Educational Media Policy Committee

Annual Report 1993-1994

The Educational Media Policy Committee held seven meetings on the third Mondays of September, October, November, February, March, April and May.

Xavier Baron served as Chairman for 1993-1994.

Among its activities were meetings with Vice Chancellor and Provost Kenneth Watters, Information Technology Director Carla Garnham concerning the new Division of Information Technology.

The Educational Media Policy Committee responded to the 1993 Program Review of the Educational Communication Division (submitted by the Associate Vice Chancellor February 1994) in May 1994.

I. ECD Mission Statement: The EMPC approved and forwarded to the Vice Chancellor (May 1993) a recommendation that the name of the ECD be changed to University Media Services to reflect a different mission that the production and delivery of and access to media services for instruction and research be available university wide.

The EMPC suggests that the following concepts and statements be incorporated into the mission statement of the newly organized University Media Services (ECD): The mission of University Media Services is: 1. To support UWM’s mission of instruction, research and community service. 2. To encourage faculty and staff in the use of present and emerging media technology by providing affordable and convenient access to equipment, training, consultation and assistance. 3. To assist faculty and staff with the design, development, production and implementation of media assisted instruction and research.

II. Cost Sharing Model and the Concept of Universal Service: The EMPC responds that the funds for University Media Services (ECD) should be directed to providing greater faculty and staff access to the media services necessary and desirable for instruction and research. More funds should be allocated to this function.

Rather than budgeting practices like cost-sharing, a significant lack of entry-level, user accessible and reasonably priced media services is the most obvious barrier to effective media services use at UWM. Access-level services such as training, the use of portable equipment, and development and implementation consultation should be available free or at very low cost to users, in a centrally located UWM Media Lab, whose emphasis would be on fully trained do-it-yourself production and use. [See the appended "Proposed UWM Media Lab."] There would be no charge for training and consultation; no or modest charges for instructional and research projects and equipment. Projects beyond the scope of Media Lab operations would be referred to the University Media Services (ECD) Studios, at higher costs.

The mission and activities of University Media Services (ECD) should be redirected to serving the present and future
instructional and research needs of faculty and staff as outlined in the present EMPC responses. Therefore, the base budget should be augmented and if necessary university personnel reassigned to effect these changes.

III. Distance Learning and Classroom Modernization: The EMPC responds that a UW System Task Force exists and a new emphasis on Distance Learning will be announced in the summer of 1994. The Programming, Publicity and Scheduling of Distance Learning should be the responsibility of UWM Outreach and Continuing Education with technical assistance and support provided by the University Media Services (ECD). Concerned faculty should be encouraged, trained, supported and rewarded to develop new or rework existing credit and non-credit courses for transmission as Distance Learning courses. A faculty and staff advisory committee to DOCE Distance Learning should be formed, with representation from the EMPC.

Classroom Modernization and Usage requires continued support to train faculty to use these classrooms and the establishment of ongoing technical and maintenance assistance. In addition, some "mid tech" smaller classrooms should be outfitted with good sound systems, controlled lighting and audio-visual capabilities. CD-ROM and interactive learning stations should be added to the library and union computer labs.

IV. Awareness and Information: The EMPC responds that we agree with the recommendation but suggest that the campus survey assessing faculty needs referred to, include also those of staff and students. University Media Services (ECD) needs a prominent and central campus location in order to be more visible and accessible. Its staff should actively and regularly communicate with UWM faculty and staff about programs, services, resources and assistance.

V. Relationship of ECD to Video Literacy and Multimedia Projects: The EMPC responds that Video and Multimedia Literacy Programs should be continued and encouraged as cooperative efforts with clear definitions of faculty-staff and University Media Services (ECD) responsibilities. Technical support and consulting should be provided by University Media Services (ECD). Required matching funds should be provided for UTIG, Pasd and other grant proposals that develop additional mediated instruction and research projects recommended by campus committees.

VI. Media as Scholarship: The EMPC responds that high quality scholarship and creativity should be encouraged, supported and recognized in whatever form it is presented.

VII. Administration: The EMPC responds that as is clear from the EMPC responses in this document, the faculty and staff of UWM want University Media Services (ECD) to be accessible, open and helpful, and with a changed mission and budgeting procedures.

The centerpiece of such a reorganized and redirected University Media Services (ECD) with a new mission and changed procedures designed to encourage and assistant faculty/staff instruction and research is the proposed UWM Media Lab. [A five page outline of the UWM Media Lab is attached to the EMPC report and available for review from the Vice Chancellor or the Chair of EMPC.]