

2013.003
FF

Student Technology Fee
Grant Proposal Request Form
Fiscal Year 2012-13
Northwestern State University of Louisiana

ALL BLANKS MUST BE FILLED COMPLETELY

Prepared by: David Antilley II For: NSU TV/MASS COMM in Kyser Hall

Department/Unit: Lang & Comm/NSU TV College: Arts, Letters, GS & Research Campus: Main

Which NSTEP Goals/Objectives does this project meet? 1, 2, 5, 7 & 9

Requested equipment will be located/installed/housed? Building: Kyser Hall Room: 104A

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

Which individual will be responsible for property control of the requested equipment?
David Antilley II, Manager/Executive Director of NSU TV

Signature: David Antilley II # _____ Date: 10-25-12

Proposal Requested Amount: \$ 38,630.74 Budget Attached (circle one): YES/NO

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

The grant 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 to requestor.

<p>1. Describe target audience.</p> <p>Northwestern State University communication majors and minors as well as any non-communication students taking classes in the Lang/Comm Department are the target audience. The citizens of the city of Natchitoches and the students of Northwestern State University who view NSU TV. The people that will view graduation and any other programs that we web-stream for NSU on the internet.</p>
<p>2. Describe project/initiative for which you are requesting funds.</p> <p>The students in the mass communication classes will use the new equipment in the production of classroom assignments and projects. The new Avid Non-Linear Editing Systems will allow our</p>

students the chance to get out of the studio and work on projects around the campus. It will also replace systems that were purchased in 2000. The current system is used to edit videos for NSU TV; nsula.edu; NSU FTP site for TV stations; NSU YouTube Channel and nsudemons.com.

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

- A. Student projects and assignments will be used to determine the impact/effectiveness of the equipment.
- B. All students taking appropriate mass communication classes will complete semester reviews of classes and teachers.

4. Indicate how each project objective will be evaluated.

- A. Student projects and assignments will be used to determine the impact/effectiveness of the equipment.
- B. NSU TV staff and mass communication staff will watch and listen to reviews of the programs and the quality of the projects that will be edited with the new editing equipment.

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

The objective that will be advance if this project was funded include:

- 1. To improve access to technology by students, faculty, and staff at Northwestern State University. (New Avid Editing Systems, the equipment we currently use was purchased in 2000 and technology has made many advancements since it was purchased.)
- 2. To provide classrooms with updated technology and multimedia. (We would use the editing systems in classes to show students how to edit projects and give students hands-on experience with new technology.)
- 5. To upgrade and maintain the campus communication network and infrastructure. (Editing systems will be used with producing products to be used with video production and web-streaming of different events on NSU campus.)
- 7. To establish processes that encourage technology initiatives by faculty, staff, and students. (New editing system equipment would give both students and faculty/staff the ability to do more hands on work and learn more about the new technology.)
- 9. To maintenance support of hardware and software upgrades, new hardware and software for specialized functions, training for technical support personnel. (We haven't upgraded since 2000 and the technology has change over the years.)

With the funding of this project the university would be upgrading not only equipment for students' use but also the upgrade for the quality of production of NSU TV and university programming. NSU TV can broadcast over Sudden Link Cable and now CP-Tel Cable 24 hours a day and can provide students and the citizens of Natchitoches any information that the university needs to broadcast. With the flip of a switch the president, the university chief of police or any other emergency official can broadcast over the air. The upgrade will enable NSU

TV and the university to transmit a broadcast quality product that will be seen and heard without any dropouts or distortion.

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

If our students are to remain competitive for jobs in the mass communication field, they need to learn not only the equipment we have in the studio but additional equipment and skills needed for editing. Different companies use different equipment and if our mass communication graduates can go into a job interview knowing different systems; that will give them an advantage over students from other universities that only teach one. With the editing system, it will give our students a chance to do real hands on work with state of the art technology.

- A. We offer 3 to 4 class a semester with over 60 students in those classes that would get to use the new editing equipment.
- B. NSU TV is broadcast over Sudden Link Cable Company in Natchitoches and CP-Tel Cable and reaches about 10,000 households as well as every campus dorm room. NSU TV is watched by NSU students and the citizens of the city of Natchitoches. During Hurricane Gusta, Ike and Isaac, NSU TV aired around-the-clock weather information about the hurricanes and its locations until the electricity failed and we were forced off the air. This was the only local weather information provided. NSU TV provided the citizens of this community and the students of NSU the information they need to help them plan for the hurricanes. A local bank president told one of our staff members that he watched NSU TV during the hurricane because it was the only local coverage and he could go to the channel at any time during the day and get a live update on what was going on with the hurricanes.
- C. Northwestern State is doing more and more digital work for our websites and for news stations around the area and country. With this new equipment we will be able to get information out faster then before and get out a better product to represent Northwestern State.

