

Media on Demand Committee meeting
November 19, 2007
Dumke Conference Room, EBC

Attending: Kevin Taylor, Susan ? (TACC), Dave Adams, Jimmy Miclavic, Richard Glaser, John Wardle, Mindy Tueller, Helen Lacy, Morgan Stewart (Law), Nancy Lombardo

- I. Next step: requesting campus Media on Demand support funding. Concern: how to distribute money once we have it? Nancy: how do we anticipate the money being distributed? Eccles Library data shows clearly that some colleges are using streaming/video more heavily. Helen: have one central fund rather than put \$ into college silos – can track it more easily. We have summaries for IMS, Eccles and Marriott (not TACC – Dave will send that along). Nancy: Eccles has traditionally offered free support for curriculum-related media-on-demand. The demand became huge after HSEB opened. They have no resources to offer the non-free services (podcasts). Helen: IMS funds one of the people at HSEB – they can't come close to handling the need (and they aren't doing streaming). Kevin: we have human issues and technology issues – need to keep them separate. Helen: human/technology issues for streaming, specifically. Nancy: Eccles has a baseline free service for streaming (no editing, no post) and a small fee for podcasts for overhead (but it doesn't cover their costs). Jimmy: the 3 libraries plus TACC plus IMS – each come up with a budget for their area, thinking ahead a few years. The overall budget could be managed through IMS? OIT? Nancy feels that video podcast downloads (rather than streaming) may not be very popular until the technology gets faster, better. Helen: has been told that the U is falling behind other schools in media on demand: acquisition support, delivery, etc. Need to do a budget for the just survive scenario and the staying ahead of the game scenario. Nancy: we've heard several times that there were 2 new TACC positions but she's heard from TACC that there is only one (Dave said the same thing.) Kevin: he understood that the funding was from two different sources. ** Where are the two TACC positions? ** Jimmy: are there other departments doing video capture? Response: Fine Arts, Athletics, Communications (NewsBreak), Humanities, Nursing, more. Jimmy: do we include these groups in the budget? Dave: MoD committee has been talking a lot about how to handle video on this campus for years. Came up with a hybrid model – better fund the sources that are getting burdened with requests for help from departments so they can offer them cheaper and expand them. Join forces with departments where needed. Helen: also, educational grants for departments to experiment. Kevin: do we take the info that we now understand from the entities doing the work (IMS, Eccles, Marriott, TACC) and put a dollar on it with a caveat? Jimmy: request a budget that covers 2 – 3 years, for actual demand (survival), also for growth. Nancy: hopes to see some transitioning into more kinds of Distance Ed courses (2 way interactive video support) – should be included in the budget staffing numbers.

Kevin: what data beyond what we have is needed to put together a budget? Put it out there like this: here's what it looks like right now (short term), here's what we need long term. There is a considerable amount of \$\$ for IT in the Legislative budgets that are already mostly determined. Asking the Legislature for infrastructure costs to free up other budget monies that could be used (theoretically) for MoD – this decision will come through the Cabinet and the Deans. Richard: is hoping to stop the bleeding immediately: phases. Kevin: there isn't likely to be money before July, but it's possible that some positions could be funded now. Helen: we need to go back and look at our situations, then come together to get the format standardized. Include a piece for seeding – for special projects (matching funding). Nancy: the example of the HSEB – a shared

building that has the technology available, but the mindset of the entities sharing it isn't common. There should be a mindset on campus that we share these resources – need a more comprehensive solution. Nancy's environment is much more integrated than Helen's. Standards: the campus has a lot of solutions. UEN has a specific platform with a lot of requirements. Dave: some standardization is good. Helen: there are lots of ways to be compatible without being identical. We do need to be compatible. Dave: we should put together a list of services based on compatibility, performance, support, cost, protocols, etc. Kevin: indicate the Media on Demand costs (support the technology), and then the total costs. Dave: need a template with fields we all agree on. Kevin: describe the need for full-time personnel for professional environment, lower turnover, etc. Richard: there is an argument for part timers, but there is more management required (BYU example). Helen: we've tried to do internships with Communications and Film Studies – hasn't worked well.

Fields:

- Technical infrastructure (hardware/software/equipment – detail everything)
- Personnel

II. Waivers / releases – are they necessary for recording video? Everyone had a different set of scenarios where they use home-grown forms. UTV forms have gone through Legal – John said they didn't want the Release in the same form as the License agreement. It would be nice to have a standard form (or a few) that campus entities could use for recording situations. Kevin will contact Alice Whitaker in Legal for help.

III. How do we publicize the many MoD services that are available? Many people don't seem to know how to find them. The MoD wiki has a comprehensive list. The OIT MoD webpage has them, too. Need to expand that content. Richard: we need someone to do outreach. Kevin: what about the U Training Consortium? Mindy: that's really more about existing course at this time. The Marriott Library is a member and their courses are in the UTC db. Can put some information in the next IT News issue. We can also "advertise" in FYI, the Pulse, via IT Managers, etc. Mindy will send the MoD committee the link to the OIT MoD webpage asking for suggestions, more content.
<http://www.it.utah.edu/services/media/index.html>

IV. Next meeting: December 6, 2:00 pm . . . location tbd (in EBC)