

Henry Ford College

Application for Funding through the Technology Investment Fund

Project Director: Doris Toney

Date: February 28, 2017

Department: Speech

Division: Communications

- 1. Please describe your project as specifically as possible. Include, but do not limit yourself to, answers to these questions:**
 - a. What do you propose to do?**

We propose to provide opportunities to increase the success of students enrolled in the speech classes of SPC 131 and SPC 145 as well as student success in speech delivery across disciplines. How? Through the installation of the Lecture Capture Audiovisual System in three dedicated Speech classrooms and the creation of a Speech Lab in the Fine Arts Building at an estimated cost of \$88,430, which is described in this proposal.

The Speech department conducted an assessment of 756 students on content and delivery of a researched extemporaneous oral communication assignment during Fall and Winter 2016 semesters. Students were assessed on the quantity and quality of speech introductions, the body/analysis phase of the speeches, speech conclusions, extemporaneous delivery of the speeches, and construction/use of presentational/visual aids. The assessment revealed introductions and conclusions appeared to be students' strengths; construction and use of presentational/visual aids ranked in the middle, and the body/analysis phase and delivery appeared to be students' major weaknesses. The Speech department concluded we needed to provide a Speech Lab and Lecture Capture to Improve student learning. The recommendations (to increase student success in speech delivery and to develop a Speech lab) were placed on the Communications Division/Speech department Operational Plan.

Lecture Capture Audiovisual System

We are requesting funds for the addition of the Lecture Capture Audiovisual System in three dedicated Speech classrooms (F201, F202, and F205) in the Fine Arts Building. The Lecture Capture technology provides flexibility to our students, and the technology supports student learning and success. The Lecture Capture allows:

- live lecture to be recorded without obstructing the lecture process
- provides automated recording of audio and video material from lectures for delivery to students at their own pace outside the classroom via Moodle or internet
- meets accessibility requirements for students with disabilities

Speech Lab

We are requesting funds to develop a Speech Lab in the Fine Arts Building. Several colleges have speech labs to help students with topic selection, outlines, rehearsal, confidence building, speech recording, video screen playback prior to delivering speeches in the classroom. By providing video recording

services and instructor support, students are introduced to technology tools and speech instructor face-to-face support in speech development and preparation. Although students registered for speech classes are first priority, we will encourage students enrolled in other disciplines, who are required to deliver oral presentations in their courses and/or programs, to take advantage of the services in the Speech Lab. All students will be able to use the Speech Lab to prepare, practice, record speeches, and to develop written documents for oral communication assignments. Also students with English as a second language will be encouraged to seek the services of the Speech Lab.

Finally, the Speech Lab would support HFC's commitment to student success and assessment of student learning through the CASL *General Education Outcome #2, Communication - Oral: "Students will effectively communicate ideas appropriate to their discipline using Standard English, through written and verbal communication."*

In SPC 131 and SPC 145 speech communications courses, students are required to develop:

- full-sentence outlines
- self analysis essays of speech delivery
- summaries and analyses of selected text
- reflective papers on assigned speech and interpersonal communication topics
- research material in terms of credibility, bias, and accuracy
- collaborative research-based oral and written projects related to speech and interpersonal communications projects.

b. Why do you propose to do this?

We attended the Great Lakes Regional Student Success Conference (GLRSSC) on February 16-17, 2017 where emphasis on first-generation students and how to prepare them for success in the classroom and in their desired career path were higher education priorities. Presenters discussed how we (faculty and administrators) must show students the importance of written and oral communications and critical thinking. According to one keynote speaker, oral communication ranks high on the *Job Outlook 2016 Report* by the National Association of Colleges and Employers. The report ranked attributes employers seek on a candidate's resume. Oral communications skills ranked fifth and interpersonal communication skills ranked 11th.

Students, including those with English as a second language, enroll in speech who have not acquired the basic skills to develop and prepare for speeches in SPC 131 and SPC 145. Basic skills consist of the creation of outlines, research plans, and written analyses of speeches. Some of these students whose second language is English, students in developmental classes, and students who have not taken English 131, can give a basic introduction because they can orally communicate words. However, the same students cannot construct the written words to complement a speech, which requires scholarly sources on a research plan or outline. As a result, speech instructors are teaching the "how-to's" of basic English composition, coherence, and unity in writing to students whose second language is English, students who are in developmental classes, and students who have not taken or completed English 131. The Speech lab is the ideal place where time would be allotted to assist students on an individual basis rather than spend valuable time in Speech classes with students who have already mastered the basics of English composition.

