

2014.009

STUDENT TECHNOLOGY

GRANT PROPOSALS

2013 - 2014

TRACY BROWN: ACCEPTED

OPPOSED: _____

COMMENTS:

SIGNATURE: Tracy Brown

DATE: 3/11/14

HEATH FITTS: ACCEPTED

OPPOSED: _____

COMMENTS:

SIGNATURE: Heath Fitts

DATE: 3/7/2014

SHAWN PARR: ACCEPTED

OPPOSED: _____

COMMENTS:

SIGNATURE: Shawn Parr

DATE: 3/10/2014

CHRIS PARISH: ACCEPTED

OPPOSED: _____

COMMENTS:

SIGNATURE: Chris Parish

DATE: 3/10/14

BRANDON CRAIG: ACCEPTED

OPPOSED: _____

COMMENTS:

N/A

SIGNATURE: Brandon Craig

DATE: 3/10/14

RON WRIGHT: ACCEPTED

OPPOSED: _____

COMMENTS:

Might Consider looking at higher Quality Cameras.

SIGNATURE: Ron Wright

DATE: 3.13.14

2014.009

FF

Student Technology Fee
Grant Proposal Request Form
Fiscal Year 2013-14
Northwestern State University of Louisiana

ALL BLANKS MUST BE FILLED COMPLETELY

Prepared by: Steve McKeithen 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: Steve McKeithen Date: February 19, 2014

Proposal Requested Amount: \$ 7260 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 the potential student for Northwestern State University.</p>
<p>2. Describe project/initiative for which you are requesting funds.</p> <p>In an effort to increase our visibility in secondary schools, our newly-formed media team (2013-2014) 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. We are currently functioning on borrowed equipment and using outdated technology to produce these recruitment pieces. 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. An example of their work can be found here: http://www.youtube.com/watch?v=GXSwpiljp8</p>

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. Our media team will also assist in the production of our live-web broadcast of our Marching Festival, which had over 10,000 hits last fall.

4. Indicate how each project objective will be evaluated.

The projects will be measured in multiple ways. Firstly, the YouTube page will be able to specifically track how many views each video receives.

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 student's 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 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 it's 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 projects will serve the university as a whole and will reach a broad range of students 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 Steve McKeithen is the primary instructor responsible for the oversight and creative output of the Spirit of Northwestern Media Team. He has done extensive study and comparison of what other university media teams are producing 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).

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 2014 – Train on the use and capability of the equipment, plan the video projects.

August 2014 – begin shooting projects during the pre-season camp.

Fall 2014 – release 6 videos and produce the 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.

5-7 years, dependent on technology changes, social media changes in the way video footage is delivered and consumed.

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. McKeithen'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.

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 2013

\$1400	Yamaha HD-200	Harmony Director Keyboard
\$1300	Dell XPS 8700	Desktop PC, Printer and Scanner
\$1000	Canon VIXIA HF G20	Camcorder
\$450	Canon VIXIA HF R42	Camcorder
\$450	Canon VIXIA HF R42	Camcorder
\$450	Canon EOS Rebel T3	DSLR Camera with 18-55 IS II lens
\$550	Adobe CS6 Production Premium	Editing software (teacher/student edition)
\$180	Monster Digital 128GB memory card	SDXC Speed class 10
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\$170	Seagate STCA4000	External Hard Drive
\$150	Rode VideoMic	Camera mic with suspension system
\$140	Audio-Technica ATR-288W	Wireless receiver and transmitter
\$140	Audio-Technica ATR-288W	Wireless receiver and transmitter
\$130	Canon BP-727	High Capacity Battery
\$130	Canon BP-727	High Capacity Battery
\$110	Watson BP-819	High Capacity Battery Pack (2)
\$80	Magnus VT-300	Video Tripod
\$80	SanDisk 32GB memory card	SDHC Extreme Class 10 UHS-1 (2 pack)
\$50	Canon SC-2000	Camcorder carrying case
\$30	Pearstone CSA-II	Shoe adapter for Canon Camcorders
\$30	Lowepro Edit 100	Camera bag
\$30	Lowepro Edit 110	Camcorder bag
\$30	Lowepro Edit 110	Camcorder bag

\$7260 total



Provost & Vice President for Academic Affairs

Telephone (318) 357-5361
FAX (318) 357-4517
E-mail vpaa@nsula.edu
www.nsula.edu/provost/

Northwestern State University
Natchitoches, Louisiana 71497

A Member of the University
of Louisiana System

February 20, 2014

Student Technology Grant Proposal – Letter of Support

To Whom It May Concern:

Awarding the Student Technology Fee Grant Proposal, proposed by Assistant Director of Bands, Steve McKeithen, will provide the Spirit of Northwestern Media Team with the tools needed to expand and enhance the quality of the recruitment videos used to attract students to Northwestern State University. The recruitment of potential students to NSU not only benefits the music programs in CAPA, but also attracts students who major in academic fields other than music to our institution and elevates our university profile. We aim to stand apart from other institutions in Louisiana and Texas as a destination for their college experience through the promotion of the opportunities available for students at Northwestern State University. Social media and the proliferation of strategic videos will allow us to reach a wider and more diverse population of students, while providing our alumni with a point of pride for their home institution.

Dr. Lisa Abney
Provost & Vice President
Academic & Student Affairs

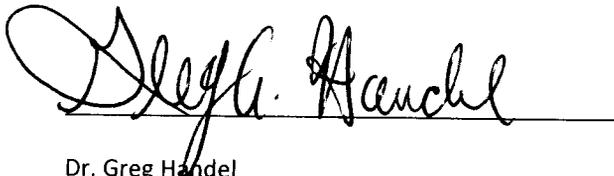
Dr. Steve Horton
Associate Provost and Dean of the Graduate School

February 20, 2014

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Dr. Greg Handel
Director of CAPA, Professor of Music Education