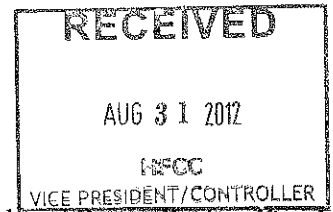




# Henry Ford Community College

## Technology Investment Fund

### Project Funding Request



This application form with original signatures must be received by the Vice President/Controller's office by 4:00 p.m. on either **the first Friday after Labor Day** (Fall semester) or **the third Friday in January** (Winter semester) in order to be eligible for funding. Applications will only be accepted on this form. Applications must include an Executive Summary which will be shared with the Campus Community. (*Attach additional sheets for any section needed.*)

<b>Date of Application: August 31, 2012</b>		<b>Project Type: [ X ] New    [ ] Upgrade/Expansion</b>	
<b>Project Director: Kevin Dewey</b> <b>Department/Division: Music/Fine Arts &amp; Fitness</b>		<b>How many students will directly benefit from the project? 300</b>	<b>Total TIF Funds Requested: \$16,550</b>
<b>Problem Statement</b>			
<b>Define the problem/idea.</b> ( <i>What do you want to do? Why?</i> )		<p>The HFCC Music Department audio equipment for live performances is outdated, is in deteriorating condition, and includes no provision for on-site recording of concerts. Consequently, the ability of the music department to continue it's long standing tradition of performing excellence, community outreach, and it's ability to integrate recording studio classes with live recording opportunities is being impaired.</p> <p>This proposal is to purchase the technology necessary to address these needs. The proposal includes items for live audio amplification as well as for live audio recording for remote locations (performances outside the studio environment).</p>	
<b>Evidence for Project Validity</b> ( <i>What is the current situation?</i> )			
<b>What resources do you have/use now?</b>		Our live sound setup is: mixer (antiquated/lacks many features needed for good sound), 2 Power amps (one is broken), microphone cords (many connectors are failing), microphones (dented and bent), monitors (some outputs do not work), Speaker Cable, audio processor unit, microphone stands, Speaker tripods, Stage Snake (only 16 inputs), 4 channel amp and 2 main speakers (worn and noisy). There is no equipment to allow the recording of concerts. We have to hire outside companies in order to record our concerts.	
<b>Why can't you use your existing resources to do this project?</b>		The current sound system is failing and the audio quality is sub par at best. We have no dedicated recording equipment to use for our live concerts so there is no opportunity for HFCC students to learn live recording techniques. New technology in the area of sound amplification and recording equipment will offer an extreme and dramatic improvement over the existing equipment.	
<b>What evidence do you have that this project will be successful?</b> ( <i>Cite specific information.</i> )		The validity of and value of having high quality audio equipment for live performances is demonstrated by the many ways the HFCC music ensembles have been recognized over the years. For example, the HFCC Big Band was selected over every other university and college jazz band in the state to perform at the last three Presidential Inaugural Balls in Washington, D.C. The music department has received numerous commendations and awards over the years including performances at major festivals. None of this would have been possible without the ability to both perform with a high quality sound system and the ability to distribute recordings of concerts to the community and business leaders.	
<ul style="list-style-type: none"> <li>• Current research</li> <li>• Examples from other schools or teachers</li> <li>• Letters of support from experts in the field.</li> <li>• Your own past experience.</li> </ul>			