The Speech Lab will benefit all students and:

- provide technology to multiple courses or programs (offer video recording, playback, rehearsal, and revision of videotaped message to students enrolled in courses where presentations are required)
- promote innovation (allow students to work at their own pace, provide instructions on "how to" record and format videotaped messages for online students who will record and post speeches for instructor and peer review)
- promote cross-curricular revision (courses and programs)
- support areas that have established themselves as leaders using technology

2. How many unique students will be served each academic year (Fall through Summer) by your project? "Unique students" refers to unduplicated headcount. Provide detail (course numbers, titles, and enrollments, for example).

"Unique students" refer to students in other cross-curricular courses and/or programs, such as English, sociology, business, computer information systems, accounting, management, administrative and information management, criminal justice, paralegal studies, pre-elementary education, Arab cultural studies, child development, children and families, pre-nursing, pre-ophthalmic technician, pre-pharmacy, pre-physical therapist assistant, pre-radiographer, pre-respiratory therapist, pre-secondary education, pre-special education, and pre-surgical technologist. Additional research is needed about the headcount of total students enrolled in the courses who are required to give a speech presentation. Without the headcount, it is not possible, at this time, to provide a definitive number.

3. Please provide your project's budget. Address each of the questions, or meet each request, listed below.

- a. What will be purchased (including model numbers, if appropriate), and what will it cost? Include amounts that are committed from funds other than the Technology Investment Fund, and indicate the source of those other funds.**

Lecture Capture Audiovisual System for Speech Classrooms - Total \$72,000.00

- [3] Kramer 2X 1 DVI switch for cameras
- [6] Epiphan Frame Grabber DVI2USB 3.0
- [6] Shure Ceiling mounted microphones
- [3] Shure Wireless MIC system with lavalier
- [3] Mixer for microphones
- [3] Amplified ceiling speakers
- [6] Camera ceiling mounts
- [6] Sony HD PTZ cameras
- [3] Elmo document camera
- [2] Replacement projectors
- [6] Replacement lamp for new projectors
- [3] Custom wall plate, RCI custom plates
- [2] Plenum cables and materials to complete
- [3] Installation services

Speech Lab in Fine Arts Building - Cost - \$16,430.00

Instructor's desk with computer, monitor, doc camera, Blu-Ray player	\$1,500.00
[3] Student computer and monitors	\$3,300.00
[4] Lockdown devices for computers (parts and labor)	\$1,000.00
Lockdown device for document camera (parts and labor)	\$ 190.00
[4] Data drop	\$ 800.00

Sony HD Video Recording HandyCam CamCorder, Model number: K-86681-05, 8GB Wi-Fi 1080p HD Video Camera Camcorder with 64GB Card + Hard Case + LED Light + Battery & Charger + Tripod + Kit

Cost: \$349.99 + 19.99 shipping [2] = \$719.97 \$ 720.00

Kit includes 11 products - Manufacturer-supplied accessories + USA warranties:
 [1] Sony Handycam HDR-CX440 8GB Wi-Fi 1080p HD Video Camera Camcorder +
 [2] Transcend 64GB microSDXC Card +
 [3] Spare NP-BX1 Battery for Sony + [4] Battery Charger for NP-BX1 + [5] PD LED Video Light w/ Bracket +
 [6] Heavy Duty Hard Case + [7] PD 50" Compact Travel Tripod + [8] PD 5pc Complete Cleaning Kit +
 [9] PD SD/SDHC MicroSD Reader + [10] PD 8 SD Card Memory Card Case + [11] LCD Screen Protectors

