight Day).
  - Research additional grant funding to support IETTI initiatives.
- Direct grant and outreach projects in a professional and expert manner to build on the reputation of ITS-ET across UNI and the IETTI across the state and the nation.
  - Utilize appropriate personnel to adequately direct grant and outreach projects.
  - Promote grant and outreach projects to appropriate departments, organizations and other entities to let them know about the initiatives.
  - Work with the AEA's, as appropriate, to promote IETTI grant and outreach projects.
- Utilize the resulting grant funds as a source of funding for ITS-ET initiatives.
  - Offer fee-based educational technology workshops across the state.
  - Determine appropriate ITS-ET initiatives that would benefit most from resulting

grant funds.

## **5. How we work:**

- Consolidated sections of general workshops on the monthly schedule to maximize staff.
- Faculty Focused workshops during break times have occurred regularly meeting faculty needs.
- Educational Technology Specialists have taken on role of Instructional Designers. Graduate students continue to assist with regularly scheduled workshops.
- Team approach to projects and work. Grants utilize many Educational Technology staff. Assistance from all is expected in order to complete projects and activities. Pilot projects move to general projects: 21<sup>st</sup> Century Project, IMPACT project, Carver Institutes, Russian collaborations, multimedia classroom management, video conferencing technologies, streaming media, Library collaborations.

## **6. Our Strengths**

- Educational Technology Staff share many values
  - High quality work and services
  - Pride in our work
  - Satisfaction in helping others
  - People oriented
  - Developing student employees by mentoring and valuing them
  - Kind, caring, compassionate attitudes
  - Professionalism
  - Teamwork
- Educational Technology Staff are
  - Problem solvers
  - Professional
  - Supporters of each other; bringing each other in on projects
  - Learners from each other
  - Open with information
  - Enthusiastic, helpful, and resourceful
  - Compassionate, supportive, trustworthy
  - Optimistic
  - Good communicators bridging various technical levels
  - Listeners
  - Partners with others
  - Leaders
  - Flexible and patient