



Preparing people to lead extraordinary lives

Digital Media Campuses

THE TRANSITION FROM **WORD PROCESSING** TO **DIGITAL MEDIA**

Adam Smeets
Manager, Digital Media Services



Questions?

Join us online for an interactive session for discussion and a collaboration by visiting <https://connect.luc.edu/ct2011> and entering as a "Guest" user. Come on in!



Thoughts?

Thank you for attending today's session. Please be e sure to complete the session evaluation located at the rear of the room.



Searching?

To find out more information about Digital Media Services please visit our website at <http://www.luc.edu/digitalmedia>.

AGENDA

DIGITAL MEDIA CAMPUSES

THE TRANSITION FROM WORD PROCESSING TO DIGITAL MEDIA

- Interactive Session Information
- About Loyola University Chicago
- Changing Campus “Lab” Definitions
- Lab Transitions at Loyola
- Institutional Support for Digital Media
- Multimedia Applications for Campus Labs
- Recommendations for Your Environment
- Questions & Answers



GET CONNECTED WITH THIS SESSION



To encourage the use of green resources, all materials, including this presentation, are available online. To participate online during this session or to download additional resources, please visit:

<https://connect.luc.edu/ct2011>

ABOUT LOYOLA UNIVERSITY CHICAGO



One of 28....

Jesuit Colleges and Universities, founded in 1870 as St. Ignatius College.



16,000+ Total Enrollment

With students from 50 states and territories, and 82 countries.



650+ Faculty / 1500+ Staff

97% of faculty members hold terminal degrees in their respective fields.



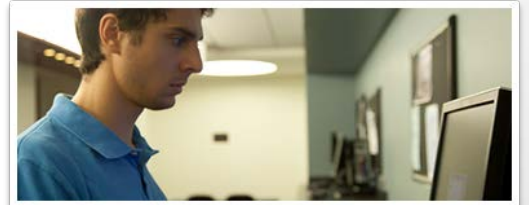
15:1 Student to Faculty Ratio

Greater than 32 % of classes with fewer than 20 students.



225+ Classrooms

95% of our classrooms feature technology resources for faculty and students.



2,000+ Workstations

With just over 40% of computers in public computing spaces.

ABOUT DIGITAL MEDIA SERVICES

A UNIT OF INFORMATION TECHNOLOGY SERVICES



Equipment Loan Program

With over \$600,000 in equipment available for loan at no charge to students, faculty and staff.



Digital Media Advisors

62 students Representing a large demographic of majors, standing and interests.



1500+ Workstations

Maintained, Including: cleaning, troubleshooting and user support.



Short Courses and Workshops

During the academic year, we provide between 5 and 10 information sessions to learn a new technology or software skill.



1:1 Consultations

Annually, we provide greater than 15,000 consultations for assistance with projects and digital media.



Digital Media Labs

2 DML's featuring advanced editing workstations and professional equipment.

COMPUTER PRICES OVER THE YEARS

WAS THE PRICE, RIGHT?



OSBORNE 1, ORIGINALLY RELEASED IN 1981 (32K OF RAM)

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APPLE LISA, ORIGINALLY RELEASED IN 1983 (1MB STORAGE)

COMPUTER PRICES OVER THE YEARS

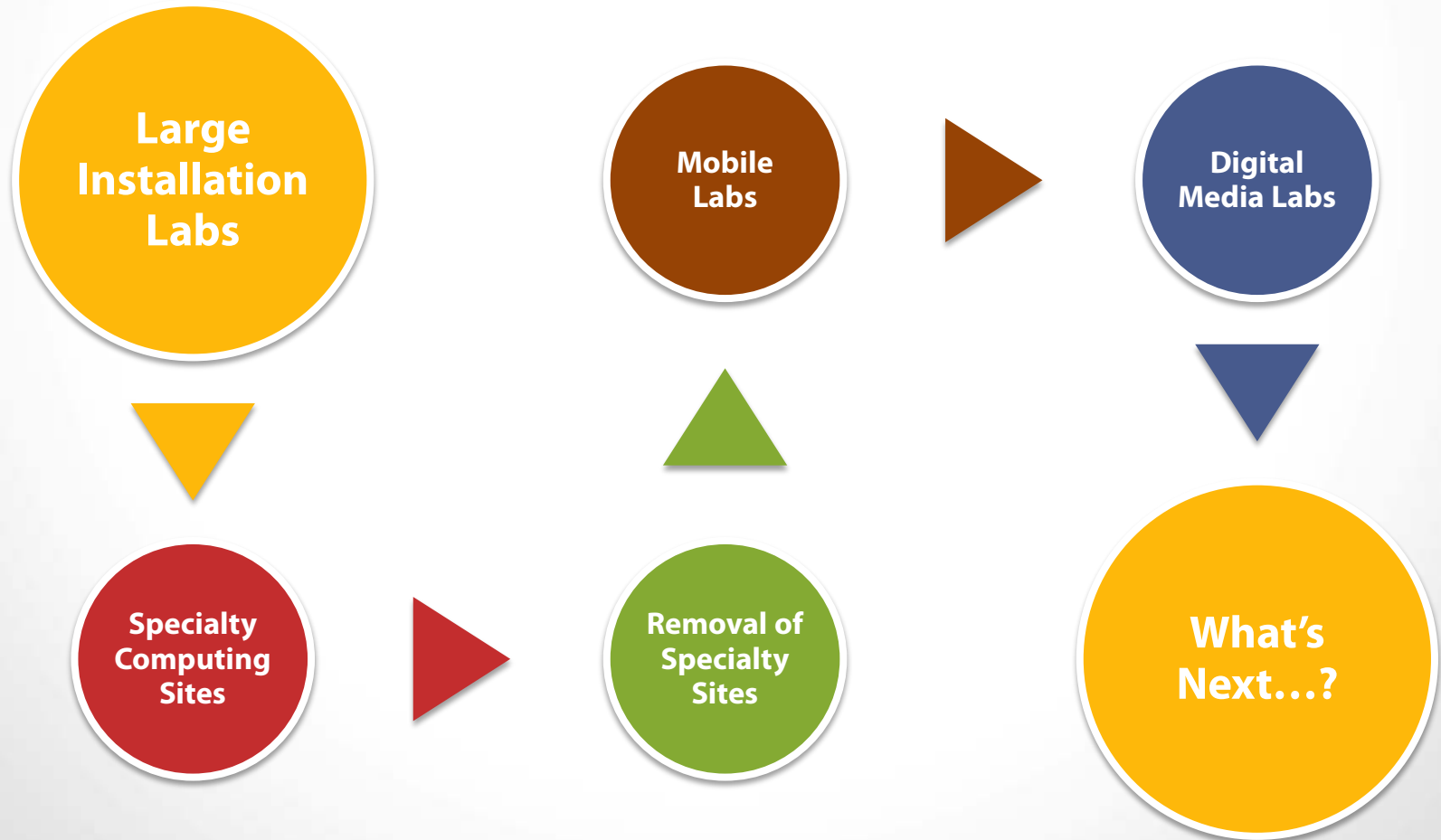
WAS THE PRICE, RIGHT?



APPLE LISA, ORIGINALLY RELEASED IN 1983 (1MB STORAGE)

LAB DEPLOYMENTS OVER THE YEARS

FUSION OF EXPECTATIONS AND PERCEIVED NEED BY STUDENTS



LARGE INSTALLATION LABS



LARGE INSTALLATION LABS

AT LOYOLA UNIVERSITY CHICAGO...

