

Academic Technology Services

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The mission and major goals of Old Dominion University can be found in the University Catalog and the 2000-2005 Strategic Plan. An important part of the University's mission is to enhance the quality of the education experience, wherever education is delivered, by applying emerging technologies; and to provide undergraduate and graduate degree programs to students across time and geographic boundaries.

Institutional Goal(s) Supported

To support Old Dominion University's mission, ATS provides professional production services in multimedia, graphics, teleconferencing and video production, as well as originates distance learning degree programs via digital satellite uplink, 2-way interactive compressed video conferencing and web-based video streaming.

Intended (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

Intended Objective 1

Continue to produce and operate the satellite uplink broadcast, 2-way interactive compressed video transmission and web-based videostreaming encoding for all the distance learning programs, currently more than 330 courses a year.

Method for Assessing Objective 1 and Criterion for Success: Ensure higher than 95% success rate of all technology origination degree courses by evaluating the delivery processes and by providing more redundancy, including hardware/software backup as well as technical staff training & development.

Summary of Assessment Data Collected for Objective 1: Several improvements are identified for the delivery process; standard operating procedures (SOP) are being developed. Evaluation of hardware redundancy is on-going; additional equipment have been purchased as backups.

Alternate Method for Assessing Objective 1 and Criterion for Success: Set up a Weekly Trouble Report (regarding technology deliveries) on all the Teletechnet courses delivered; and find ways to improve technical supports based on the reports.

Summary of Assessment Data Collected, Alternate Method for Objective 1: The Weekly Trouble Report is now prepared by the Shift Supervisors on all the Teletechnet courses delivered. Evaluation of the Weekly Trouble Reports are on-going. To resolve technical issues, new hardware/ software have been put in place to modify the system; archives video streams and tapes are made available for students who might have missed classes because of bad weather or network problems.

Alternate Method for Assessing Objective 1 and Criterion for Success: Based on the 2000 Teletechnet Support Services Survey, Alert Cards completed by Teletechnet students, feedback provided by Old Dominion University faculty members in the Teletechnet forums on technology supports, ATS will improve the facilities in the origination and received classrooms in Gornto Teletechnet Building, Perry Library and the Higher Education Centers.

Summary of Assessment Data Collected, Alternate Method for Objective 1: ATS is in the process of improving the origination classrooms based on the feedback, such as adding more TV monitors, installing blue backdrops and replacing the existing scan converters with a higher quality model.

Intended Objective 2

Continue to work with faculty to design, produce and deliver multimedia, graphics, teleconferencing and video production materials for teaching and learning purposes.

Method for Assessing Objective 2 and Criterion for Success: Assess the media production based on feedback from clients on prototypes and pilot projects; subsequently modify and develop the final teaching products.

Summary of Assessment Data Collected for Objective 2: This is an on-going process for all the professional products produced. ATS have made changes, including re-shooting and re-editing of teaching materials before the actual deliveries.

Intended Objective 3

Continue to conduct research and development activities for emerging technologies to support teaching and learning at Old Dominion University.

Method for Assessing Objective 3 and Criterion for Success: Set up an innovative technology test laboratory to test and evaluate the various technologies targeted for future deliveries.

Summary of Assessment Data Collected for Objective 3: ATS has established an Innovative Technology Test Lab. Various technologies such as Connectivities (e.g. cable modem, DSL, Direct PC, ISDN and LAN) and Application Sharing with Audio/ Video Graphics (e.g. Centra, Horizon Live, SameTime) have been tested and targeted for future deliveries.

Intended Objective 4

Work with Facilities Planning and OCCS to write specifications, design, purchase and supervise the installation of all audio, video production facilities and teaching classrooms for the main campus and Teletechnet sites.

Method for Assessing Objective 4 and Criterion for Success: Evaluate the instructional needs of the new buildings / classrooms and provide technical specifications to meet the needs by gathering feedback from end-users the way they intend to use the new facilities; discussing detailed specifications with external architects, engineers and other technical consultants; working jointly with colleagues in Facilities Planning and OCCS; coordinating vendor site visits; selecting equipment within State / University standards and budgets; and supervising installation to meet the deadline for completion of projects.

Summary of Assessment Data Collected for Objective 4: This is an on-going process for all classroom installations in building construction or renovation projects. The next teaching building to be completed is the Peninsula WorkForce Center, which has gone through the evaluation and consultation process mentioned in Objective 4 above.

Intended Objective 5

Maintain and repair all audio and video production and classroom equipment for the main campus and Teletechnet sites.

Method for Assessing Objective 5 and Criterion for Success: Establish routine maintenance schedule for TV studio, editing suites and mediated classrooms; respond to trouble reports, diagnose, repair and / or replace equipment required within reasonable timeframe (e.g. from one to five working days, depending on the urgency and availability of necessary spare parts).

Summary of Assessment Data Collected for Objective 5: ATS is scheduling routine maintenance; keeping up-to-date of repair logs and equipment inventory.