Proposal Title: Camcorder and Acoustic Panels/Clouds

Originator and Position: David Moss

Area Dean: Dr. Jeremy Brown

Campus: Menifee Valley campus

Area Vice President: Dr. Rudy Besikof

Budget Account Code: Click here to enter text.

*Total Amount Requested: $5,854.00

*Please complete all applicable portions of “Section VI - Projected Expense File” now to determine the “Total Amount Requested” above.

Please check:

| One-Time Funding: ☒ | On-Going Funding: ☐ | Safety: ☐ |

1.) For what are you asking? 2.) Why is the request timely and important? 3.) Where was the need identified? Please answer these three questions in 250 words or less. See instructions for further explanation.

1.) We are asking for funds to purchase a new camcorder for the Communication Department and acoustic panels/clouds for the Communication Studies Center. 2.) Currently, the department has camcorders that are over ten years old. Some of these camcorders are worn out and do not work properly. Furthermore, because of the age of the camcorders the quality and formatting are out of date which makes it difficult to process and edit high quality video. The acoustic panels/clouds are needed to reduce and eliminate the echo in the Communication Studies Center, the primary locations used for recording. At this point, due to the echo and reverberations from the hard surfaces of the walls, ceiling, chairs, table, etc. the sound quality makes anything recorded in the Center unusable for most purposes. The department has many uses for the camcorder including recording Communication Club sponsored guest speakers and events, documenting club functions for use in marketing and promotion, MSJC forensics team meetings, practice, and activities that increase their competitiveness, recording of the biannual speech tournaments, recording lecture for distance learning, etc. 3) These needs were identified in the 2014-15 Comprehensive Program Review (CPR) and the 2015 – 16 Annual Program Assessment.
1.) Identify support from your 2014-15 Comprehensive Program Review (CPR) or 2015 – 16 Annual Program Assessment (APA) for this request (8 points). Link to Program Review

According to the CPR, one of the CommCenter Section II, item D needs was identified as “maintenance of the existing cameras.” Furthermore, the section states, “It is important to note that there is solid evidence documenting the positive impact that a CommCenter often has on student success, retention and access. I (Suzanne Uhl) have many sources/references available upon request verifying this reality.” Recording using current video standards, with useable sound, is a vital technology need to help facilitate “recording student speeches to allow the student to take their videotaped presentation home with them for self-evaluation.” These issues were also identified in Section II, item E as an equipment need.

According to the APA, Section III, item A, vision two, “the Comm Club has been the largest student club in the district in semesters past. This Spring the club is re-establishing itself with new elections to be held soon. Typically, the students have sponsored activities every semester (from a holocaust speaker, comedy nights, speakers from the fields of law and PR and Comm faculty visits from local universities, as well as coordinating with other SGA activities).” In addition, vision 3 states “we implemented a semester intramural speech tournament a year and a half ago. Students are now asking for the dates of the tournament in advance, an exciting trend. We often have guest speakers from both the campus and the local business community. Additionally, we are offering workshops in the MVC CommCenter that promote speaking.” All of these activities are either made possible, supported, or enhanced by a Communication Studies Center that has the ability to record high quality video and sound for use and dissemination by students, faculty, support staff, and the community.

2.) How will this request help improve student learning in the course and/or program (12 points)? Link to Learning Outcomes

- **Communication:** The student will communicate effectively, expressing thoughts, goals and needs through use of appropriate modes and technologies. The camcorders help to fulfill this need so that students speeches can be videotaped and receive the necessary feedback they need in delivering speeches.

- **Critical Thinking:** The student will reason and think critically. Recorded speeches of themselves and classmates will allow students to analyze and evaluate components of speeches.

- **Aesthetic Awareness:** The student will possess aesthetic awareness. Nonverbal aspects of public speaking is important to the overall experience of delivering a speech. Videotaping of themselves will allow for further learning of how appearances affect the speaking experience.

- **Social Awareness:** The student will demonstrate societal awareness. Students will develop a greater awareness of the world around them through the viewing of events and other activities provided by the communication club and the department.
• **Responsibility**: The student will display personal and civic responsibility. Students will be responsible for reviewing videos of themselves, classmates, and other speakers in an effort to learn about public speaking.

• **Scientific Awareness**: The student will possess an awareness of the physical and biological principles related to science. Through the viewing of pre-recorded speeches and presentations provided; students will develop an increased awareness of skills needed for speaking. Also preparing for a speech involves research and organizing.

