

STUDENT TECHNOLOGY

GRANT PROPOSAL # 2015.012

2014 - 2015

5-27483
12/50317

TRACY BROWN: ACCEPTED _____ OPPOSED: _____

COMMENTS:
Should be purchased with Department funds

SIGNATURE: [Signature] DATE: 12/21/14

HEATH FITTS: ACCEPTED _____ OPPOSED: _____

COMMENTS:

SIGNATURE: _____ DATE: _____

SHAWN PARR: ACCEPTED _____ OPPOSED: _____

COMMENTS:

SIGNATURE: _____ DATE: _____

CHRIS PARISH: ACCEPTED _____ OPPOSED: _____

COMMENTS:

SIGNATURE: _____ DATE: _____

BRANDON CRAIG: ACCEPTED _____ OPPOSED: _____

COMMENTS:

SIGNATURE: _____ DATE: _____

RON WRIGHT: ACCEPTED _____ OPPOSED: _____

COMMENTS:

SIGNATURE: [Signature] DATE: 12.9.14

2015.012
Priority # 5

Student Technology Fee
Grant Proposal Request Form
Fiscal Year 2014-15
Northwestern State University of Louisiana

ALL BLANKS MUST BE FILLED COMPLETELY

Prepared by: Daniel McDonald For: NSU Bands

Department/Unit: CAPA College: NSULA Campus: Natchitoches

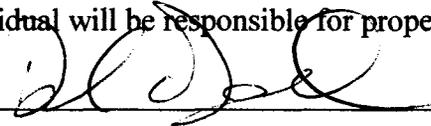
Which NSTEP Goals/Objectives does this project meet? 1, 2, 7, 8

Requested equipment will be located/installed/housed? Building 025A Room 114

Does the department requesting funding receive lab fees? (circle one) YES/NO

Are department property policies and procedures in place for requested equipment? Yes

Which individual will be responsible for property control of the requested equipment?

Signature:  Date: November 30, 2014

Proposal Requested Amount:\$ 5453.93 Budget Attached (circle one): YES/NO

Proposal delivered to Student Technology located in Watson Library, Room 113. Date _____

The proposal must include all specifications, description, model number, quotation, cost, state contract number, and vendor for each item. If the proposal does not include all requested information, it will be returned.

<p>1. Describe target audience.</p> <p>All bands, Spirit of Northwestern, all related concert ensembles and potential students for Northwestern State University.</p>
<p>2. Describe project/initiative for which you are requesting funds.</p> <p>Media Team Equipment:</p> <p>In an effort to increase our visibility in secondary schools, our media team has produced a number of recruitment and exposure videos that are vital in the effort to bring students to Northwestern State, both music and non-music majors. This project also allows our band students in the media arts to produce pieces for their portfolio while serving the needs of NSU and the band program as a whole. Examples of their work can be found at our YouTube channel (Spirit of Northwestern) at: https://www.youtube.com/channel/UCNyzixbYv0NcrXeJNhu7iJQ.</p>

Currently, the team is comprised of eight (8) students and we simply do not have enough equipment to cover all of their needs. Some students are using their own equipment and will graduate this year, therefore leaving a void in our inventory. As this project is only in its second year and continues to grow, our needs grow as well.

3. State measurable objectives that will be used to determine the impact/effectiveness of the project.

1. The media team will produce a minimum of 14 recruitment videos per year, which will be released to our target audiences (high school students, alumni, teaching professionals) via social media, email and on our YouTube page.
2. 6 videos will be produced in the fall, designed to attract students to NSU to participate in our band program and earn scholarship monies.
3. 2 videos will highlight and serve in a recruiting capacity for our color guard, the Demon Heat.
4. 2 videos will highlight opportunities for participation in our basketball band, the Purple Haze.
5. 4 videos will focus on the concert and chamber ensembles offered at Northwestern State.
6. Hundreds of photographs will be taken and released to our target audiences (high school students, alumni, teaching professionals) via social media and/or email.
7. Our media team will once again assist in the production of our live-web broadcast of our Classic on the Cane Marching Festival, which had over 10,000 hits this fall.

4. Indicate how each project objective will be evaluated.

The projects will be measured in multiple ways. Firstly, our social media pages (YouTube, Facebook, Twitter, Instagram and Soundcloud) are able to specifically track how many views/listens each video or audio project receive.

During our auditions, we will also directly ask each student if they have seen any of the recruiting videos produced by our team and what influence they had on their decision to audition at NSU. Data will be collected on the audition sheet that the student fills out.

5. If funded, which NSTEP <http://www.nsula.edu/nstep/NSTEP.pdf> objective(s) will this funding of this project advance? How will funding of the project advance the University and College/unit technology plan?

Objective 1 will be addressed by giving our media team and our faculty access to current video recording and production technology for a variety of uses, both recruiting and outreach to public schools.

Objective 2 will be addressed by offering equipment specifically designed to produce High-Definition video and audio, which will enhance the look and sound of our video projects, impacting recruiting in a positive manner.

Objective 7 will be addressed by offering opportunities for other video projects that encourage outreach, such as faculty performance videos and instructional videos.

Objective 8 will be addressed by providing equipment that will be used in other capacities that will be evolutions of our current projects.

This project will also serve the needs and goals of Northwester State in the following manner:

Goal 1 – As the recruiting projects are student-lead, we will provide a unique student-perspective in recruiting students through the positive aspects of the university as framed by our current students' perspective.

Goal 2 – The purchase of this equipment will allow our Media Team to produce high-quality video and audio that will enhance the image that our program strives to demonstrate through our performing groups. Social media is also a tool we must use to reach a more broad audience and the video projects are easy to share with many different people.

