# NDSU Technology Action Plan Request

I. Action Plan Introduction and Authorizations

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<table>
<thead>
<tr>
<th>NDSU ORGANIZATION OR UNIT</th>
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<tbody>
<tr>
<td>Bison Information Network (BIN) and North Dakota State University Department of Communication</td>
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<table>
<thead>
<tr>
<th>TITLE OF PROJECT</th>
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<tbody>
<tr>
<td>Funding for Bison Information Network (BIN) Engineer</td>
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<table>
<thead>
<tr>
<th>Project Duration (3 years maximum)</th>
<th>From: November 2011</th>
<th>To: November 2012</th>
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<table>
<thead>
<tr>
<th>Type of Project (Check one)</th>
<th>New X</th>
<th>Previously Submitted</th>
<th>Renewal</th>
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| Total Technology Fee Request: $7,500.00 |

<table>
<thead>
<tr>
<th>Project Director (Must be NDSU faculty or staff)</th>
<th>Campus Address: 202 Ehly</th>
</tr>
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<tbody>
<tr>
<td>Dr. Mark Meister</td>
<td>Phone: 231-7635</td>
</tr>
<tr>
<td>Chair, Department of Communication</td>
<td>Fax: 231-7784</td>
</tr>
<tr>
<td></td>
<td>E-mail: <a href="mailto:Mark.Meister@ndsu.edu">Mark.Meister@ndsu.edu</a></td>
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<thead>
<tr>
<th>Name (Type or Print)</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Project Director</td>
<td></td>
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<tr>
<td>Mark Meister, Ph.D.</td>
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<tr>
<th>Unit Head</th>
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<tr>
<td>Andrew J. Young, General Manager, Bison Information Network</td>
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<tr>
<th>IT Division Consultant</th>
<th>Signature</th>
<th>Date</th>
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| Executive Summary (maximum of 175 words) |

Since its inception in 2007, the Bison Information Network (BIN) has contributed to the growth of NDSU both in its academic partnership with the NDSU Department of Communication and with its student affairs partnerships with Student Government and the Media Advisory Board (MAB). In doing so, BIN programming transmits vital information on NDSU events and student achievements on its student-run weekly news program. In order to maintain this vital service to NDSU and its students, the BIN needs stable funding for a technical engineer. The Department of Communication has concrete plans for obtaining permanent funding of the engineer position once revenues from online broadcasting courses are developed and implemented. These online courses will begin in 2012 as part of the Department of Communication’s Online Journalism degree. Until revenues are guaranteed via online broadcasting courses, the BIN and NDSU Student Government propose a partnership with the Technology Fee Action Plan Committee. We request $7,500.00 that matches the funds from the Department of Communication and NDSU Student Government, towards funding a technical engineer.
NDSU Technology Action Plan Request

II. Project Overview

1. How does this project meet student needs?
Without NDSU students, the BIN would not exist. The BIN is a unique partnership between an academic unit (the Department of Communication) and a student affairs unit (Student Government and MAB). The BIN provides academic, professional, and applied experience in the broadcast/media/journalism field by running a student operated and directed weekly television news cast (‘SU TV News’). ‘SU TV News is broadcasted on Cable One and the content of ‘SU TV News focuses on issues that directly impact NDSU student life. Student needs are met further, because every episode of ‘SU TV News is available locally on TV and online so that parents, faculty, staff, alumni, legislatures and people from around the world can see what’s happening at NDSU. Moreover, the BIN and ‘SU TV News provides technology-focused applied learning opportunities for students. The technical engineer oversees the technology and maintenance of all technology associated with the BIN and ‘SU TV News. The monies being requested will ensure that these student-focused opportunities, experiences, and services will remain. In fact, without an engineer, this student-created and student-funded organization would dissolve.

2. What audience does this project directly serve? What audience is indirectly served? How many students are affected?
This project directly relates to the BIN, its members, and any NDSU students taking courses in the Journalism degree program offered by the Department of Communication. Approving these funds will allow these students to continue producing programs and content that mandate extensive technological training and maintenance. Not only are the BIN and students enrolled in the Journalism program directly served but also the NDSU campus as a whole. Funding this project ensures that the BIN, remains to exist. The BIN technical engineer will remain on staff and, therefore, BIN students will continue producing news casts that can be seen around the world. The visibility and publicity resources available through the BIN are only possible if a technical engineer oversees and trains students. Finally, the BIN indirectly serves the prospective students and other stakeholders by providing informative and student-generated content about NDSU issues, activities, and events. The money being requested is not simply money being spent on a one-time service or product, but rather as an investment in NDSU, an investment for student-focused and engaged journalism practices.