**Section II – Alignment with Institutional Priorities via the Strategic Plan - 25 points possible**

1.) How is your request aligned to the strategic goals below? Check all (typically 2 – 6 goals total) that apply. Click here for the 2016-17 Prioritization Allocation Rubric (PAR) for points-weighting during scoring.

| ☒ 1. Reduce time to completion of student educational goals and increase degree, transfer and certificate completion. |
| ☐ 2. Drive institutional decision-making using internal and external data to inform planning and prioritize resources. |
| ☐ 3. Refine staffing plan and process |
| ☒ 4. Improve fiscal responsibility that is sustainable for the long term |
| ☐ 5. Identify sustainability strategies to improve efficiencies in processes district-wide |
| ☒ 6. Expand and improve student involvement in campus life |
| ☒ 7. Promote quality of institution through enhanced communication within the community (internal/external) |
| ☒ 8. Enhance the overall campus life experience |
| ☒ 9. In an effort to serve students build bridges between instructional services, student services and administrative services |
| ☒ 10. Increase the College’s visibility, value and recognition in the service area |

2.) Please describe the connections between the goals you checked and your proposal (200 words maximum):

This RAP supports these goals in many ways. Student success will be increased by providing them tools to improve their class performance by recording speeches (goal 1). It will also reduce or eliminate costs associated with needed camera repair and third party media conversion that has been utilized in the past (goal 4). It also helps promote extracurricular activities that increase student engagement and improve campus life, and increase the college’s visibility (goals 1, 6, 8, 10.). Finally it allows for the creation of high quality media artifacts that can be used as promotional and recruitment tools for campus organizations, community speakers, internship providers, etc. (goals 1, 6, 7, 8, 9, 10).
Section III – Alignment with Institutional Plans - 15 points possible

Explain how your proposal is supported by the following plans: 2009-16 Educational Master Plan (4 points), Distance Education Plan (4 points), Technology Plan (4 points) and/or Facilities Master Plan (3 points). Link to Plans

From the Mt. San Jacinto College Educational Plan, 2009-2016, A Supplement to the Educational Master Plan, Mt. San Jacinto Community College District “systematic budgetary presence to support plans for regular change-out of equipment as well as expansion of access”. This RAP is not only a part of that equipment change-out, it also supports the desire to increase access for distance education by allowing the creation of high quality recordings.

From the MSJC Distance Learning Plan, “synchronous activities are not required but if synchronous events are scheduled, they may be posted as required archives for asynchronous access.” This RAP will facilitate the creation of the required archive artifact.

The Technology Master Plan 2011-2015 also identifies areas related to this RAP. In the introduction addressing the expectations of student, faculty, and staff. It states “technology that is available anytime, anywhere via mobile applications”, applications are integrated with each other, with student communication...”, and “web accessibility to student and instructional services continues to grow.” This RAP will help provide rich media to students through recorded messages that can be communicated electronically to and from students, faculty, and staff.

Section IV – Goals and Measurable Outcomes – 30 points possible

1.) Describe your goal(s) for this project (10 points). How will this improve student learning or enhance institutional services? For a review of goals, see pp. 18 – 20 of a presentation via this link.

The goals for this RAP are to make educational and archival recordings of guest speakers, students, faculty, clubs and other on-campus groups, and to increase the communication Studies Center use above 2015-16 levels. First, this will improve student learning by allowing students to review their own speeches. Next, it will allow events and guest speakers to be recorded so students, faculty, and the community can access these presentations asynchronously. It also provides a useful tool for club and organization recruiting as well as helps satisfy the distance learning requirements related to making face-to-face interactions available asynchronously.
2.) What are the measurable outcomes for this RAP (10 points)? That is, how will progress toward meeting your goal(s) be identified and/or measured? Click [here](#) for learning outcome reference materials.

1) The acoustic panels/clouds will be installed in the Communication Studies Center.
2) At least 10% of students enrolled in public speaking courses on the Menifee campus will use the equipment to record class speeches.
3) Each club and other on-campus organizations such as the Communication Club, Forensics Team, and others should use the equipment as needed for archiving, recruiting, and promotion materials at least twice during the academic year.
4) All guest speakers will be recorded for later viewing (as permitted).
5) DE faculty will use the equipment to record at least one educational video for DE their courses.

3.) Explain how your outcomes are tied to your CLOs/PLOs/AUOs/SLOs (10 points).

Individual Course Learning Objectives: this RAP supports many communication course outcomes but the primary focus here is the most common General Education course.

- **Comm 100-Public speaking-1. Describe and analyze the relationships among important elements of the public communication process.**
- **2. Differentiate among various common types of public messages with respect to speaker purpose and audience expectations and adapt topics, goals, and strategies to target audiences and situations.**
- **3. Analyze the student’s own cultural values and compare them with those of others and traditional Western speaking conventions.**
- **4. Research, evaluate, and select information, examples, and expert opinion to illustrate points and formulate strong and valid arguments in various types of informative and persuasive presentations.**
- **5. Organize and specifically outline the main points and supporting materials of various types of oral informative and persuasive messages, providing effective introductions, conclusions, and transitional material.**
- **6. Deliver public messages extemporaneously from a key-phrase outline: using appropriate visual materials, clearly looking at and responding to nonverbal reactions of members across the audience, and selecting clear, vivid, and appropriate language to express intended meaning.**
- **7. Evaluate and employ methods for managing communication anxiety.**
- **8. Employ methods for establishing and enhancing credibility.**
- **9. Construct appropriate oral responses to the speeches of others, showing understanding of the message and engaging in a dialogue consistent with the intent of the message.**

Each of these objectives are achieved by utilization of the equipment in this RAP.