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.

David Antilley II, director of NSU TV will be responsible for the editing equipment. David has been at NSU since 1992 and has worked with TV equipment for more then 32 years.

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

Student workers and practicum students will help the staff mentioned above with the day-to-day operation of the editing equipment.

9. Provide a schedule for implementation and evaluation.

- A. The equipment will be set up as soon as it is received by NSU TV. The equipment will go into use as soon as it is set up and checked out to make sure everything is running correctly.

B. Evaluations will take place as soon as students start using the equipment. Evaluations will be conducted weekly by the teachers in charge of the classes using the equipment and by NSU TV staff. Current projects that the students will be working on include NSU News, NSU FTP tapings for TV stations, DemonLife Talk show and SGA recordings to name a few.

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

The estimated lifespan of the equipment is about 6 to 8 years on the editing equipment, depending on wear and tear. Our current editors were originally purchased in 2000.

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 editing equipment will be located and stored in Kyser Hall room 104. This room is locked around the clock and only staff members of NSU TV have keys to the room.

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

No. NSU TV does not receive any lab fees.

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

Student Technology Fee Grant Proposal Checklist:

- _____ Is all information requested provided (items 1 – 11)?
- _____ Is a detailed budget attached?
- _____ Is all specifications, description, model number, quotation, cost, state contract number, and vendor provided for each item?
- _____ Are your two (2) letters of support attached?
- _____ If equipment is to be checked-out/loaned, is your policy attached?



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PROPOSAL

2012- 2

Date: 10/18/12

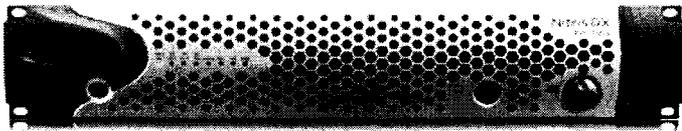
Regional Office P.O. Box 1719 - Ruston, LA 71273 - (318) 251-5626 - Fax (318) 255-3363

James Green

Main Office P.O. Box 1719 - Ruston, LA 71273 - (318) 251-5626 - Fax (318) 255-3363

james@americanavl.com

Proposal submitted to:	October 18, 2012	Project Reference
Client	Northwestern State University - Mass Communication	David Antilley
Address		System Description: Avid Editors
City, St.		
Phone		
Email		

QTY.	ITEM	DESCRIPTION	EACH	EXTENDED	
Avid Editing Systems					
4	3465076	Hewlett Packard - Z400 Workstation (Six-Core) - Avid Qualified	2,968.24	11,872.94	7342
4	3462983	Hewlett Packard - Media Card Reader Kit	54.44	217.78	7342
4	3464641	Western Digital - Internal Hard Drive - 2TB Media Drive	253.33	1,013.33	7342
4	3465056	Hewlett Packard - LCD Monitor - 21.5 inch	287.06	1,148.24	7342
4	AJ-PCD2GPJ	Panasonic Single-slot P2 Memory Card Drive	379.27	1,517.07	7342
4	9935-65331-00	Avid Media Composer Nitris DX DNxHD 6.5 Academic	4,999.00	19,996.00	4720
					
4	0010-06389-01	Custom PC Keyboard	0.00	0.00	
8	HS50M	Yamaha Powered Monitor Speaker	148.03	1,184.21	7342
1	0540-30188-08	Avid Advantage, Academic, Media Composer Software	99.00	99.00	4720
	9935-65332-00	Optional: Media Composer Mojo DX 6.5 Academic (Deduct per System) Mojo contains SDI video I/O only. Software will work with either hardware configuration. Nitris allows for multiple I/O types for both video and audio.	-2,000.00		
	Integration	Integration, Delivery and Set-Up - 4 Systems @ \$250.00 ea.			
	HDWE	Installation Hardware for items above		0.00	
	Rack	12 space rack with power strip and shelves for equipment		0.00	
	Cables	Premade cables needed for system integration		0.00	
	Connectors	Connectors needed for system integration		186.33	7342
	Wire	Bulk wire for system integration		118.18	7342

SALESPERSON James Green	Equipment Sub-Total	\$37,353.08
	Sales Tax	0.00%
	Installation Labor & Site Expenses	1,000.00
	Freight	277.66
This quote is valid for 30 days	TOTAL	\$38,630.74

Deposit of 50% required. Net due on delivery of equipment. Other terms available by prior approval.