- In use for high density areas of campus or e-classroom sites;
- Common several years ago for high saturation of statistics and word processing applications;
- Used regularly by students for both quick access and long study sessions;

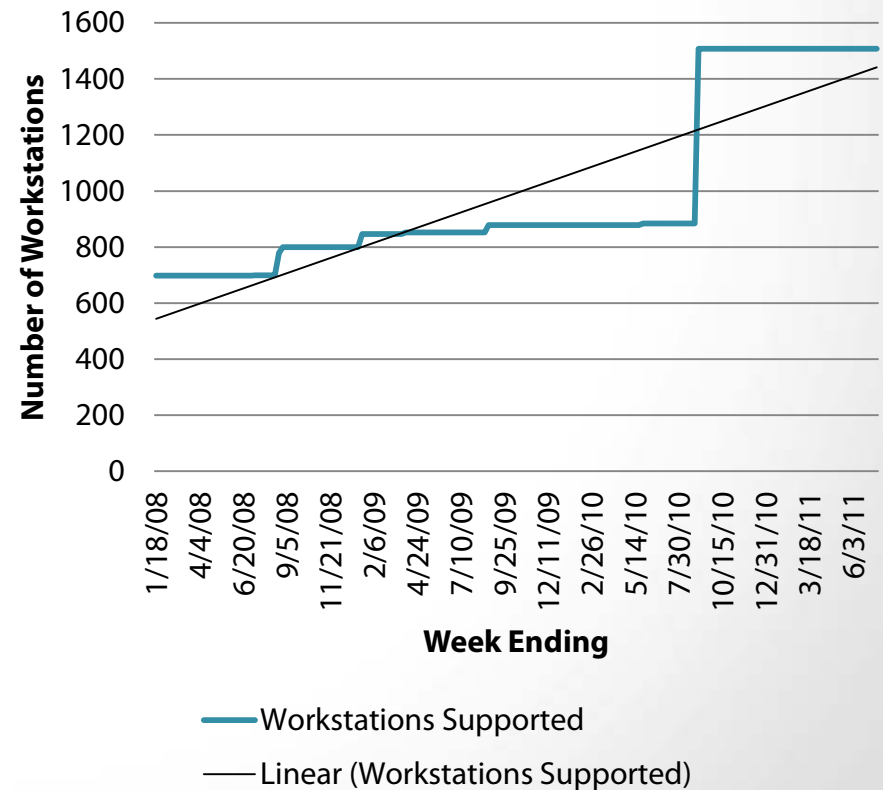
RESEARCH FOUNDATIONS

- Is the computer lab dead?
- Why pass funds to large lab installations – go cloud!

STUDENT FEEDBACK (N=3,859) INDICATES...

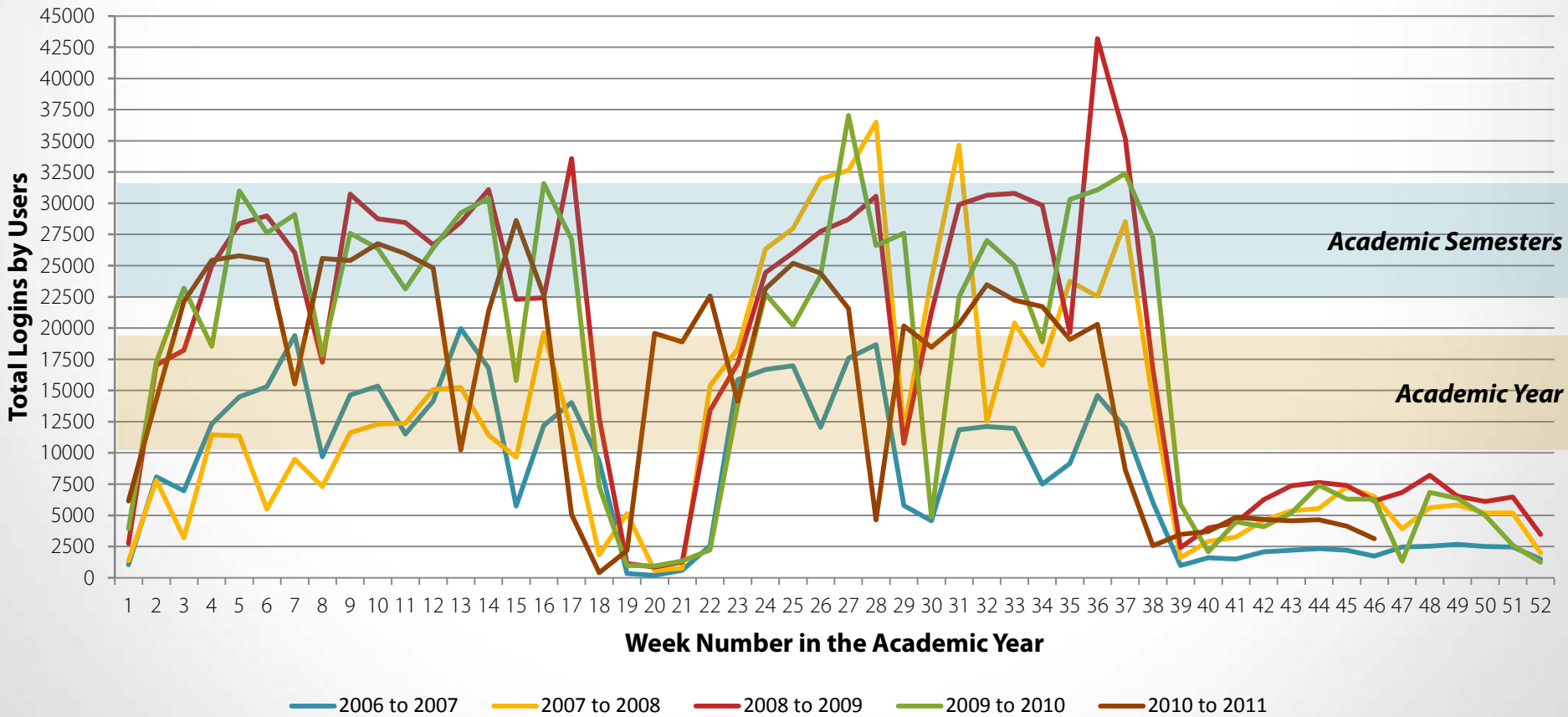
- 18% of students at Loyola own a desktop computer;
- 83% of students at Loyola own a laptop/netbook.

Public Workstations Supported from
2007 - 2011



LOOKING TO OUR USERS

Login Counts at Lab Workstations at Loyola University Chicago



SPECIALTY COMPUTING SITES

REQUESTS FOR "ON-THE-GO" AND EASY ACCESS TO COMPUTING



"ROAMING LABS"

ACKNOWLEDGMENT OF THE CHANGING LANDSCAPE



“ROAMING LABS”

ACKNOWLEDGMENT OF THE CHANGING LANDSCAPE

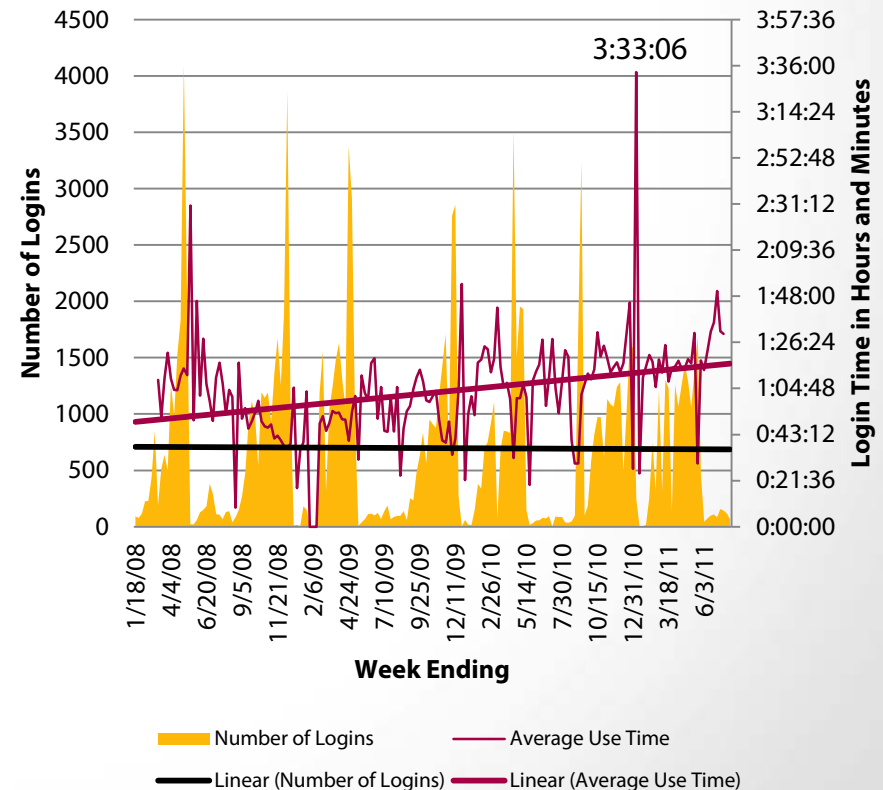
LOYOLA INFORMATION

- Laptop, headphones and iPad 3-hour loan at both campuses
- Since inception, (January 2008) we've circulated 275,000 laptops to students, faculty and staff.