Department Learning Outcomes.

- **Communication:** The student will communicate effectively, expressing thoughts, goals and needs through use of appropriate modes and technologies. The camcorders help to fulfill this need so that students speeches can be videotaped and receive the necessary feedback they need in delivering speeches.
- **Critical Thinking:** The student will reason and think critically. Recorded speeches of themselves and classmates will allow students to analyze and evaluate components of speeches.
- **Aesthetic Awareness:** The student will possess aesthetic awareness. Nonverbal aspects of public speaking is important to the overall experience of delivering a speech. Videotaping of themselves will allow for further learning of how appearances affect the speaking experience.
- **Social Awareness:** The student will demonstrate societal awareness. Students will develop a greater
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awareness of the world around them through the viewing of events and other activities provided by the communication club and the department.

- Responsibility: The student will display personal and civic responsibility. Students will be responsible for reviewing videos of themselves, classmates, and other speakers in an effort to learn about public speaking.

- Scientific Awareness: The student will possess an awareness of the physical and biological principles related to science. Through the viewing of pre-recorded speeches and presentations provided; students will develop an increased awareness of skills needed for speaking. Also preparing for a speech involves research and organizing.

Section V – Implementation Plan – 10 points possible

What are the steps that you will take or need to be taken to implement this proposal?

1.) Who is in charge of implementing the project (2 points)? The department Chairs, Dave Moss and Suzanne Uhl.

2.) What are the projected start and end dates (2 points)? The 2016-17 academic year.

3.) What other departments will need to assist with the acquisition/implementation of the project (2 points)?

Facilities will be needed to install the soundproofing materials.

4.) When will the outcomes be measured (2 points)? At the conclusion of the academic year.

5.) How will you measure the desired outcomes (2 points)?

1) The department chairs will verify that the acoustic panels/clouds were installed in the Communication Studies Center. 2) Data for the number of students enrolled in public speaking courses will be compared to the number of student recordings that were made (as tracked by the CSC workers (equipment must be checked out) and reported to the department Chairs) to assure that at least 10% of students enrolled in public speaking courses on the Menifee campus used the equipment to record class speeches. 3) Each club or other on-campus organization such as the Communication Club, Forensics Team, or others that use the equipment as needed for archiving, recruiting, and promotion materials at least twice during the academic year will be tracked by the CSC workers (equipment must be checked out) and reported to the department Chairs. 4) All guest speakers will be recorded for later viewing (as permitted) and tracked by the CSC workers (equipment must be checked out) and reported to the department Chairs. 5) DE faculty will use the equipment to record at least one educational video for DE their courses and report to the department Chairs.
Section VI - Projected Expense Profile

For the object codes and titles below, please indicate the monetary amounts requested.

Object Code 4XXX
Supplies and Materials: Click here to enter text. Amount requested: Click here to enter text.
Supplies and Materials: Click here to enter text. Amount requested: Click here to enter text.
Supplies and Materials: Click here to enter text. Amount requested: Click here to enter text.

Object Code 5XXX
Services: Click here to enter text. Amount requested: Click here to enter text.
Services: Click here to enter text. Amount requested: Click here to enter text.
Services: Click here to enter text. Amount requested: Click here to enter text.

Object Code 6XXX
New Equipment/Building or Site Improvements: Sony NEX-VG30H Handycam. Amount requested: $2,698.00
New Equipment/Building or Site Improvements: Audiomute Acoustic panels. 4 room kits ($389.00 each) plus 10 ceiling clouds ($160.00 each). Amount requested: $3,156.00
New Equipment/Building or Site Improvements: Click here to enter text. Amount requested: Click here to enter text.

(S2) Subtotal from Non-Personnel Requests: $5,854.00

Total Proposed Budget (sum subtotals (S1) and (S2) above): Click here to enter text.

3. Secondary Effects (if this proposal is approved)

If a Classified/Administrative Personnel Prioritization Request is being submitted in tandem with this RAP, what additional space, if any, is needed to accommodate this position: Click here to enter text.

For equipment and technology requests, will additional space be needed to accommodate the requested equipment? If so, where is the proposed location? Click here to enter text.

Will requested equipment require maintenance agreements or support personnel? If so, what the projected costs? Click here to enter text.
Please list future year anticipated needs and estimated financial needs. NOTE: This section refers to any anticipated funding not addressed by this RAP but required in the future. *This will not be automatically funded.* A new RAP must be completed in the future.

Fiscal Year: [Click here to enter text]  Anticipated need: [Click here to enter text]  Estimated amount: [Click here to enter text]
Fiscal Year: [Click here to enter text]  Anticipated need: [Click here to enter text]  Estimated amount: [Click here to enter text]
Fiscal Year: [Click here to enter text]  Anticipated need: [Click here to enter text]  Estimated amount: [Click here to enter text]
Fiscal Year: [Click here to enter text]  Anticipated need: [Click here to enter text]  Estimated amount: [Click here to enter text]