#1402

# NDSU Technology Action Plan Request

## I. Action Plan Introduction and Authorizations

| | | | |
|---|---|---|---|
| **Bison Information Network (BIN)** | | | |
| **Digital Camera Replacement for Remote Broadcasting** | | | |
| **Project Duration (3 years maximum)** | **From: January 2014** | | **To: August 2014** |
| **Type of Project (Check one)** | **New X** | **Previously Submitted** | **Renewal** |
| **Total Technology Fee Request** $34,287.37 | | | |
| **Project Director**<br>**(Must be NDSU faculty or staff)**<br>**Mark Meister, Chair**<br>**Department of Communication** | **Campus Address: Minard 338B2**<br><br>**Phone: 1-7635**<br>**Fax: 1-7784**<br>**E-mail: Mark.Meister@ndsu.edu** | | |
| **Name (Type or Print)** | **Signature** | | **Date** |
| **Project Director**<br>Mark Meister | | | 1-10-14 |
| **Unit Head**<br>Adam Kempenich | | | 1-10-2014 |
| **IT Division Consultant**<br>Luke Prather | **Signature** | | **Date**<br>1-10-2014 |

**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, Student Government, the Technology Fee Action Committee (TFAC), 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 and remote broadcasts. BIN has become a regional and national leader in student remote broadcasting productions. Funding for this project will allow BIN to continue its leadership in remote broadcasting by providing state-of-the-art digital cameras and accessories that will prepare future broadcasting journalists.

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## II. Project Overview

**1. How does this project meet student needs?**

1. Career preparation. Presently, BIN cameras need repair and do not allow for the type of professional broadcasting experience needed for broadcast journalism careers.

2. University service. BIN is a campus leader in university service providing video production and remote broadcasting services for Student Government, Bison Athletics, the Division of Fine Arts, the Distinguished University Professors Program, the Registration and Records Office, and the Alumni Association, among others. These opportunities provide invaluable career preparation for student broadcasters. Additionally, BIN service bolsters the positive branding of NDSU, which indirectly impacts all students.

3. Professional networking. BIN productions are regularly seen on Cable One's channel 14. This means that NDSU student work is being seen not only by the FM public, but also by FM media industry leaders.as a result of this exposure, former BIN students are working as broadcast journalism at all three FM TV stations.

**2. What audience does this project directly serve? What audience is indirectly served? How many students are affected?**

Direct service: BIN/SUTV students, pre-communication journalism students, NDSU students majoring/minoring in degree programs offered through the Department of Communication. Thru equipment provided through this request would be used in teaching a variety of broadcast journalism courses. Approximate number of students directly served: 484 (review chart below).

| # of BIN students active in remote and weekly productions (fall 2013) | # of pre-communication journalism students (fall 2013) | # of NDSU students majoring/minoring in COMM degree programs who are enrolled in broadcast journalism courses (fall 2013) |
|---|---|---|
| 28 | 104 | 352 |

In-direct service. NDSU students involved in organizations, co-curricular academic events and productions, and athletic activities covered by BIN productions both in-studio and via remote. Approximate number of students indirectly: 5000.

**3. For projects that target a subset of NDSU's students, please describe the possibility for broader application in the future.**

BIN is seeing more non-communication students join. This means that not only communication students would be served, but others as well.

**4. Describe both the immediate and long term impact of this project.**

Immediate: provide state-of-the-art technology that would bolster BIN remote and studio broadcasts. Without the equipment, BIN is NOT able to presently serve all students interested in BIN and majoring in broadcast journalism.

Long-term: the technology will ensure BIN's continued service to the NDSU community.

**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)?**

BIN and the Department of Communication will fund the maintenance/replacement and ongoing expenses of the technology funded.

BIN routinely generates about $15,000 in revenue each year from advertising and commercial production initiatives. The Department of Communication has created a BIN budget from revenues generated through its DCE programs.

**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.)**

According to the NDSU ITS website, the mission, vision, and guiding principles exist to: "realize the Information Technology Division's success by respectfully acknowledging diverse and changing needs of the individuals we serve in the dynamic fields of teaching, research and outreach" (www.ndsu.edu/vpit/mission/ accessed 12-22-2013). Funding for this project directly bolsters the teaching and service of broadcast journalism students and those affiliated with BIN.

**7. What service on campus is most similar to the one proposed here? How does this project differ?**

No other student organization and/or academic program is similar to the student-focused broadcasting initiatives sponsored by BIN.

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## III. Project Description (5 pages maximum)

### Purpose of Request

The Bison Information Network (BIN) is requesting $34,287.37 from the Technology Fee Action Plan Committee (TFAC). The TFAC appropriation would fund the purchase of 7 professional camcorders and accessories (including 8 microphones, 8 protective cases, 15 memory cards, and 8 tripods). The equipment is necessary to maintain the teaching and service initiatives provided by the BIN and Department of Communication.