## Relevance to Technology Investment Committee Guidelines

*(Address only those that apply.)*

<b>INNOVATION:</b>	Technology continues to advance at a startling rate. Audio equipment is part of that. This proposal will allow HFCC to continue to compete with other colleges and universities in live performances. It will allow for continual student access to the latest live audio equipment via performing ensembles and it will also allow new student access by creating opportunities for HFCC audio recording students to learn live recording techniques. One of the goals of HFCC performance ensembles is to learn about the audio equipment being used to amplify the sound at rehearsals and concerts. Students learn about handling microphones, microphone cords, setting up the monitors, performing (singing and playing instruments) on a sound system, and many other aspects of setting up and using the sound system. In order to make their experience relevant to what is going on in the rest of the industry much of our technology needs to be updated.
Is the proposal innovative to the field of Instructional Technology?	
Is the proposal innovative to HFCC?	There has never been an opportunity for HFCC students to learn live concert recording techniques. For the first time HFCC students will be able to learn this valuable skill. Although not innovative, with this new equipment the concerts will look and sound better. This will help raise the overall public opinion of HFCC both on its campus (among students and faculty) and around the community (the general public).
Is the proposal innovative to the specific discipline?	The proposal is not innovate in that it provides for things not done in music performance before. However, with new technology come new and unexpected opportunities. The HFCC music department has a reputation for exploiting these opportunities as they arise. It is exciting to think that HFCC's music ensembles might be able to expand their reputation even further with the latest equipment.
<b>NEED:</b>	
Is the proposal essential for the instructional design?	Many of the performing ensembles require amplification for live performances. These include Studio110 Jazz Band, The HFCC Big Band, Blue Fusion vocal jazz ensemble, and Midnight Blue vocal jazz ensemble. Often concert venues require the use of amplification for even larger ensembles like the HFCC Concert Choir, Renaissance Voices, and Vanguard Voices. If our current equipment is not replaced soon it will fail entirely. Sound amplification and recording equipment is necessary to offer performances to the public. Students join performance ensembles in order to be able to perform in front of audiences.  In order to expand recording class opportunities the equipment is essential because none now exists.
Does it create new programs or courses with the potential for increased student enrollment?	Live recording equipment will allow for the possibility of new course offerings in the area of live recording. New amplification equipment will allow for increased enrollment in existing performance ensembles.
Is it necessary to remain competitive with post-secondary institutions?	As our current sound system gets more and more antiquated we are not keeping up with industry standards. To be competitive with other post-secondary institutions we must upgrade to the latest technology.
Does it provide skills that are transferable to the workplace?	Performing in front of a live audience helps increase confidence, helps performers learn to adapt to surprises and unforeseen contingencies, and requires a lot of time, preparation, and dedication.  Currently HFCC hires outside companies to record its concerts. Obviously, the ability to do live recording is a marketable skill. In fact, it is hoped that with approval of this proposal HFCC students will replace outside firms and eventually might be hired as non-instructional adjuncts to do this work at considerable savings to the college.
Does it prepare students for transfer to upper-level curriculum?	All college and university jazz ensembles use sound equipment for live performances. Currently, HFCC is far behind other upper-level institutions with respect to this technology. New, updated equipment will better prepare our students for transfer to other institutions.

## Relevance to Technology Investment Committee Guidelines (continued)

*(Address only those that apply.)*

<p><b>Does it keep the course or program current in the related technology?</b></p>	<p>Yes. Music programs rely greatly on successful performances for exposure of the program to the public. Audience members include potential students, performers and donors to the music program. Some of the equipment is so antiquated it is an embarrassment instead of an asset to the music program and is often times a detriment to the live performances.</p>
<p><b>NATURE OF PROPOSAL:</b></p> <p><b>Is the proposal a component of curricular revision?</b></p>	<p>Yes. The recording studio classes will begin to integrate live recording into the class experience. With success, this will be expanded to include the creation of a new class in live recording techniques.</p>
<p><b>Is it the next logical step in the evolution of the course/curriculum?</b></p>	<p>Yes. In order to continue offering music concerts both on campus and in the community the next logical step is to replace/upgrade old and broken sound equipment. For the recording component, the creation of a live recording class would fit nicely with the current mixing and mastering classes offered.</p>
<p><b>Will it help attract students to HFCC?</b></p>	<p>Yes. Many people are first exposed to HFCC by attending its music concerts. Many of those listeners are impressed by the quality and size of the music program at HFCC. The new equipment will help the concerts sound even better than before, which will cast HFCC in an even better light. Many of these potential students will consider HFCC as a good option thanks to this positive experience they had in attending a concert.</p> <p>Additionally, HFCC recordings are used extensively both in recruiting new students and as marketing tools in general.</p>
<p><b>Will it support HFCC community outreach/public relations activities?</b></p>	<p>Yes. HFCC music has always been a strong supporter and participant of community activities and events. Thanks to the positive effect music has on most people HFCC music groups often get asked to perform at these events. Many of these performances require that we bring our own sound equipment.</p>
<p><b>Will it support student retention activities at HFCC?</b></p>	<p>Yes. Students who get involved in performance ensembles at the college make lasting friends and have significant experiences which enrich their lives. Having positive learning experiences in a fun and friendly setting are what keep students coming back to perform year after year (many continue performing even after graduating). Being able to obtain a recording of the concert helps students have a more positive experience.</p>
<p><b>Will it become an integral part of the course, program or curriculum?</b></p>	<p>Yes. The new equipment will be used for the concerts and many of the rehearsals leading up to the concert. Without sound amplification we cannot offer many of our live concerts. Without recording equipment we cannot offer archival recordings of the concerts and we cannot hope to design new classes in live recording techniques.</p>