DATA FOLLOW-UP

- Increasing laptop session lengths, which directly impacts the number of laptops available for users.
- Increases in marketing, resulted in higher exposure for the DML locations.

Laptop Loan Statistics from the Information Commons (2007 – 2011)



DEPLOYMENT OF DIGITAL MEDIA LABS

EMPHASIS ON CLIENT EDUCATION AND ISSUE RESOLUTION

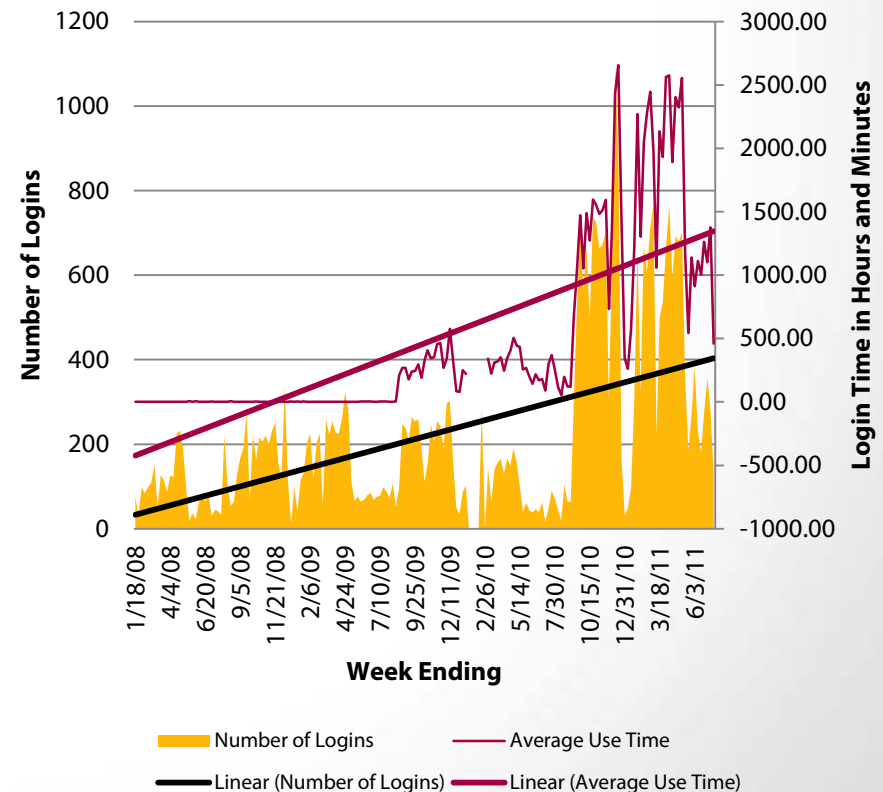
LOYOLA INFORMATION

- Primary objective to support and educate on new and rich media;
- One DML built in 2008, with a second DML in 2010
- Smaller number of workstations available, but increased resources on each specific workstation;
- Specialized training available in each location;
- An Equipment Loan Program with over 4 million hours of loan since inception.

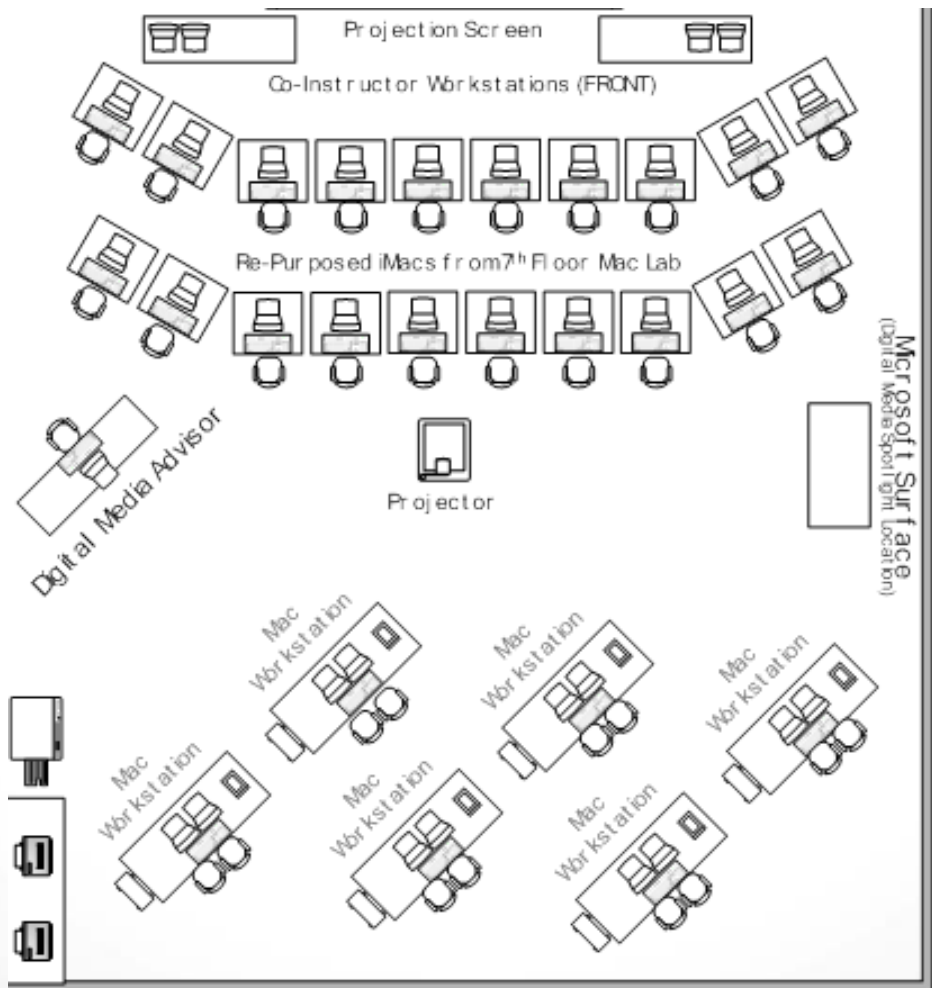
SPECIAL HONORS

- 2008 - Awarded an AT&T Grant (\$25,000)