### 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.

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.

From 2008-2010, NDSU Student Government funded the BIN technical engineer position and in 2011, the Department of Communication assumed full financial responsibility for the engineer's salary.

### Student-Focus and Mission

BIN is NDSU's 100% student-run television station. BIN specializes in television news and sports, remote productions and commercial production. According to BIN's Constitution, the mission and BIN is three-fold:

1. Broaden the connection with the NDSU Community through educational, informational, and engaging visual programming.
2. Provide the most real career experience to students possible.
3. Help students gain efficient skills in the career field of: broadcast, management, video production, marketing and advertising.

In addition, BIN's mission is supplemented by a dual organizational purpose:

1. To involve students in the development of innovative, timely and responsible programming for NDSU and the community to enable a more cohesive relationship.
2. To provide a central visual production studio available for NDSU departmental and organizational use.

Membership in BIN is open to any currently enrolled NDSU student and leadership opportunities on the BIN Executive Team are available to any member. The Director of Broadcasting (a full-time faculty member in the NDSU Department of Communication and the BIN engineer (a full-time staff member in the Department of Communication) provide professional consultation and advice to all BIN members and executive team members.

The BIN Executive Team oversees the day-to-day operations of the TV station, including decision-making on broadcast content, remote and in-studio broadcast scheduling, the selection and training of all BIN members, the financial sustainability of the station, the representation of BIN on the NDSU Congress of Organizations, and operation-oversight of equipment maintenance and repair.

The BIN budget amount varies each year and is the result of BIN revenues associated with collecting advertising, commercial and documentary production, and video editing fees. Present BIN clients include the NDSU Bookstore, Jitters, Jimmy-Johns, Bison Athletics, NDSU Division of Fine Arts, MAT Bus System, NDSU Office of Registration and Records, Deek's Pizza, and Scheels.

**NDSU Service and Remote Broadcasting**

In 2012 BIN received a $19,000 NDSU Development Foundation grant and used it to significantly upgrade its broadcast remote system by purchasing a Tricaster. As a result of that purchase, BIN's remote system is now one that provides students with remote equipment that is at par with what broadcasting professionals are using. The remote broadcast capability of BIN has created partnerships with Bison Athletics, the NDSU Division of Fine Arts, and NDSU Registration and Records for the broadcasting of volleyball matches, softball games, concerts, performances, and commencement exercises.

**Why TFAC Funding?**

With its appropriation from NDSU Student Government in 2008, 8 camcorder cameras and accessories were purchased and have since been serviced and repaired by the BIN engineer. In short, the present cameras are beyond repair and must be replaced for teaching broadcasting students and for BIN service and revenue-producing initiatives to continue.

## 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.)

| Date | Milestone | Expected Outcomes | Means of Assessment |
|---|---|---|---|
| 02/14 | TFAC Funding Approval for new camcorders and accessories | Provide students with state-of-the-art training and teaching of equipment for remote broadcast journalism and public service initiatives. | BIN in-studio and remote broadcasting schedule and equipment check-out system will document camera use by students. |
| 08/13 | In-studio renovation completed (completely funded by BIN) | Provides a more professional and updated "look" for all SUTV in-studio productions. | SUTV productions on Cable One channel 84 and in-studio production of NDSU Athletics "Coaches Shows." |
| 08/11 | Department of Communication Funds BIN Engineer | This full-time staff person oversees the maintenance and repair of all in-studio and eventually remote broadcasting equipment. | Chair of the Department of Communication submits an annual review of the BIN engineer. |
| 11/12 | BIN receives NDSU Development Foundation Grant | BIN purchases remote broadcasting equipment. | Camera use increases and maintenance and repair issues become problematic. |
| 11/12-present | BIN partners with NDSU Athletics to broadcast volleyball and softball and also partners with NDSU Division of Fine Arts | These productions provide invaluable professional experience for BIN students. | Emails of appreciation from NDSU Athletics and Fine Arts officials. |
| 08/2007 | BIN created with funding appropriation from NDSU Student Government. | Department of Communication creates a major/minor in broadcast journalism. BIN begins its partnership with Jitters and Stop N' Go and receives advertising revenue. | List of BIN clients continues to grow annually. |

## V. Supporting Documentation

### Email Correspondence from Women's Athletic Director, Lynn Dorn (dated May 13, 2013)

**From:** Dorn, Lynn
**Sent:** Monday, May 13, 2013 8:06 AM
**To:** Drietz, Thomas; Hjelseth, Jeremy; Woken, Scott; Hemingway, Joshua; Ternes, Kaye; Schwartz, Jeff; k.byers@ndsu.edu
**Cc:** Lodewyk, Rich; Gordon, Brian; Swanson, Justin; Hornung, Casey; Christensen, Jeney; Mueller, Darren; Barden, Kirstin; Katelyn Zimbleman
**Subject:** THANK YOU

As you can see the number of people that were needed to host the softball tourney were many… the quality of the championship was outstanding so thank you so much.. The weather conditions were pretty crummy but didn't hear one negative from any of you…which shouldn't surprise me as you are all very dedicated to our program! If I missed anyone please share my thanks as there are many students who assisted in particular with Jeff's area and the BIN!