### Resources

<b>Where will the project hardware be installed?</b>	The equipment will be stored inside F-110e (the secured "sound closet") and accessed and set up each time the music department's choirs and bands need to use it. No permanent installation is needed.	
<b>Who will do the job?</b> • List the personnel • List their duties	Kevin Dewey (full-time faculty) and Jeremy Palmer (non-instructional, music department) will be responsible for organizing the "sound closet" in a way in which all of the new equipment is stored safely and orderly. They will also be responsible for adding it to the inventory list and engraving/ marking each item with "HFCC Music" for security purposes.  Randy Knight (full-time faculty) and Anthony Lai (adjunct faculty), instructor of the recording classes will oversee the recording aspect of the project.	
<b>Who will use the hardware?</b>	Full-time and adjunct HFCC Music faculty, HFCC music non-instructional employees, and HFCC music students (under the supervision of HFCC Music personnel).	
<b>Who will conduct any necessary project-hardware training?</b>	Kevin Dewey (full-time), Randall Knight (full-time), Anthony Lai (adjunct), and Jeremy Palmer (non-instructional).	
<b>Who will handle any spring and summer semester duties related to hardware installation?</b>	Not Applicable. Equipment does not require permanent installation. For all of the rehearsals and concerts during spring and summer semesters which require the use of the sound/ recording equipment, it will be handled by full-time and adjunct HFCC music faculty, HFCC music non-instructional employees, and HFCC music students (under the supervision of HFCC Music personnel).	
<b>Do you have commitment from your administration for personnel support? (Be specific, include documentation.)</b>	Yes. Full-time and adjunct HFCC music faculty, and HFCC music non-instructional employees.	
<b>Is release time required to complete this project?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>TIF does not fund release time. If you are requesting release time, it must be approved by the appropriate administrators prior to proposal submission.</i>
<b>If yes, has it been approved at this time by your Associate Dean?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

### Evaluation

*(How will you know if it worked?)*

<b>How will you demonstrate to the college that this was an effective use of funds? (How will you evaluate the goals listed as Expected Outcomes?)</b>	By listening to the difference in quality between older recordings of our concerts and new recordings with our new equipment we will be able to hear whether the overall audio quality has improved. If enrollment of the various performance groups increases beyond past years enrollment it can in part be attributed to the better sound we are achieving from this new equipment. If ticket sales at our concerts increase over time this can be partially attributed to the better sound we are achieving from this new equipment. Successful use of the recording equipment by HFCC students will be a de facto demonstration of effectiveness of the project.	
<b>How will you determine the success or shortcomings of the project?</b>	By using the above methods (comparing past and present recordings, looking for increased enrollment in the performance ensembles, and increased ticket sales at our concerts) we will be able to determine whether this new technology was a successful purchase. One of the possible shortcomings of this project could be that we did not upgrade enough. Our starting point with some of our equipment is so dismal that any upgrade will seem like a vast improvement to us. The use and quality of recordings will demonstrate success or short comings of the recording component.	

### Budget

**(You must also include an itemized budget statement.)**

<b>What do you need to complete this project?</b> <i>(Be specific about equipment, software, and training.)</i>	All equipment and software is listed in detail on the Itemized Budget Statement.
<b>What is the TOTAL COST?</b> <i>(You must attach an itemized cost analysis with this proposal.)</i>	Total Cost: \$16,550.00 Itemized Budget Statement is attached.
<b>How recent is your quote?</b>	August 30, 2012 (Quote is from www.sweetwater.com)
<b>Are changes to the college infrastructure necessary to support this project?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  <i>If "yes" provide an explanation from the Directors of Data &amp; Voice and Buildings &amp; Grounds, and from the Administrator in charge of the affected room(s).</i>
<b>What other monetary commitments exist?</b> <i>(Department/Division/ External) Please be specific; include documentation wherever possible.</i>	Fine Arts Division money is being used to fund the following: Stage Microphones, Microphone Stands, Microphone Cables, Speaker Cables, Firewire Adapter Cable, Computer Bag, Storage Containers, Recording Costs, Engineering Costs, DBX Effects Unit, Extension Power Cords, Power Strips, Surge Protectors, Speaker Stands, Cable Connector Adapters and Splitters.
<b>If other sources of funding are not available, why?</b> <ul style="list-style-type: none"> <li>• Doesn't have the support?</li> <li>• Not viewed as feasible?</li> <li>• Not a priority?</li> <li>• Other?</li> </ul>	The cost is too great for department and division funds to handle, considering what has already been spent by the Division for this. Outside funding (e.g. job training and government grants) typically is not available for the arts, especially music. The money that is raised by the Music department is used for scholarships.