Digital Media Lab Statistics from 2007 – 2011



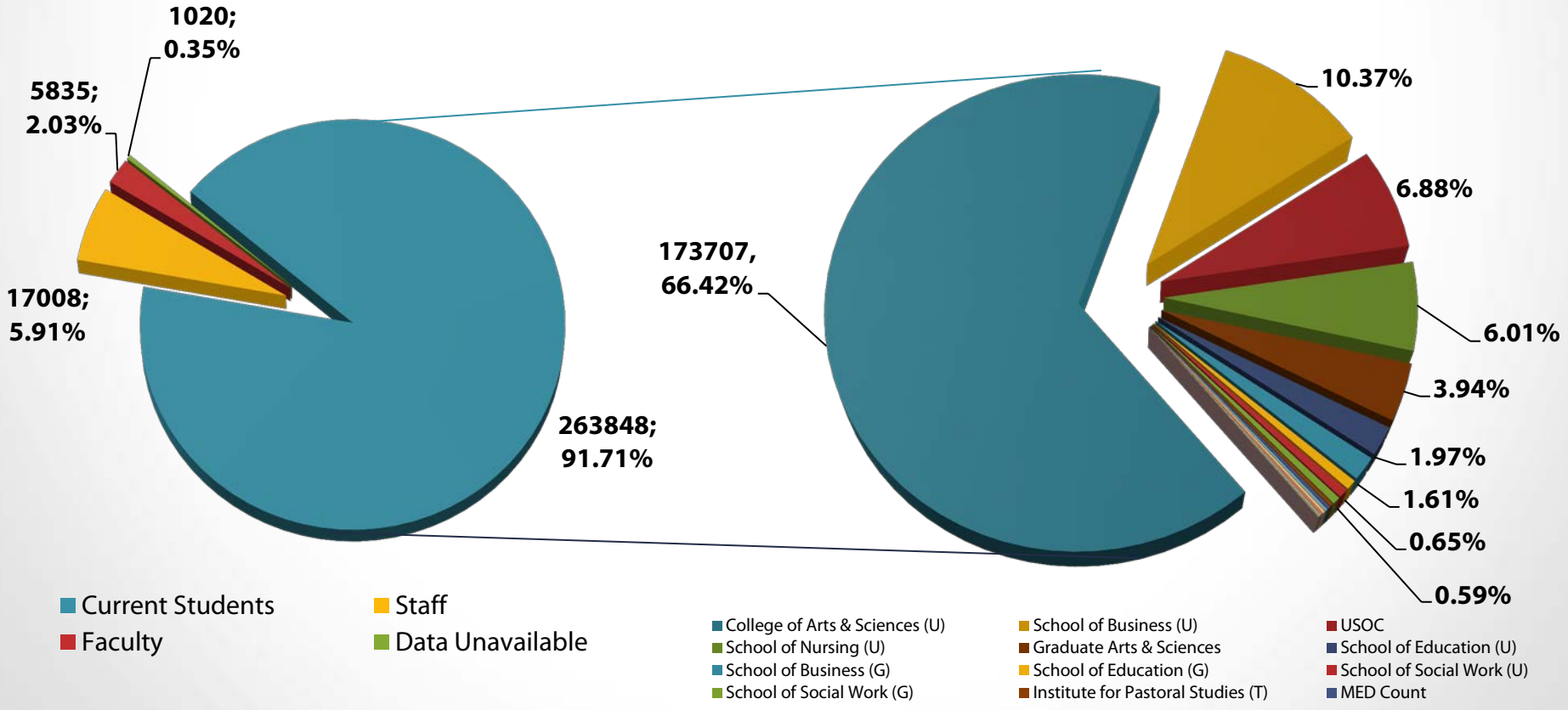
DIGITAL MEDIA LABS



Digital Media Workstations
(Mac Pro Workstations, Video and Show Leopard OS, Scanners, mini-dv Transfer decks)