3. For projects that target a subset of NDSU’s students, please describe the possibility for broader application in the future.
The BIN technical engineer position is vital to the growth and maturity of the BIN, but also other Student Government organizations. The state-of-the-art BIN facility possesses the technology for remote broadcasting. Imagine the future possibilities provided by the BIN to student government. Election debates could be broadcasted campus-wide on TV, student leaders and organization leaders could be highlighted on ‘SU TV News, and other, more specific programs, documentaries, and recruitment efforts could be produced that could greatly bolster the existing excellent efforts of Student Affairs units such as Residence Life, Admissions, the Memorial Union, and Dining Services. All of these possibilities are available only with a professional BIN technical engineer. In addition, the BIN technical engineer maintains BIN equipment and coordinates its use. The BIN technical engineer also facilitates collaborative services for the campus and community, including commercial, creative, and technical production, applied video editing, remote broadcasting capabilities, and the operation and maintenance of web-based external cameras (such as the Jitter cam). In order for the BIN to continue to offer more broad student applications and experiences that benefit all NDSU students, a competent and expert engineer is vital to the BIN.

4. Describe both the immediate and long-term impact of this project.
The immediate impact includes equipment maintenance and student training of present BIN students. The BIN reflects the exact professional experience necessary in the field of television/marketing/broadcast/media and/or journalism. The BIN prepares current and future NDSU students with authentic journalism practices, principles, and preparation. The BIN engineer is central to this development. The long-term impact is limitless. Because of the expertise of the BIN Director of Broadcasting and the BIN technical engineer, the BIN has seen exponential growth and as the BIN becomes more engaged in Student Government and Student Affairs, the necessity for equipment maintenance and training becomes more imperative.

5. Who will pay for ongoing expenses following the technology fee funded portion of this project (e.g., who will replace hardware or software after it has reached its end of life)?
The NDSU Department of Communication will assume payment for the entire part-time BIN technical engineer position in November 2012. The Department of Communication continues implementing and refining its strategic
planning process which began in 2008. The BIN technical engineer position is part of the strategic plan and will be funded through appropriated funds provided from the VPAA/Provost, available funding from the VP for Information Technology, and from generated revenues from Department of Communication Distance and Continuing Education courses. In February 2012, the chair of the Department of Communication will propose a 40-30-30 funding formula (whereby the VPAA/Provost sponsors 40%, the VPIT sponsors 30%, and the Department of Communication sponsors 30% of the total part-time salary of $24,000).

6. Describe how this project will follow NDSU’s best practices in information technology. (Please make sure the NDSU IT Division staff you consulted signs in Part I of this form.)
This proposal extends the land-grant mission of ITS by further extending the outreach of both NDSU and ITS. By providing matching funds for the BIN technical engineer, NDSU and ITS become partners in the training and preparation of future media professionals. This training requires technical expertise on par with traditional ITS staff and supplements the pedagogical initiatives of the Technology Learning and Media Center (TLMC).

7. What service on campus is most similar to the one proposed here? How does this project differ?
No NDSU service exists or is similar to the BIN technical engineer being proposed. In many ways, the proposed BIN technical engineer would contribute to the outreach, education, and training initiatives of ITS and the TLMC by filling the need for a position with expertise in media and broadcasting technology.
NDSU Technology Action Plan Request

III. Project Description (5 pages maximum)

Purpose of Request

The Bison Information Network (BIN) is requesting $7,500.00 from the Technology Fee Action Plan Committee. This funding would match the separate $7,500.00 commitments from the NDSU Student Government and the NDSU Department of Communication. The combined funding would be used to pay the $22,500 part-time, yearly salary of the BIN technical engineer through November 2012.

Duties of the BIN Technical Engineer

The BIN technical engineer is vital to the successful operation and transmission of the BIN programming. The BIN technical engineer is responsible for the maintenance and operation of broadcast and media technology located and housed in the ‘SU TV Studio. Not only does the BIN technical engineer maintain and update technology and equipment, but the engineer consistently trains and consultants with the Director of Broadcasting and all BIN students. In short, the expertise and knowledge of BIN technical engineer constitutes an educational service directly to BIN students, but also indirectly to all NDSU students. Without a technical engineer, the BIN would not broadcast programming relevant to NDSU student life and would not effectively educate future media professionals now active in the BIN.