### Strategic Plan

**Include with your application a document that indicates the ways in which your project addresses the goals and objectives of the Henry Ford Community College Strategic Plan. Also, indicate how your project addresses your Division or Department plan. Be as specific as possible.**

This project addresses the following items from the HFCC Strategic Plan 2009-2012:  
Ie, IIf, IIg, IIIa, IIIb, IIIc, IIIe, IVa, IVb, IVc, IVe, IVf, IVg, Va, Vc, Vd, Ve, Vf, VIc.  
This project was presented, discussed, and approved at the Fine Arts & Fitness Division meeting on November 4, 2011, to be part of our Division Plan.

## Instructional Proposals

*Complete this section if this is an Instructional Proposal, directly impacting student teaching and learning.*

### Expected Outcomes

*(Project Objectives)*

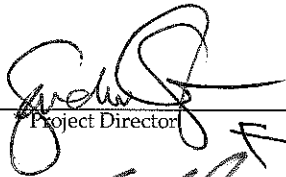

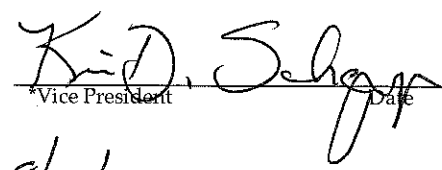
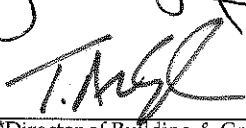
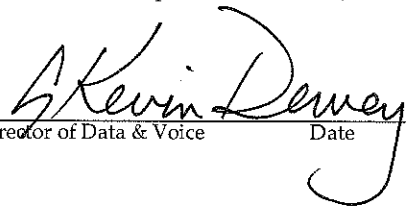
<b>What is your current teaching method? How will this project fit into your current plan?</b>	<p>The current method of teaching performance ensembles is for the rehearsals in the beginning of the semester to be held without using sound equipment. After a certain amount of time the class is introduced to microphones and monitors and is taught how to set them up, use them, and put them away properly. Some of the more technologically savvy students will also learn how to use the mixer, the power amps, how to "pink a room," how to set EQ, Reverb (and other effects), how to set up the stage, and other sound system duties.</p> <p>With new equipment students will learn all of the same things only on better and more current audio equipment.</p> <p>With the addition of recording equipment students will learn the basics of live recording and made aware of how it will be set up for the concerts.</p>
<b>How will this improve student learning? (List specific goals.)</b>	<p><i>As a result of this project students will:</i></p> <ul style="list-style-type: none"> <li>• Achieve better performance results in the concerts</li> <li>• Obtain a better recording of the concerts</li> <li>• Sound better during rehearsals</li> <li>• Gain confidence from being in a performance ensemble that sounds good</li> <li>• Make friends and build positive relationships</li> <li>• Make a positive impact on audience members</li> <li>• Continue to perform in HFCC music ensembles in the future (retention)</li> </ul>

### State how the project addresses the Seven Principles of Good Practice in Undergraduate Education.

*(Address only the relevant criteria.)*

<b>Supports student-faculty contact</b>	Faculty and students will work together in setting up, using, and taking down sound equipment. Putting a concert by its very nature involves lots of teamwork between faculty and students. Good sound and recording equipment are necessary to put on a successful concert.
<b>Supports cooperation among students</b>	Students must learn to work together in the setting up of and usage of sound equipment to achieve a good sound in the performance. Good sound and recording equipment are necessary to put on a successful concert.
<b>Supports active learning</b>	Hearing recordings of ones own performance are very good learning tools in assessing performances. It requires great listening skill and active participation to perform music using a sound system. The hands on nature of recording makes is an obvious example of active learning.
<b>Supports prompt feedback</b>	Amplifying the sound of the performance ensemble and hearing it instantly through the monitors and speakers is the best kind of feedback for a musical group. This new equipment will ensure that the most accurate sound is coming through the speakers so the performance group can tell what they will sound like to the audience.
<b>Supports time on task</b>	With updated and expanded equipment, students will spend more time actually performing and recording with it, as opposed to troubleshooting problems trying to get inferior and antiquated equipment to yield a desired result.
<b>Supports high expectations</b>	An adage in the music department is, "The good thing about a microphone is that it amplifies your voice; the bad thing about a microphone is that it amplifies your voice." This equipment, being of higher quality, will provide a more accurate reproduction of student performances, inspiring students to perform a higher level.
<b>Supports diverse talents and ways of learning</b>	Using audio equipment is very hands on, very auditory, and can be very scientific as well depending on what way the student learns best.