NOTE: QUOTE DOES NOT INCLUDE ANY ALLOWANCE FOR ELECTRICAL OR CABINET WORK UNLESS NOTED ABOVE.

Sign here (or attach PO) if you accept the terms of this quotation > _____ Date: _____



NORTHWESTERN STATE
University of Louisiana

Vice President for University Affairs

315 Caspari Street
Infirmary Building
Natchitoches, LA 71497

Telephone (318) 357-5701
Fax (318) 357-6586

October 25, 2012

Dear Student Technology Grant Committee:

Please accept this support letter for David Antilley's grant proposal to purchase Avid Video Editors for NSU TV.

The current editors that NSU TV has were purchased in 2000 and the technology involved with editing has changed over the years. With these new editors students will be allowed to work first hand with the new technology and to be able to produce quality project for both themselves and Northwestern State University. They will also be able to demonstrate there skills on the equipment when they go on interviews after graduation. They will have the hands-on experience to show employers that they not only understand the process but can work the equipment.

These editors would be an excellent addition to the NSU TV studio and to the students of the Mass Communications program and will certainly help our students thrive in a professional setting.

I fully support this proposal and hope it will be given serious consideration. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. D. Jones', is written over a light blue horizontal line.

Marcus D. Jones
Vice President for University Affairs



NORTHWESTERN STATE

College of Arts, Letters, Graduate Studies and Research
Office of the Dean

101 Roy Hall
Natchitoches, LA 71497
O 318.357.4330
F 318.357.4255
liberalarts.nsula.edu

The Graduate
School
(318) 357-5851

October 26, 2012

Louisiana
Scholars' College
318-357-4577

School of
Creative and
Performing Arts
318-357-4522

Department of
Criminal Justice,
History and
Social Sciences
318-357-6967

Department of
Social Work
318-357-5493

Department of
Language and
Communication
318-357-6272

Department of
Psychology
318-357-6594

Dear Student Technology Grant Committee:

Please accept my support for David Antilley's proposal to upgrade the NSU TV Department with the purchase of Avid Video Editors. Currently, our students are using technology that was bought in 2000 and the technology that is used today is much higher. Students will use the equipment in three different classes as well as numerous personal and university projects throughout the year. They will greatly benefit from this modern technology.

Many NSTEP Objectives are fulfilled through this proposal which upgrades technology used in the classroom, improves student access to technology, but one of the most important objectives it fulfills is Objective 9:

Objective 9. To maintenance support of hardware and software upgrades, new hardware and software for specialized functions, training for technical support personnel.

Video editing is definitely a specialized function.

Sincerely,

Steven G. Horton, Ph.D.
Vice Provost and Dean
Professor of Education



NORTHWESTERN STATE
University of Louisiana

Vice President of External Affairs

Prather Coliseum
Natchitoches, LA 71497

Telephone (318) 357-6588
Fax (318) 357-5852

October 25, 2012

To: Members of Student Technology Grant Committee:

This letter is to endorse David Antilley's request for approval by your committee of grant funds to purchase updated AVID video editors for NSU Television operations

Editors currently being used for NSU Television were purchased in 2000 and are outdated because of substantial technological advancements in recent years.

New editors would enable students in Mass Communications, those completing degrees in Journalism and others involved in NSU Television activities to enhance the quality of the work they produce and to develop new skills that would assist them in the workplace when they leave the university.

Many objectives of the student technology grant process would be fulfilled through funding for upgraded technology in NSU Television studios and related classrooms. Most important is the relation of the proposal to Objective 9 that addresses support of hardware and software upgrades and new equipment for specialized functions and training for technical support personnel.

Students would benefit significantly from the new editors in NSU Television, and the updated equipment would enhance the effectiveness of the university in providing meaningful academic training and experiences for students. As a result, the image and effectiveness of the university would be enhanced.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Pierce". The signature is stylized and somewhat abstract, with a large loop at the top and a long horizontal stroke at the bottom.

Jerry Pierce
Vice-President of External Affairs