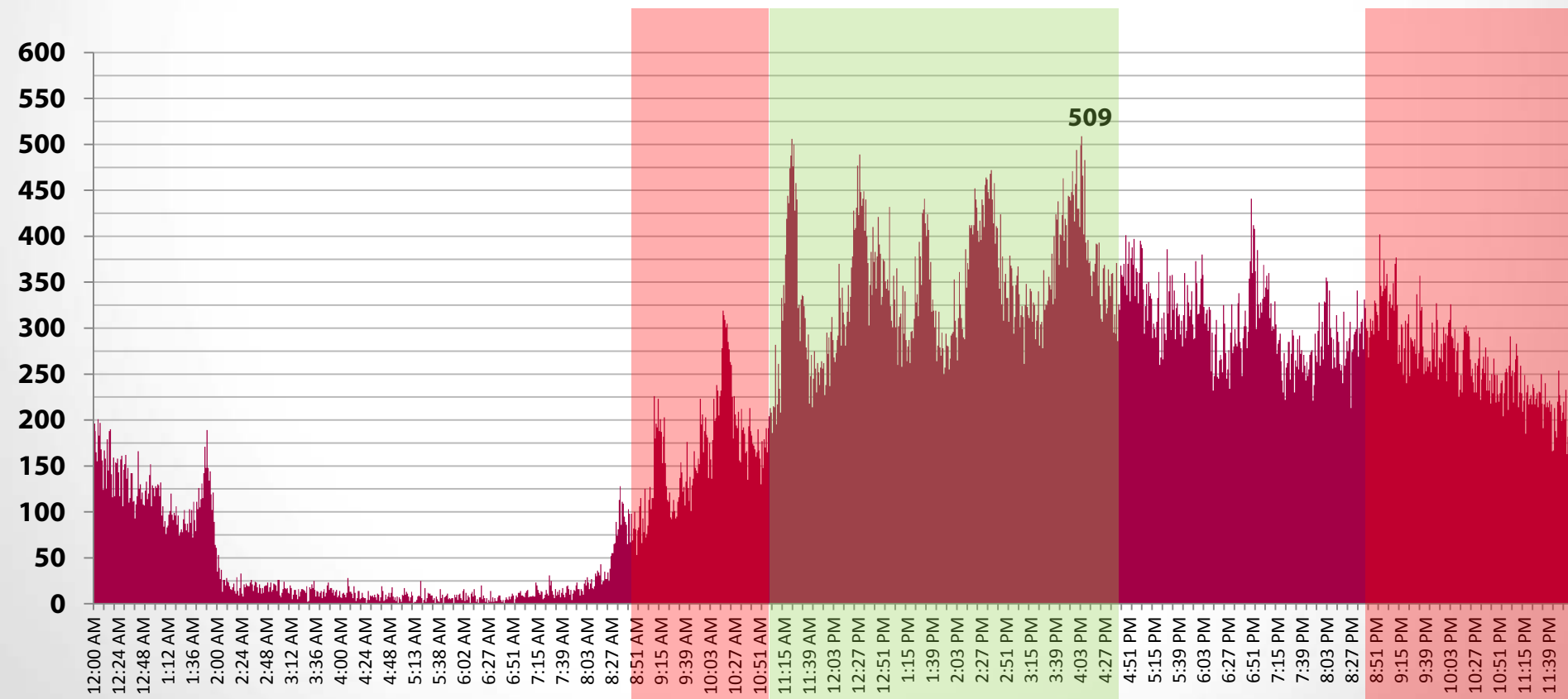
ELP USAGE BY DEMOGRAPHIC

LOYOLA UNIVERSITY CHICAGO



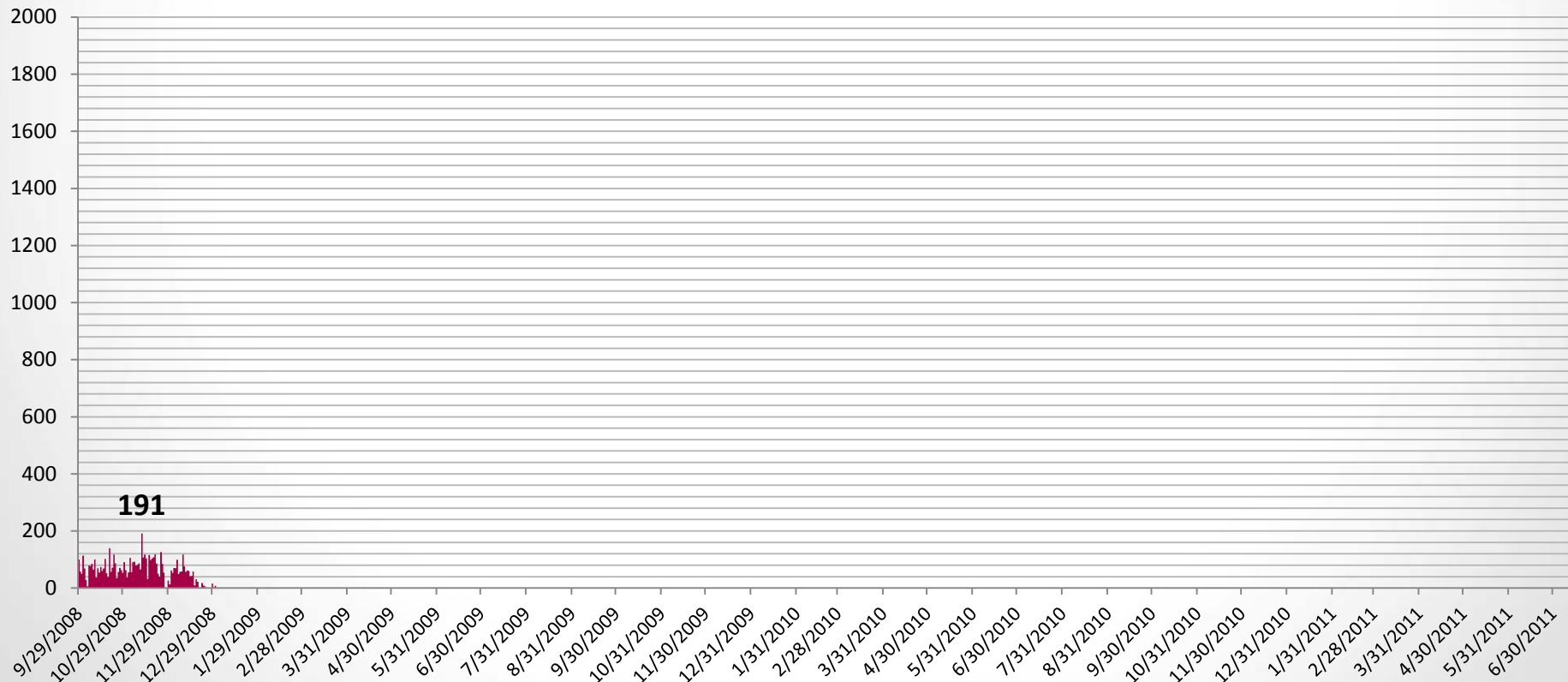
ELP USAGE BY TIME OF DAY

LOYOLA UNIVERSITY CHICAGO



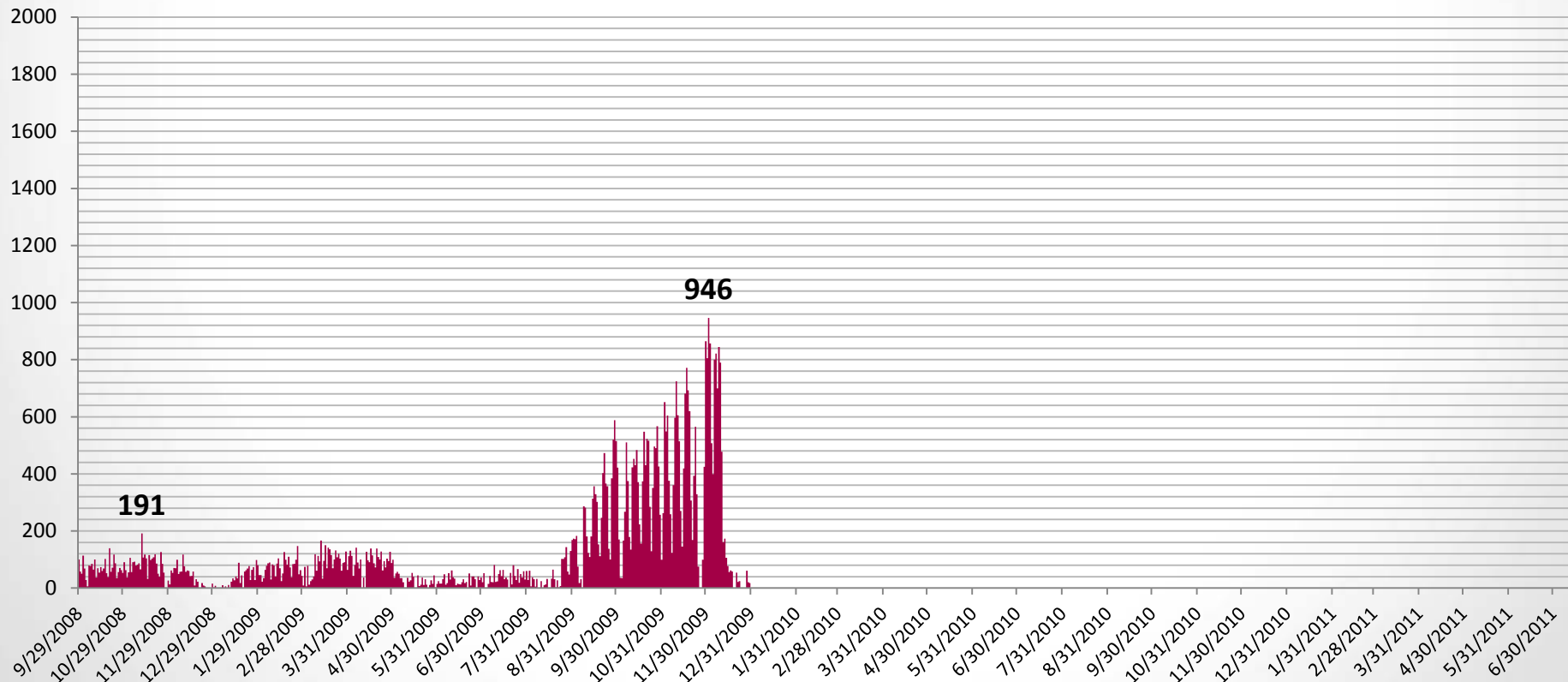
ELP USAGE 2008

LOYOLA UNIVERSITY CHICAGO



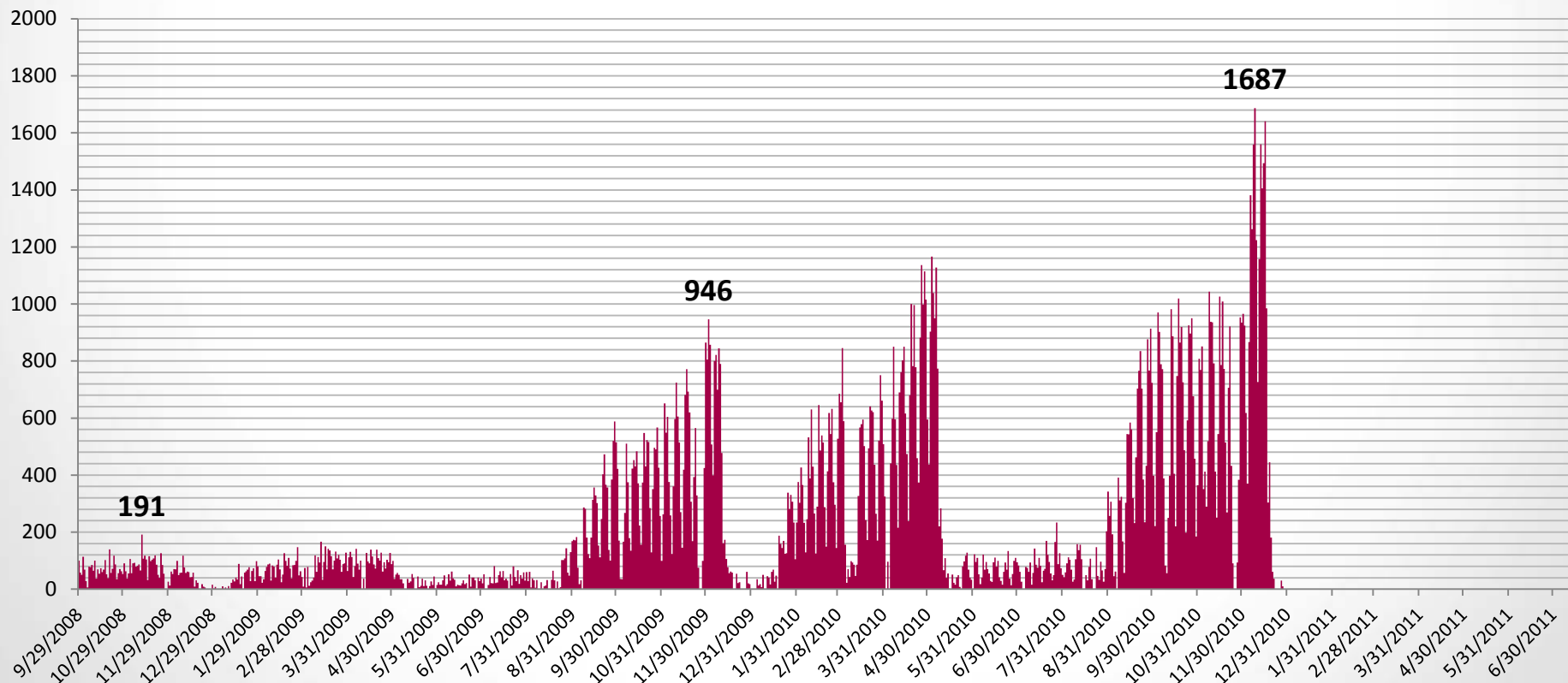
ELP USAGE 2008 – 2009

LOYOLA UNIVERSITY CHICAGO



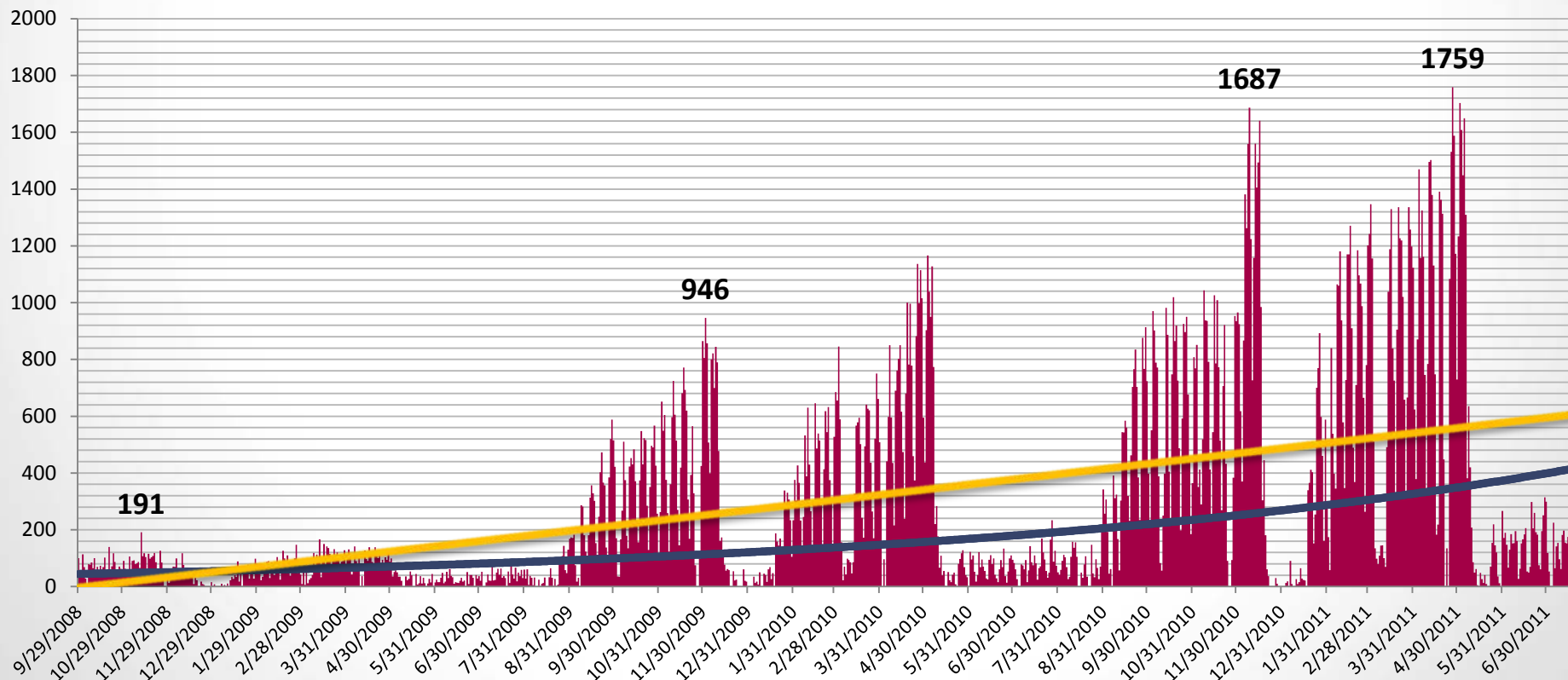
ELP USAGE 2008 – 2010

LOYOLA UNIVERSITY CHICAGO

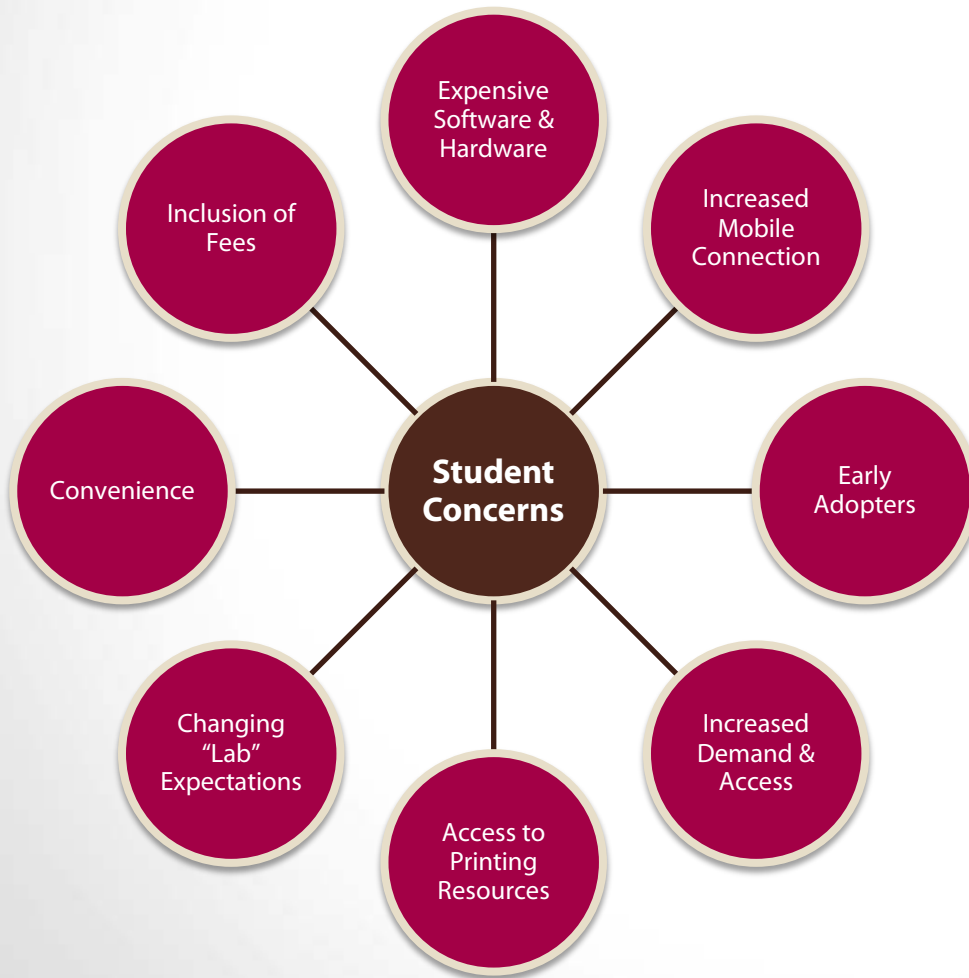


ELP USAGE 2008 – 2011

LOYOLA UNIVERSITY CHICAGO



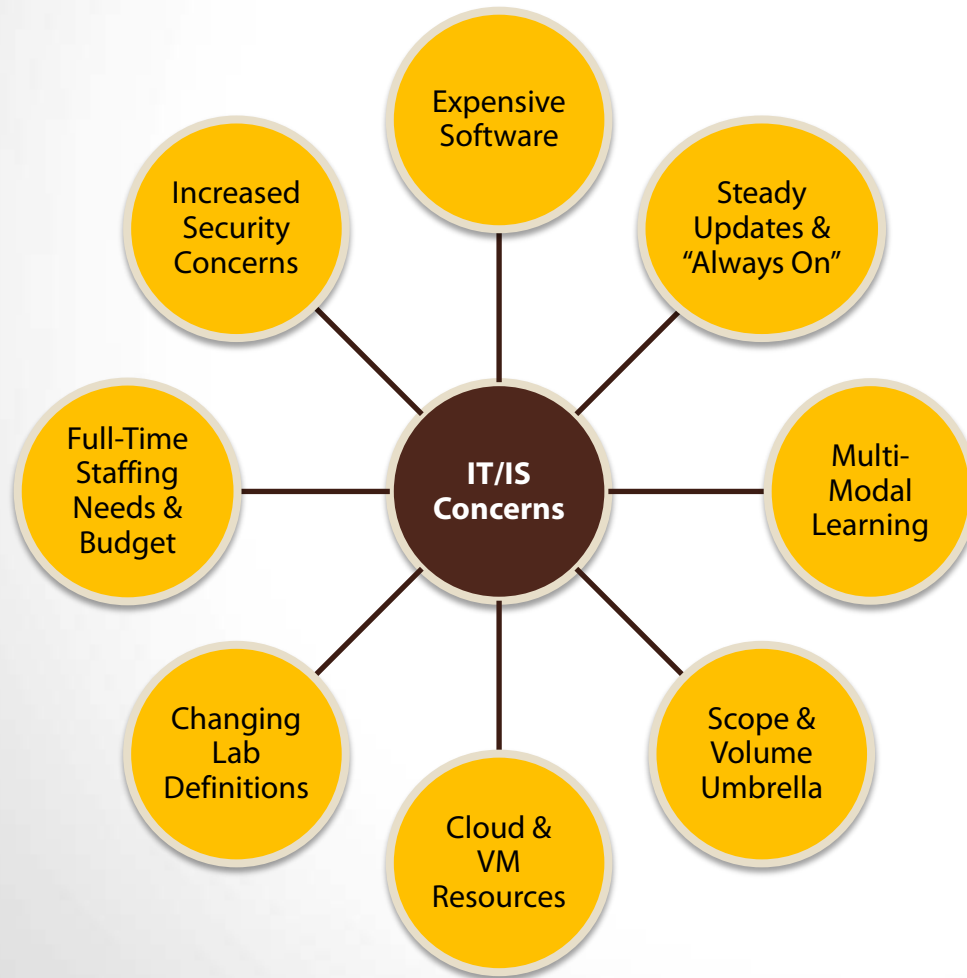
WHERE ARE WE TODAY?



“Thank you for providing such an array of technologies for my use. If it weren't for the IT labs, Digital Media Lab, and your services I wouldn't be able to create, ideate, or complete assigned projects.”

-- A Loyola Student

WHERE ARE WE TODAY?



"We need more cameras (still and video) and more computers with the programs necessary for work to be completed."

-- A Loyola Student

OBSERVATIONS

GUIDING IT LEADERSHIP

ECAR Study of Undergraduate Students and Information Technology 2010, EDUCAUSE