By providing matching funding ($7,500), the TFAC is investing in the future of the BIN and its potential as a vital resource for communicating and transmitting initiatives by NDSU Student Affairs.

In order for the BIN to become a vital Student Affairs resource, as well as an educational resource for BIN and Journalism students, the BIN technical engineer serves as an educator, as a consultant, and as a professional colleague.

The BIN technical engineer is responsible for the accurate, safe, and proper education and training of BIN technology and equipment. All BIN students must complete rigorous training sessions with the BIN technical engineer. This is hands-on and applied training that guarantees effective student learning and successful execution of the BIN programming.

Besides training students, the BIN technical engineer directly interacts with students in unique ways. The BIN technical engineer serves as a consultant; able to answer questions and solve problems with technical expertise and competence.

Given the growing number of students affiliating with the BIN, and the importance the BIN places on professionalism, the BIN technical engineer is a vital colleague and team member. TV broadcasting is facilitated by many professional standards, including journalistic standards, aesthetic standards, artistic standards, ethical standards, and technological standards. Primarily, the BIN technical engineer bolsters the technical standards of the BIN, but certainly shapes the other important standards upheld by the BIN.

The BIN Partnership

The partnership between the BIN, the NDSU Office of Finance and Administration, NDSU Student Government, and the NDSU Department of Communication was formed when NDSU Student
Government funded the purchase of the equipment and construction costs of the ‘SU TV Studio in 2008.

Presently, BIN has no permanent budget for operation costs, although it does generate revenues from advertising.

Since 2008, the NDSU Office of Finance and Administration has been paying the monthly lease on the off-campus facility where the ‘SU TV Studio is housed.

In 2008, the Department of Communication funded the salary and benefits of the BIN Director of Broadcasting whose primary duties include instruction of the six broadcasting courses in the Journalism degree curriculum. Besides teaching responsibilities, the BIN Director of Broadcasting serves as the BIN academic advisor.

Since 2010, NDSU Student Government funded the BIN technical engineer position. Presently, NDSU Student Government and the NDSU Department of Communication have pledged to match the $7,500.00 being requested in this application to enable funding for the BIN technical engineer until November 2011.

With permanent funding for our engineer not available at this time, we request $7,500 from TFAC for to continue this investment in our students and university. The BIN is accomplishing great things and bringing curriculum and programs to NDSU that was, in the past, never available. By establishing a partnership with TFAC, the BIN can continue to make an impact not only for the BIN but for all NDSU students.

In February 2012, the chair of the Department of Communication will propose a 40-30-30-30 funding formula (whereby the VPAA/Provost sponsors 40%, the VPIT sponsors 30%, and the Department of Communication sponsors 30% of the total part-time salary of $24,000).
NDSU Technology Action Plan Request

IV. Milestones

List the date for each project milestone. These milestones should represent the significant accomplishments that will be associated with the action plan. For each milestone, please indicate its expected outcome and the means for assessing that outcome. (The table may be extended as needed.)

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<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
<th>Expected Outcomes</th>
<th>Means of Assessment</th>
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<tbody>
<tr>
<td>11/2011</td>
<td>TFAC Application Submitted for BIN Technical Engineer</td>
<td>TFAC Approval</td>
<td>BIN students will engage with technical engineer in further promoting BIN services to units in Student Affairs (including meeting with unit representatives and student government leaders)</td>
</tr>
<tr>
<td>01-08/2012</td>
<td>Communication DCE Courses are offered.</td>
<td>Revenues from Communication DCE Courses are directed to BIN Technical Engineer</td>
<td>Student enrollment in Communication DCE courses; specifically in COMM 112 Mass Media and Society will be itemized toward funding for the BIN technical engineer by the Department of Communication</td>
</tr>
<tr>
<td>02-04/2012</td>
<td>Make 40-30-30 funding proposal to VPAA and VPIT</td>
<td>40-30-30 funding proposal is accepted</td>
<td>The BIN will work directly with the VPAA and VPIT for purposes of establishing programming applicable for units in academic affairs and information technology.</td>
</tr>
<tr>
<td>11/2012</td>
<td>Formal funding of BIN technical engineer is finalized based on 40-30-30 formula</td>
<td>Funds are appropriated by VPAA and VPIT and the Chair of the Department of Communication based on 40-30-30 funding formula</td>
<td>BIN technical engineering position achieves full funding in partnership with VPAA, VPIT, and Department of Communication. BIN provides promotion and broadcasting services to units in Student Affairs, Academic Affairs, and ITS.</td>
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</table>
NDSU Technology Action Plan Request