Your extra effort does not go unnoticed!

LD

**Figure 1. NDSU BIN Graduates Aaron Boerner (FOX), Nicole Johnson (NBC), and Becky Parker (WDAY)**

| | | |
|---|---|---|
| 1. | NDSU ORGANIZATION OR UNIT | |
| | Bison Information Network (BIN) | |
| 2. | PROJECT DIRECTOR(S) | |
| | Mark Meister, Chair Department of Communication | |
| | Adam Kempenich, BIN General Manager | |

| 3. | SALARIES AND WAGES | | | |
|---|---|---|---|---|
| | Personnel description | Number employed | Number of months | Funds Requested |
| | A. Staff | | | |
| | B. Graduate students | | | |
| | C. Undergraduate students | | | |
| 4. | TOTAL SALARIES AND WAGES | | | $0.00 |
| 5. | FRINGE BENEFITS | | | |
| 6. | TOTAL SALARY, WAGES AND BENEFITS | | | $0.00 |

| 7. | EQUIPMENT | |
|---|---|---|
| A | Miniature Clip-On Lavalier microphone. 8 Total @ $179.99 each | 1,439.92 |
| B | Protective Case for Compact HD Camcorder. 8 Total @ $337.65 each | 2,701.20 |
| C | 32GB SDHC Memory Card Ultra Class 10. 15 Total @ $25.95 each | 389.25 |
| D | SONY 3 CMOS NXCAM Professional Camcorder. 7 Total @ $3765.00 | 26,565.00 |
| E | Tripod with Two-Way Head & Remote. 8 Total @ $399.00 | 3,192.00 |
| | F. | |
| | G. | |
| | H. | |
| 8. | TOTAL EQUIPMENT | $34,287.37 |

| 9. | MATERIALS AND SUPPLIES | |
|---|---|---|
| | A. | |
| | B. | |
| | C. | |
| | D. | |
| | E. | |
| | F. | |
| | G. | |
| | H. | |
| 10. | TOTAL MATERIALS AND SUPPLIES | $0.00 |

| | | |
|---|---|---|
| 11. | TOTAL TECHNOLOGY FEE REQUEST | $34,287.37 |
| 12. | MATCH (Describe in Match Section) | |
| 13. | TOTAL PROJECT EXPENDITURE | $34,287.37 |

# NDSU Technology Action Plan Request

## VII. Budget Justification

| SUPPLIER | MANUFACTURER | MODEL # | *******DESCRIPTION******* | Quantity | Price each | Total Price |
|---|---|---|---|---|---|---|
| B & H Photo | Audio-Technica | AT831R | Miniature Clip-On Lavalier microphone | 8 | $179.99 | $1,439.92 |
| B & H Photo | Porta-Brace | CS-DV4/DC | Protective Case for Compact HD Camcorder | 8 | $337.65 | $2,701.20 |
| B & H Photo | SanDisk | UHS-1 | 32GB SDHC Memory Card Ultra Class 10 | 15 | $25.95 | $389.25 |
| B & H Photo | SONY | HXR-NX5U | 3 CMOS NXCAM Professional Camcorder | 7 | $3,795.00 | $26,565.00 |
| B & H Photo | SONY | VCT-1170RM | Tripod with Two-Way Head and Remote | 8 | $399.00 | $3,192.00 |
| | | | | | | $34,287.37 |

The above equipment is needed to replace the 8 unrepairable Camcorders originally purchased in 2008.

- The 8 microphones 8 tripods are compatible with the 7 professional Camcorder requested and are the industry standard in broadcast journalism (BIN has purchased one Camcorder in November 2013—see Budget Match section).
- Each camera will be protected by the requested protective cases; therefore limiting damage.
- The 15 memory cards requested will provide 3 cards for each camera (1 memory card has already been purchased by BIN—see Budget Match section).

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## VIII. Budget Match

In November 2013, BIN and the Department of Communication purchased one (1) SONY (HXR-NX5U) 3 CMOS NXCAM Professional Camcorder for $3,795.00. The replacement camera was needed in order to complete BIN projects during the fall 2013 semester.

2013 BIN Expenditure's Paid by BIN & the Department of Communication:

- In August 2013, BIN funded the $17,000 renovation of the SUTV Studio
- The Department of Communication pays the yearly salary and benefits of the full-time BIN Engineer and Director of Broadcasting
- The Department of Communication, with financial support from the College of Arts, Humanities, and Social Sciences, purchased new computer server equipment for BIN in September 2013.