Recent developments in multimedia technology are increasingly important to the quality of teaching and research in all disciplines. At the same time, and unfortunately, the structure of multimedia services at UWM as they are presently organized, significantly restricts the accessibility of this new technology to faculty and academic staff.

This is particularly critical with respect to video and multimedia production, distribution and use, where faculty needs are not being met. Video technology and information for its use are not available to many UWM faculty, academic staff and students because of the way in which we have institutionalized what at one time was an experimental procedure in the budgeting process. Part of the problem can be traced to the current administrative and budgeting structures, but whatever new structures may be developed, even these will not be effective unless more fundamental policies about access to equipment and available expertise are enacted.

Recommendations

A. Video and Visual Services Production. Faculty research and teaching incorporating video, audio, computer and other graphics should be encouraged.

1. Change the name of the Educational Communications Division to Educational Media Services (EMS) to emphasize academic services.
2. Expand consultation, equipment, and student intern assistance for the Video Literacy Program (VLP) and make it a service of EMS.
3. Develop the Faculty Instructional Technology Literacy Program (FITLP) structured similarly to the Video Literacy Program.
4. Develop a consultation component for EMS Visual Services to assist faculty and academic staff in use of computers for developing teaching and research materials.
5. EMS should prepare a directory of media services, facilities and users in cooperation with other UWM offices and programs.
B. Distribution/Presentation

1. Equip 10 classrooms ranging in size from 20 to 200 seats for VCR, audio, slides, overhead and computer display; with an eventual target of 25% of classrooms similarly equipped. These classrooms should be assigned for use by the Secretary of the University.

2. Initially, 30 carrels should be installed in the Library for student and faculty viewing of VHS video programs, and 10 carrels should be installed for computerized multimedia applications.

C. Storage and Maintenance

1. Media production and display equipment available for campuswide use should be stored, distributed, and maintained by Educational Media Services and Computing Services Division, as appropriate.

2. If requested, faculty research and instructional products should be stored and catalogued by UWM Library, along with other commercially produced media products.

D. Funding

1. Reallocate EMS Television Services and Visual Services staff responsibilities to provide follow-up consultation services for VLP and FITLP programs as described above.

2. Include maintenance of FITLP equipment by EMS or CSD, as appropriate. (Maintenance for VLP by EMS is presently arranged.)

3. Reallocate $20,000 annually from M2A matching funds specifically to update and improve VLP and FITLP facilities and to provide initial workshop instruction when necessary.

4. Funding for the library carrels should be provided as a one-time addition to budget.

5. The Educational Media Policy Committee should develop a long term plan for phasing out the M2A buyback accounting system in favor of no-charge media services to satisfy the great majority of faculty and academic staff needs.
Conclusion

We urge that these recommendations be implemented for the 1992-1993 academic year. In 1992-93, the Educational Media Policy Committee will review and make recommendations concerning budgets, planning documents, reports and reviews of all media services at UWM.

(An expanded version of this report and its recommendations was submitted to the Vice Chancellor’s Office in July of 1992, and is available for interested faculty).

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