Students identified that they need training in the use of technology.

- *57% of the 36, 950 respondents indicated neutral or less than favorable that IT or their instructors provided adequate technology training in their courses.*

Social networking has infiltrated nearly 95% of all respondents.

- *IT has altered a number of it's communication approaches to "reach" it's students, as well as providing new ways to collaborate in courses.*

Increasing numbers of students are participating in online courses.

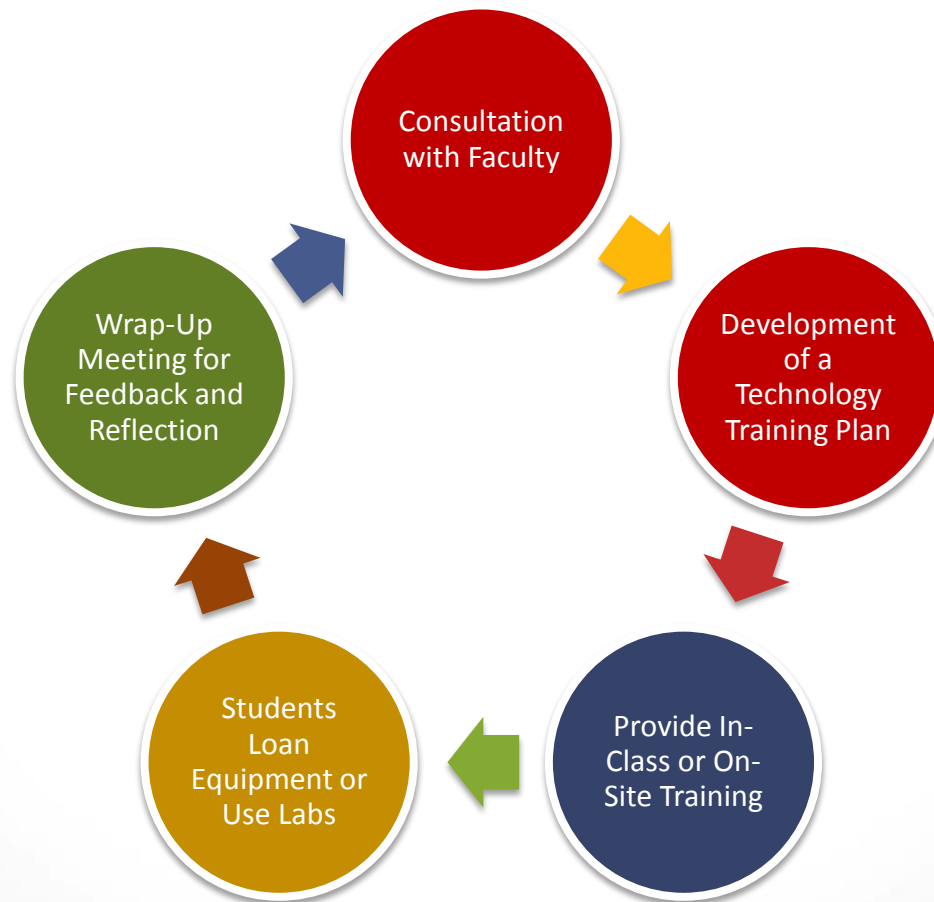
- *Nearly 50% of students felt that IT resources were not always available when needed, leading to apprehension with technology.*

OBSERVATIONS GUIDING IT LEADERSHIP

ECAR Study of Undergraduate Students and Information Technology 2010, EDUCAUSE

| | Seniors (N = 15,586) | Freshman (N = 12,408) | All Students (N = 36,950) |
|---|-------------------------|--------------------------|------------------------------|
| Used by Many Students | | | |
| Presentation Software (PowerPoint, etc) | 73.4% | 68.7% | 69.7% |
| Course or LMS | 70.9% | 61.4% | 66.5% |
| Spreadsheets (Excel, etc) | 52.0% | 36.5% | 44.9% |
| Used by Few Students | | | |
| E-Books or E-Textbooks | 23.3% | 26.3% | 24.2% |
| Course Lecture Podcasts / Videos | 18.6% | 16.8% | 18.1% |
| Graphics Software (Photoshop, Flash, etc) | 17.6% | 11.0% | 14.7% |
| Video Creation Software (iMovie, Final Cut) | 8.0% | 7.1% | 7.2% |
| Audio Creation Software (Audacity, etc) | 6.0% | 5.5% | 5.5% |

TECHNOLOGY AND CURRICULUM



Our student Digital Media Advisors and full-time staff to work directly with students, faculty and staff.

DIGITAL MEDIA ADVISORS

Digital Media Advisors provide equipment loan and direct support on professional media applications – including support services such as poster printing and lab maintenance.



We're moving to an online training model using Adobe Connect which has the potential to save in labor each semester.

- *IT has altered a number of it's communication approaches to "reach" it's staff, as well as providing new ways to collaborate as a staff.*

DIGITAL MEDIA STAFF TRAINING



WHAT ABOUT OUR LABS?

