June 26, 1995

Annual Report
Educational Media Policy Committee (1994-1995)

The Educational Media Policy Committee met 10 times during the academic year. There were a total of 7 additional meetings held by the four subcommittees: Mediated Classrooms, Media Development Lab, Faculty/Academic Staff Media Use & Needs, and Distance Education.

Rob Yeo (Fine Arts-Film), was elected Chair of the committee.

In his memo, "Policy Issues on Multimedia Classrooms at UWM (9/22/94)," Associate Vice Chancellor Paul Haubrich requested advice from the EMPC on developing policies and priorities concerning campus multimedia resources. In the attachment "Multimedia Instructional Issues," which accompanied his memo, Associate Vice Chancellor Haubrich raised eight questions about campus multimedia usage to be addressed by the committee. In response to his request and questions, the EMPC developed the "Media Use Questionnaire" and conducted a campus-wide media use survey to assess campus uses and needs for multimedia technology in support of instructional and research activities.

Completed in April, the "Results of the Spring 1995 Media Use Survey" shows consistency with the findings of the 1991 survey as well as with the recommendations of the 1993-94 Educational Communications Division Program Review Committee. Instructors want increased access to equipment and information concerning current instructional technologies, and are willing to provide most or all of the necessary labor. Instructors would like to have at least the same access as their students have to multimedia resources, such as in the Library or the Union student labs. As a means of addressing part of this need, EMPC recommends the establishment of a centralized campus media development center that would support the efforts that instructors are already making as they use desktop computing technologies to prepare materials for the classroom and their research.

EMPC members Levine, Yeo, and Young participated in a "Video Conversation" (12/7/94), a video conference between five UW-System sites (Milwaukee, Madison, Eau Claire, Green Bay, and Platteville) on the topic of technology in the classroom.

In December, the EMPC examined and assessed the "Media Services Proposal" from I&MT Interim Director Carla Garnham, and the "Plan for Expanded Library Media Service for Students" from Peter Watson-Boone, Director of the Golda Meir Library. In response to the memo, "Plans to Support Instructional Media" (12/9/94) from Vice Chancellor Watters, the committee met in extra sessions and issued the "EMPC Advised Modifications of the I&MTD and GML Plans to Support Instructional Media," on December 22, 1994.
In March, Paul Scobery, from the Office of the Secretary of the University, presented the "Computerized Multimedia Classroom/Lecture Hall Request Form" that was developed in collaboration with the Mediated Classroom Subcommittee and Associate Vice Chancellor Paul Haubrich. Effective Semester II, 1995-96, use of this form will give scheduling priority to faculty/staff who require general assignment classrooms with multimedia facilities to support their teaching methods. The rooms include END 189, LAP 160, LIB 175, and 20 SBA classrooms.

The Multimedia Literacy Workshops, a pilot project modeled on the successful Video Literacy Project and based on the "SLIS Proposal for Multimedia Training for Faculty and Staff," (presented by Dean Mohammed Aman, 11/30/94), were conducted on April 7th and April 21st with the sponsorship of EMPC and the support of the School of Library and Information Science. These free workshops were taught by Barry Hammel in the SLIS computer lab, and instructors were taught how to use the computer as a classroom presentation device. The response to these workshops was extremely positive, and the high level of interest provided further evidence of the need to have more multimedia resources available for instructors on campus.

In April, EMPC submitted a proposal to UW-System requesting support from the Undergraduate Technology Innovation Fund for the "Instructional Media Development Initiative." This project would purchase equipment for a campus media development center, supported by I&MT, and would award fellowships to instructors who are interested in integrating technology into one of their classes. Notice was received in May that the project would not be funded for 1995-96.

Professor Rob Danielson, who directs the Video Literacy Project, resubmitted a request to EMPC for funds to purchase small replacement equipment, and to further support the use of video by faculty and academic staff. He also requested the purchase of advanced-level video editing equipment to support a second tier of VLP, and to accommodate those who are using non-VHS consumer format camcorders. The committee unanimously approved the request. Vice Chancellor Watters has agreed to provide funds ($1675) for the replacement equipment, and the request for an advanced video editing system is being considered.

In May, discussion about the underutilization of the multimedia-equipped and campus-supported SBA classrooms led to the decision to send a memo, "Availability of Computerized/Multimedia Classrooms," to each of the UWM associate deans. This memo contained information about the newly adopted "Computerized Multimedia Classroom/Lecture Hall Request Form," and recommend that instructors needing media support should schedule their classes according to times available in the SBA Building. An information sheet, "Availability of SBA Building Multimedia Classrooms for Fall 1995" was sent as a guide.
EMPC will continue to keep up-to-date on campus media activities, giving special consideration to the continued reorganization of I&MT (and the establishment of the proposed Media Development Lab); the distance learning initiatives of DOCE and the resources made available by the opening of the Plankinton Center complex; and the scheduling of SBA Building and other multimedia-equipped classrooms. There is also considerable interest by committee members in evaluating the effectiveness of teaching methods that utilize various multimedia techniques.

Other notes:

In an effort to encourage regular communication between the EMPC and the Vice Chancellor's office, EMPC members unanimously agreed to extend an open invitation to Associate Vice Chancellor Paul Haubrich to attend all of our meetings. His interest in the mission of the committee, and his insights on the current issues contributed greatly to the productivity of this year's committee.

EMPC maintained communications with the Computer Policy Committee via Alan Baron, Chair. Agendas, minutes and notes were exchanged between EMPC and CPC, and were summarized and reported on periodically.

In order to reduce paperwork and make committee documents available to the campus, agendas and minutes were distributed to committee members via e-mail, and an EMPC gopher link was established on the campus computer network.

Members of the 1994-1995 Educational Media Policy Committee:
Mohammed Aman, School of Library & Information Science
Xavier Baron, English and Comparative Literature (on leave, Sem. I)
Robert Borchelt, Mechanical Engineering (Sem. II only)
Anthony Ciccone, Undergraduate Teaching Improvement
Johanna Dvorak, Learning Skills & Educational Opportunity
Carla Garnham, Information Technologies Division
John Hay, Psychology
Byoung Kim, Communication Sciences and Disorders
Kathy Lassila, School of Business Administration (on leave, Sem. II)
Leonard Levine, Electrical Engineering & Computer Science
Joseph Reis, Fine Arts-Art
Daniel Shannon, Outreach & Continuing Education
Eileen Sheil, Nursing-Health Maintenance
Peter Watson-Boone, Golda Meir Library
Robert Yeo, Fine Arts-Film
Wendy Young, Golda Meir Library

Respectfully submitted,
Rob Yeo, Chair