Cost - \$7,510.00

Additional AV Equipment and Installation -Cost \$8,920.00	
Projector, 3200 Lumen, XGA, 3000:1	Hitachi CP-X3030WN
Replacement Lamp for Hitachi CP-X3030WN Projector	Hitachi Model DT01431 with filter
NEC 55" LED HDTV	NEC Model E554
Elmo P30HD Visual Presenter (Document Camera)	Elmo Model 1338
Sony Blu-Ray Disc Player	Sony Model BDP-S1200
Da-Lite Projector Screen, Model C, Square Format, 84" x 84", Matte White (Option: Da-Lite Projector Screen, Model C, Squate Format, 8'x8', Matte White)	Da-Lite Part 75912 (Da-Lite Part 40252)
Da-Lite No.6 Wall Bracket, 6", non-adjustable	Da-Lite Part 40932
Atlas Sound 60W 3 Input Mixer Amplifier	Atlas Sound Model AA60
Atlas Sound 16W 4" Surface-Mount Speaker, Black, 1 Pair	Atlas Sound Model SM42T-B
Kramer Room Controller, 6 Button	Kramer Model RC-76R
Kramer 1:4 HDMI Distribution Amp	Kramer Model VM-4HC
Kramer 4x1 HDMI Switcher	Kramer Model VS-41HC
Wall Plate; Stainless Steel with etched input labels; double-gang; with inputs for: VGA, 3.5mm jack (for PC audio), 3 RCA (yellow, white, red), and HDMI.	Custom
BMS Locking LCD Projector Mount, small 12.0"W x 13.5"D	Business Machine Security (BMS) Model LCD LOC II
BMS Ceiling Plate and Extension Column for above LCD Projector Mount (for rooms without a drop ceiling)	BMS
BMS Tilting TV Mount Lockdown	BMS Model FPM-T-MED
BMS Lockdown for Desktop Devices	BMS Model LOC II
BMS Flex Foot Kit, Tray Loc Accessories	BMS Model Flex Foot Kit

Power Strip, 6-outlet, 10' cord	
Cables - HDMI, VGA3.5, Data, Speaker Wires	
Cables - Desktop	
Miscellaneous Installation Material	
Installation Labor	

No other committed funds for the project.

b. Where will funds for future maintenance needs, consumables, and such come from?

From the Communications Division operational budget.

c. Attach any support for your budget (quotes, for example) to this application, and indicate here what is attached.

See attachment, "*Budget for Communications Division/Speech Lab*"

d. Rank your needs so that the Technology Investment Committee will have guidance should only partial funding be available to recommend.

If the TIC should only have partial funding, the recommendation would be to provide Lecture Capture in two Speech classrooms (F201 and F202) and for the Speech Lab provide one video recorder HD camcorder set, instructor computer and monitor, two student computers and monitors.

4. Regarding project location and equipment security, please address each of the questions, or meet each request, listed below.

a. Describe specifically where items to be purchased will be located or installed. Include room-layout diagrams if appropriate.

The video recording equipment will be housed in the Speech Lab. As a back-up the Speech department has dedicated storage between classrooms F201 and F202. The storage area is locked, accessible only by speech instructors.

Indicate the status of any necessary approvals for using the space in which items will be located or installed.

None at this time.

b. Who, specifically, will do the installation?

Jerry Crubaugh, Troxell Communications in Macomb, MI, (586-532-1219) or bid through RFP managed by Fred Steiner in HFC Purchasing

c. How will equipment purchases be secured?

The video recording equipment will be housed in the Speech Lab. As a back-up, the Speech department storage area will be used, which is located between classrooms F201 and F202. The

storage area is locked, accessible only by speech instructors. Lockdown devices for cameras will be provided.

5. How, specifically, will you determine the success or shortcomings of your project?

As a student-centered, evidence-based college, our success is measured by the success of our students. We will determine the success of the Communications Division/Speech Lab and Lecture Capture Audiovisual System with the following:

- Assess students on content and delivery of a researched extemporaneous oral speech assignment, preferably persuasive speech in the SPC 131, English 135, as well as assess students in cross-curricular courses and/or programs when applicable
- Determine percentage of students who met the General Education Outcome #2 - Communication - Oral: Students will effectively communicate ideas appropriate to their discipline using Standard English, through written and verbal communication based on assessment

Please submit this form and any attachments to the chair of the Technology Investment Committee by the date you have been given. If you are submitting this form electronically, please combine any attachments into a single PDF. (This application form may be submitted as a document separate from the attachments.)