SIGNATURES:

	8/31/2012		8/31/12		
Project Director	Date	*Associate Dean/Department Head	Date	*Vice President	Date
	8/31/12		8/31/12		
**Director of Building & Grounds	Date	**Director of Data & Voice	Date		

\* For notification purposes only  
\*\* For project feasibility  
NO INFRASTRUCTURE  
CHANGES NEEDED



# Henry Ford Community College

## Technology Investment Fund Project Funding Request

### Executive Summary

<b>DATE OF APPLICATION</b>	<b>PROJECT TYPE</b>
August 31, 2012	Project Type: <input checked="" type="checkbox"/> New <input type="checkbox"/> Upgrade/Expansion
<b>NAME OF PROJECT DIRECTOR OR PRESENTER</b>	<b>DEPARTMENT/DIVISION</b>
Kevin Dewey	Music/Fine Arts & Fitness
<b>COST OF PROPOSED PROJECT</b>	<b>NUMBER OF STUDENTS SERVED ANNUALLY</b>
\$16,550	300
<b>SUMMARY</b>	
<p>TIF funds are being sought to purchase updated sound reinforcement equipment ("sound system"), including microphones, amplifiers, mixer and speakers, as well as equipment for recording live music concerts presented by HFCC choirs and bands. Current equipment is antiquated (15 years old and older), damaged, and not up to the standards of the HFCC choirs and bands. New equipment will improve instruction, rehearsal, performance, and recording (archival and public release) for the 10 choirs and bands at HFCC, as well as potentially expand course offerings in the Audio Recording Program.</p>	



Technology Investment Fund - Music 2012  
 Kevin Dewey (kdewey@hfcc.edu, 313 845-6474)  
 Itemized Budget Statement

**Equipment Price List**

Item	Quantity	Model Number	Price Per Item	Cost
Analog Mixer	1	Yamaha MG32/14FX	\$1,249.99	\$1,249.99
Mixer Case	1	LM Cases MG32/14FX Mixer Case	\$449.99	\$449.99
Power Amp	2	Yamaha P7000S	\$749.99	\$1,499.98
Stage Snake	1	Pro Co SM2404FBQ-150	\$879.99	\$879.99
Stage Monitor	6	Peavey PV 15M	\$249.99	\$1,499.94
Mic. Cable 20'	7	Pro Co Excellines Microphone Cable, 5-pack item ID: XLR20-5pk	\$89.99	\$629.93
Mic. Cable 50'	4	Pro Co Excellines Microphone Cable item ID: XLR50	\$34.99	\$139.96
Main Speakers	2	JBL PRX635	\$1,099.00	\$2,198.00
Speaker Covers	2	JBL Bags PRX635-CVR	\$64.99	\$129.98
Speaker Cable 25'	6	Pro Co S1225 (25') Item ID: S1225	\$49.19	\$295.14
Speaker Cable 10'	6	Pro Co S1210 (10') Item ID: S1210	\$33.09	\$198.54
Laptop Computer	1	Apple MacBook Pro (15" Retina Display, 2.6GHz i7)	\$2,799.00	\$2,799.00
Condenser Microphones	2	Avantone Audio CK-40	\$599.00	\$1,198.00
Handheld Recorder	1	Tascam DR-40	\$199.99	\$199.99
Digital Interface	1	Digital Audio Interface (current model)	\$1,000.00	\$1,000.00
Thunderbolt Expansion Card	1	Thunderbolt Expansion Card (current model)	\$500.00	\$500.00
Portable Hard Drive	1	Glyph PortaGig 50 (500GB - 7,200 rpm)	\$170.95	\$170.95
Mic. Cable 15'	1	Pro Co Excellines Microphone Cable, 2-Pack Item ID: XLR15-2pk	\$37.99	\$37.99
Overhead Mic. Stand	2	K&M 21021 Overhead Microphone Stand	\$134.99	\$269.98
Portable Rack Case	1	Gator GRR-6L	\$199.99	\$199.99
Portable Studio Case	1	Gator GRC-Studio-4-Go	\$289.99	\$289.99
Rack Drawer	1	Raxxess ESD-3 (3 Rack Spaces)	\$89.00	\$89.00
Rack Mount Power Outlet	1	Monster Power PowerCenter PRO 600	\$59.95	\$59.95
Headphones	1	Audio-Technica ATH-M40fs	\$69.00	\$69.00
Back Up Power Supply	1	APC Back-UPS Pro	\$159.95	\$159.95
Surge Protector	1	Furman SS-6B	\$39.95	\$39.95
Pro Tools 10	1	Avid Pro Tools 10 for Institutions & Educators (Full Version - Boxed)	\$295.00	\$295.00

**Grand Total:           \$16,550.18**