Goal 3 - The band program at Northwestern State is an attractive vehicle used to bring in students to the university. As the largest and most visible program on campus, we serve as ambassadors for NSU and the equipment purchased through this initiative will only enhance our image and ability to attract the best students.

Goal 4 – Our recruitment of quality students allows the university opportunity to expand its student base and offers opportunity for students to receive a quality education. Many students choose Northwestern State because of the performance opportunities afforded by participation in our ensembles.

6. Provide a justification for funding of this project. Estimate the number of students that will be served per academic year and in what ways. Please indicate also any unique needs of the target group.

Our video and audio projects will serve the university as a whole and will reach a broad range of students on a national and international level that may not have considered Northwestern State prior to the exposure we provide. Given that we have had as many as 10,000 hits on a live web broadcast, I believe we will reach a large number of people and enhance our recruiting efforts in a significant manner.

7. List those individuals who will be responsible for the implementation of the project/initiative and indicate their demonstrated abilities to accomplish the objectives of the project.

Professor Daniel McDonald is the primary instructor responsible for the oversight and creative output of the Spirit of Northwestern Media Team. He has helped lead similar projects with other university band media teams (University of Connecticut, University of Washington) and has attended conferences where these ideas have been presented. These projects will also be in coordination with and input from Dr. Jeff Mathews (Director of Bands) and Dr. Greg Handel (Director of CAPA). Additional projects have been and may be produced at the suggestion of other CAPA faculty, staff and students.

8. Describe any personnel (technical or otherwise) required to support the project/initiative.

Other than initial computer set up and connection with the NSU system, none will be required.

9. Provide a schedule for implementation and evaluation.

Summer of 2015 – Train on the use and capability of the equipment, plan the video projects.

August 2015 – begin shooting projects during the pre-season camp.

Fall 2015 – release 6 videos and help produce the Classic on the Cane Marching Contest via live web stream.

Spring 2015 – release the remaining 8 videos for concert, basketball and winter guard.

****Gather data through out the process to help guide every video project, affecting the look and sound choices, as well as where and how the videos are reaching our potential students, alumni and professional teachers in the public schools.**

10. Estimate the expected life of hardware and software. Explain any anticipated equipment/software upgrades during the next five years.

3-7 years, dependent on technology changes, social media changes in the way video footage is delivered and consumed, amount of equipment use, and potential malfunction.

11. Explain in detail a plan and policy that will be in place to ensure property security/controls for any equipment received through a Student Technology Fee.
If you are requesting equipment that will be either/or checkout to students or moved within the department, you must provide a checkout/loan policy.

The equipment will be housed in Mr. McDonald's office 114A and used in the outer office of 114. At times, it will be used outside and on site for specific recording projects. Video production will take place in 114 of CAPA. Equipment is currently housed in a locked cabinet when not in use and both offices are always locked when no faculty is present.

12. Does the department that is requesting equipment receive lab fees? If so, please provide a justification for requesting funds from tech fee funds over using lab fees from your department.

The School of Creative and Performing Arts does receive lab fees. However, the school is of such a size that these are spread thin throughout its three departments of Art, Music and theatre. There are no lab fees directly associated with the band program.

13. Attach a detailed budget.

*Attached

14. Attach two (2) letters of support for the project from the following individuals: the requesting department's Dean, the appropriate Vice President or for student request, the SGA President from the requesting campus.

Northwestern State University Bands
Technology Grant Proposal 2015

Item	Description	Quantity	Cost per item (MSRP)	Total
Canon Battery Grip BG-E13	Battery Grip for Camera	1	240.00	240.00
Canon Battery Pack LP-E6	Camera Battery	1	80.00	80.00
Canon EF 70-200mm f/2.8L USM	Telephoto Zoom Camera Lens	1	1,499.00	1,499.00
Canon EF-S 17-55 f/2.8 IS USM	Wide Angle Camera Lens for Close Ups	1	879.99	879.99
Canon EOS 6D DSLR (Body Only)	DSLR Camera	1	1,899.99	1,899.99
Lowepro Fastpack 350 Camera Backpack (Black)	Camera/Lens Backpack Case	1	159.99	159.99
Manfrotto MKC3-H01	Compact Series Tripod w/ built-in photo/movie head	2	59.99	119.98
Pearstone CSA-II	Shoe adapter for Canon Camcorders	1	26.00	26.00
Rode VideoMic	Camera mic with suspension system	1	149.00	149.00
Zoom H4n Handy Mobile 4-Track Recorder	Audio Recorder	2	199.99	399.98
TOTAL				5,453.93

To the Student Technology Committee:

Please accept this letter of support for the “Spirit of Northwestern” Marching Band grant proposal submitted by Mr. Daniel McDonald. The proposal meets the objectives of the N-Step initiative, is well justified, and should be funded.

In today’s culture, expansive internet visibility is imperative to engage interest from potential students and their families, alumni, teaching professionals and fans. As many of you know, the “Spirit of Northwestern” is the face of our university to many people. The recruiting efforts of the band directors and the draw of the marching band on potential new students enhance the university atmosphere. Supporting the continued success of the marching band through this grant proposal would be beneficial to the entire university.

Sincerely,

A handwritten signature in cursive script that reads "Steve Horton". The signature is written in black ink and is positioned above the printed name.

Steve Horton
Vice-Provost and Dean
Northwestern State University

To the Student Technology Committee:

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Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Abney". The signature is fluid and cursive, with a large initial "L" and a long, sweeping underline.

Lisa Abney
Provost and Vice President for Academic and Student Affairs
Northwestern State University