To identify what type of lab installation would be appropriate for your environment, consider the following questions:

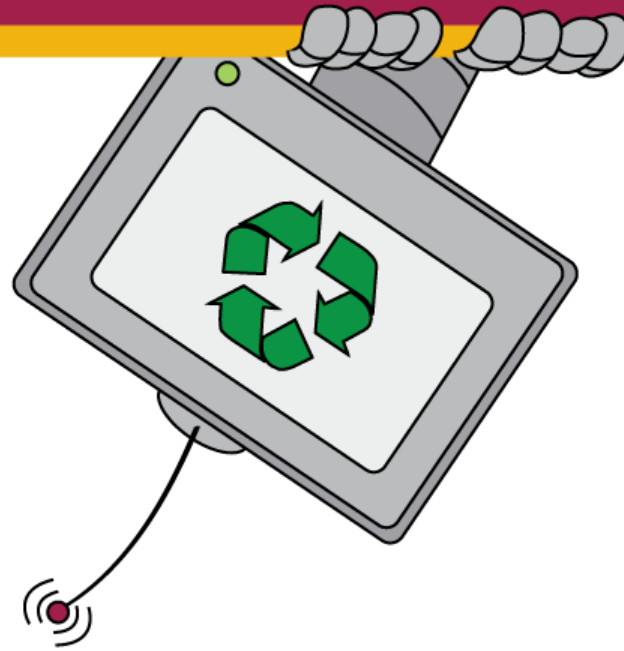
- How many students already have computers on campus with them? As new academic years begin, how has the number changed?
- What application requirements are identified by your institution?
- Why, when and how often are your locations utilized?
- What is the ratio of students to workstations?
- What are the hardware requirements for applications and academic programs?

WHAT HAVE WE LEARNED?

- Workstations with scanners and software applications, as well as modified layouts make computing “comfortable” for students.
Session time has increased, while overall login counts have decreased in our Digital Media Labs – in comparison with our Multimedia Labs which have slight increases each year.
- Students, faculty and staff may not necessarily purchase advantage technologies and digital media – but will borrow and integrate it in to their curriculum with minor guidance or intervention.
The ELP has been a successful program at Loyola with increased demand that grows by factors of 2 to 3 each year and positive feedback during focus groups and surveys.
- Students and faculty will work together in a training/learning environment for workshops and education.
The ELP has been a successful program at Loyola with increased demand that grows by factors of 2 to 3 each year and positive feedback during focus groups and surveys.

WHAT HAVE WE LEARNED?

- Scaling an equipment loan program, with all other IT initiatives, is critical to the success. If equipment is not available, nor are the clients. *Demand for this program continues each year, with requests for new hardware. With this growth, proper planning, end of life, and budgeting must be identified.*
- When possible, provide transparency on processes and procedures. *While there are a number of areas that cannot be transparent for our end users, clearly identify policies and procedures.*
- Students, as well as staff, are seeking professional development and education opportunities in educational technology. *While not necessarily a revenue stream, an easy way to integrate training on software and hardware is through a variety of 30-minute short courses on a specific topic set. The following two slides are educational wallpapers that are included in our campus labs.*

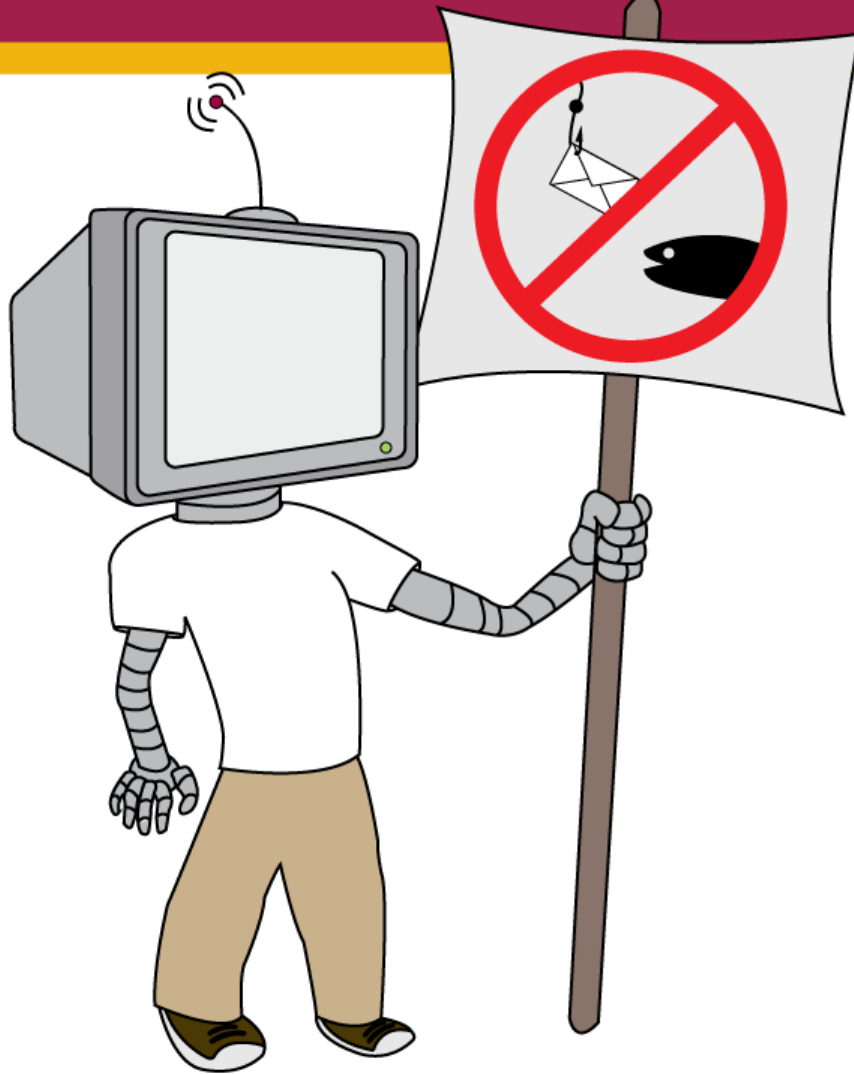


Save money and reduce your carbon footprint by printing in duplex!

By printing in duplex, you reduce both paper waste and your cost of printing. For example, by printing 100 pages in duplex, you cut your CO₂ contribution by more than a half-pound. Not only can you help the Earth, but also keep more money in your wallet. The same 100-page document printed in duplex will cost \$5.00 to print, while if printed single-sided would cost \$7.00. That's a \$2 savings! To learn more about duplex printing, including instructions, visit <https://myits.luc.edu/duplex>, speak with a Digital Media Services Advisor, or check out instructions near your printer.



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Protect Your Identity and Keep Your Accounts Safe

Every day nearly 247 billion emails are sent to user mailboxes around the globe. According to the Radicati Group, in 2009 nearly 81% of these emails contained spam or viruses. Phishing (pronounced like "fishing") emails are intended to steal your identity by asking for personal data or directing you to web sites or to send an email. Remember, ITS will never ask you for your password or other confidential information through email. If you are unsure of the validity of an email, then contact the organization via the phone. Do not reply to the message, as it will send information back to the phisher. To learn more about how to keep your accounts safe, including links to other recommendations, visit <https://myits.luc.edu/protect>.



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WHERE ARE WE GOING?

- Increased growth and partnerships across campus
- Continued support University Initiatives (i.e. Flash Streaming, Online Learning)
- Outreach to academic departments for workshops and training sessions
- Continued outreach to student groups and colleges for poster printing
- Summer Outreach Programs and Equipment Loans
- Surveying clients and continued education to our partners
- Continue to try, try, try...
- Avoid using the phrase, "We don't support _____."
- Prepare, when possible, for the changing environment
- Attempt, when possible, to lead the changing environment

GET IN TOUCH WITH DIGITAL MEDIA SERVICES

Develop, Discover, Innovate

Digital Media Services (DMS) manages and maintains a number of multimedia and digital media computer labs, as well as services, across both the Lake Shore and Water Tower campuses. Our Multimedia and Digital Media Labs feature advanced multimedia workstations and a host of other professional equipment, including an Equipment Loan Program, that we are excited to share with the Loyola community. In addition to lab locations and services, DMS develops, designs and supports a number of web-based applications, including Adobe Connect, MyITS, TechConnect and many others.



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