V. Supporting Documentation

1. Letter of support from Student Government (attached)
2. Letter of support from Department of Communication (attached)
### NDSU Technology Fee Action Plan Request

#### VI. Budget

1. **NDSU ORGANIZATION OR UNIT**
   - Bison Information Network

2. **PROJECT DIRECTOR(S)**
   - (Must be NDSU faculty or staff)
   - Dr. Mark Meister, Chair of NDSU Department of Communication

### 3. SALARIES AND WAGES

<table>
<thead>
<tr>
<th>Personnel description</th>
<th>Number employed</th>
<th>Number of months</th>
<th>Funds Requested</th>
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<tbody>
<tr>
<td>A. Staff</td>
<td>1</td>
<td></td>
<td>$7,500.00</td>
</tr>
<tr>
<td>B. Graduate students</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>C. Undergraduate students</td>
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</tr>
</tbody>
</table>

4. **TOTAL SALARIES AND WAGES**
   - $7,500.00

5. **FRINGE BENEFITS**

6. **TOTAL SALARY, WAGES AND BENEFITS**
   - $7,500.00

### 7. EQUIPMENT

7. **TOTAL EQUIPMENT**
   - $0.00

### 9. MATERIALS AND SUPPLIES

9. **TOTAL MATERIALS AND SUPPLIES**
   - $0.00

11. **TOTAL TECHNOLOGY FEE REQUEST**
    - $7,500.00

12. **MATCH (Describe in Match Section)**

13. **TOTAL PROJECT EXPENDITURE**
    - $7,500.00
The requested $7,500 will be added to matching funds by NDSU Student Government ($7,500) and the NDSU Department of Communication ($7,500) to pay the salary of the BIN technical engineer. The BIN technical engineer is important to the student-engaged mission and focus of the BIN.
NDSU Technology Action Plan Request

VIII. Budget Match

The BIN has established a partnership between the NDSU Department of Communication and NDSU Student Government. If this fund were to be approved, both entities would match the approved funds in whole. Both entities have been in discussion for months and are each prepared to match funds of $7,500.00 per organization. Please see attached letters of support for match.
October 26th, 2011

To Whom It May Concern:

Over the summer months, there was a meeting held to discuss the future outlook of the Engineer position within the Bison Information Network. Student Government has assisted the BIN with startup costs in the past, and we continue to be supportive of their efforts to reach out to the NDSU community. Discussions were held which suggested a one-year partnership between Student Government, the Department of Communication, and TFAC to fund the position while the Department of Communication adjusts budgets to be able to fully take on funding the position in future years.

As a member of the Executive Branch, I cannot confirm that any particular project will be approved for funding from Student Government. All funding discretion ultimately is decided upon by the Student Senate. However, if TFAC confirms that it is willing to partner with us, I can guarantee that the proposal will be written, submitted and discussed in a fair and effective manner. I cannot speak for them, but I believe that the Student Senate will be open to the idea of supporting the BIN for one more year, seeing as $7,500 is far lower than any support we’ve given in the past.

If you have any questions about our process, please don’t hesitate to contact me at lucas.brodeur.2@my.ndsu.edu or (701) 793-6945.

Sincerely,

Luke Brodeur
Executive Commissioner of Finance, NDSU Student Government
October 22, 2011

TO: Technology Fee Action Committee

FROM: Mark Meister, Chair Department of Communication

RE: Department of Communication Support of $7,500 for BIN Engineer

I authorize the Department of Communication to commit at $7,500 match towards the salary of the Bison Information Network (BIN) Technical Engineering Position from November 2011-2012. The Department of Communication anticipates $7,500 matches from the NDSU Student Government and the TFAC.

Regards,

[Signature]

Mark Meister, Ph.D.
Gerhts Endowed Professor and Chair
Support of this TFAC proposal as an information technologies consultant does not constitute a commitment or agreement of any future Division of IT funds for any equipment or salaries as described in the aforementioned proposal.

Luke Rother 10-31-11

Luke Rother

Mark Meister 10-3-11

Mark Meister