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## Audio/Visual Department : Annual Report : 2006 - 2007

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**MEDIA SERVICES DEPARTMENT  
ANNUAL REPORT  
ACADEMIC YEAR 2006-2007**

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## **Services**

The Instructional Media Department makes available a large array of media and distance education technologies. The Poynter Library's Media Center has three large and three small group listening and viewing rooms for all audio and video formats, a digitization center, a studio seating 32, control room, production room, dubbing and archive room, storage and repair rooms. The instructional materials and juvenile collection reading areas seat 44.

Each classroom on campus is equipped, at minimum, with an overhead projector, television monitor or data projection system, computer and DVD/VCR. All classrooms now provide data and video projection or presentation. Instructors may arrange for other standard audiovisual equipment as needed through written or online requests.

State-of-the-art and standard classroom equipment for checkout or delivery and set-up include:

Camcorders, tripods, digital cameras, data projectors, document cameras, DVD players, cassette recorders, laser disc players, laser pointers, TV/VCR's, microphones, stands, mixers, amplifiers, overhead projectors, podiums, slide projectors, screens, and boom boxes.

Instructional Media Services is responsible the teaching technologies found within the USF St. Petersburg smart classrooms. The Department is focused on supporting the University in its teaching, learning and research endeavors.

The Department supports, services, and upgrades all of the equipment within campus teaching spaces and responds via its Help Desk to any problems that users may encounter. The department prides itself on quick response to requests, technical support, and other services.

The Department is responsible for the Video Conferencing facility located in the Poynter library. A satellite dish installation can now provide independent satellite downlinks. Videoconferencing set up allows for worldwide communication.

Digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, learning and research.

### **Deliveries and set ups**

As it is the goal of the department to provide fixed equipment at all service points, these numbers only reflect direct requests via email, mailed, fax, or web. 90% of USF St. Petersburg's classrooms have data/video projection, DVD/VHS playback, and computers permanently installed. Since these installations, many faculty and staff do not request equipment they use regularly in class if the rooms already house the equipment.

2006-2007

1666 Courses/Classes/Sections supported in 47 classrooms.  
60% of classrooms are "smart" classrooms.

2005-2006	2251
2004-2005	2669
2003-2004	4068
2002-2003	2801
2001-2002	2263

### **Distance Learning**

Distance Learning extends the University of South Florida St. Petersburg academic resources to help learners meet their educational goals by providing courses in a variety of disciplines and options in time, place, format, and delivery systems using technology.

The staff of the Instructional Media Services assists faculty in the form of consultation, design, and/or maintenance for online distance learning applications.

Courses are offered online via the World Wide Web, and typically utilize USF's Blackboard portal to gain access to course materials. Examples of distance learning formats include streaming video, podcasting, and hybrid, interactive CD and DVD's or any combination thereof.

Online courses are offered as streaming video or podcasting and use high-speed Internet access; an active e-mail account and Internet access is required. Instructor interaction with students may be synchronous or asynchronous. The staff of the Instructional Media Services assists faculty with student use of these functions.

When faculty prefer, the hybrid method includes courses using both synchronous and asynchronous software to provide faculty and students with options, such as 50% web and 50% face-to-face course.

2006-2007

1 studio course, 3 satellite/web downlinks, 31 video/web/teleconferences, 4 Distance Learning courses recorded, designed, and digitized now distributed to over 600 students per semester.

2005-2006

Two studio courses, two satellite downlinks, 19 video, web, and teleconferences, 6 Distance Learning courses recorded, designed, and digitized, now distributed to over 450 students per year.

2004-2005

3 studio courses, 36 studio broadcasts, 2 satellite downlinks, 28 video and teleconferences, 2 Distance Learning courses recorded, designed, and digitized, now distributed to over 200 students per year.

2003-2004

38 classes, 36 studio broadcasts, 4 satellite downlinks, 78 video and teleconferences

2002– 2003

49 classes, 17 studio broadcasts, 72 video and teleconferences

The AV Department also provides for other on and off campus events and presentations, such as recording lectures, graduations, etc., and digital and analog photography.

### **USF Card Production**

2006-2007	1843
2005-2006	1693
2004-2005	2483
2003-2004	2745
2002-2003	2124
2001-2002	1706

### **Media Center Collections**

The Instructional Media Collections of the Nelson Poynter Memorial Library serve the instructional and curricular needs of the USF St. Petersburg community and the individual study, scholarship, cultural enrichment and recreation needs of University students, staff, and faculty. All items circulate and are accessible through the Library's online catalog.

The Instructional Materials Collection (IMC) includes juvenile easy-to-read, juvenile fiction, juvenile non-fiction, school textbooks, teacher's manuals, guides, games, kits, and paperbacks.

The Media Collection contains DVDs, videotapes, cassette tapes, CDs, and slides. They all circulate for one week and are renewable.

	2006-2007	2005-2006	2004-2005
Audiocassettes	553	531	512
Cataloged IMC	767	777	786
Uncataloged IMC	0	0	267
Juvenile Books	7297	7117	6945
Videotapes	5078	5130	5104
DVD's	1535	1241	682
CD's	616	569	484
Audiobooks		0	0
Kits	127	119	101
Slide sets	3	3	4
Online videos	1651	1649	na

<b>Total Items</b>	17624	16656	14881
<b><u>Media Center Circulation</u></b>			

	2006-2007	2005-2006	2004-2005
Audiocassette	98	163	222
Compact discs	489	478	455
DVDs	4255	4074	2689
Juvenile	2851	2574	1997
Video Cassette	2271	3563	4260
IMC (plus kits)	287	55	107
CD Audiobooks	173	0	0
<b>Total</b>	10424	10907	9741

### **Other Notable Initiatives and Accomplishments**

Four additional Distance Learning courses were completed during the 2006-2007 academic year. Classes are being offered that are totally distributed digitally. IM Services has recorded classes with students, and placed them on discs along with PowerPoint presentations and links to Instructor sites. Some classes have been recorded with no students and are being filmed strictly for digital and web delivery. USF St. Petersburg has taken a technological lead in these efforts. It quickly developed, in conjunction with the Office of the Vice Chancellor for Academic Affairs, into a major direction for departmental resources. IM now supports eleven online distance-learning courses. The combined number of students is over 600 per semester, a significant growth over the past several years.

Was in integral part of the planning, bidding, and installation of new sound and projection equipment for the CAC, the newly remodeled cafeteria, and the new classroom in Residence Hall 1.

Took off inventory and disposed of obsolete equipment in the Production Room and Storage Room.

There has been increasing departmental support for Special Events such as Festivals, Convocations, building openings, celebrations, dedications, conferences, Campus Board meetings and other non-academic and classroom activities. These have increasingly required the services of IM Services at night and on weekends.

The department participated in the Classification Redesign Project. All three staff members were reclassified.

The department has taken on the responsibilities for billing and reconciliation of all USF cards.

The distance-learning studio was upgraded to a new digital package. This also included new remote controlled camera requiring less staff to run broadcasting, recording, and receiving.

Purchased and installed new Videoconferencing equipment in Media Center.

Designed and installed new data and audio equipment in the Biology Lab. Installed new audio and digital projection equipment in the Florida Center for Teachers.

Upgraded and updated the departmental website, including posting current information on newly acquired media items.

Updated the departmental brochure for distribution.

Assessed and weeded all VHS videotapes. Withdrew outdated and damaged VHS videotapes. Recased damaged cases. Shifted entire video collection. Shelf read entire media collection

Created, with Head of Reference, two online Reference tutorials.