

## Project Scope

This funding request describes a project to create a new Digital Media Creation Studio, a One Button studio, in the Bishop Mueller Library on the campus of Briar Cliff University, located in Sioux City, Iowa. The new Digital Media Creation Studio will provide a facility that University students, faculty, staff, and community members can use with very little digital-based, video production experience. With state-of-the-art technology, all users will be able to produce do-it-yourself, high-quality videos with the push of one button. IMLS funds will be used to purchase digital video technology to equip the Digital Media Creation Studio. Matching University support comes from repurposing library space; facility alterations to create the studio environment; and library faculty time to manage and operate the studio.

The physical deliverable will be the Digital Media Creation Studio, a 9 by 16 foot [144 sq. ft.] One Button Studio space housed on Level 1 of the Bishop Mueller Library. This new space will allow students, faculty and staff to record a quality HD video with the touch of a single button, without any prior production experience. One Button Studio is a simple hardware-and-software combination that allows nontechnical users to make video recordings in a studio environment. A user simply plugs a flash drive into the USB port and pushes a button to start recording. The software for One Button Studio is available as an open source download, and the required hardware is minimal and not expensive.

The Digital Media Creation Studio can be used by library patrons for the following content creation-based learning activities:

- Rehearsing for class presentations in any discipline, practicing public speaking
- Recording an interview with one or more participants
- Creating portfolio materials or video essays
- Using the green/blue screen to create visual effects during recordings
- Creating videos for online instruction, training, or professional development seminars

## Project Justification

- *The problem, challenge or opportunity to be addressed*

Like many small, private university libraries, our library is faced with the challenge of creating access to information and communication technologies to support digital literacy and inclusion. The following two points underscore the Bishop Mueller Library's level of need for the integration of next-generation digital technologies in library services, and the anticipated levels of usage by students, faculty and the broader community served.

Faculty at Briar Cliff University are increasingly asking students to create multimedia projects for class assignments including videos, podcasts, images, and more. There is no centralized location on campus that offers assistance in the creation of digital media. Students are expected to create digital media without addressing the need for digital literacy education and digital inclusion. While some courses cover aspects of digital literacy, not all students are required to take these courses, especially transfer students. The growing number of transfer students makes a centralized location that can teach students about digital literacy an important challenge to address.

A Digital Media Creation Studio in the library would position the library as the location for campus support for learning about digital literacy in addition to information literacy. As an institution with many first-generation college students from low-income families, Briar Cliff University has the challenge of promoting digital inclusion. The Bishop Mueller Library can and should facilitate and promote digital inclusion through making technology and equipment available to all faculty, students, staff, and community members. The library already lends out laptops and other technology devices but offering a Digital Media Creation Studio would provide next level support for learning about digital literacy and improving digital inclusion at Briar Cliff University. The librarians can offer additional instructional support for students, particularly in digital literacy including privacy, security, and the use of media creation equipment. In order to provide this new service, training is needed for the librarians from a community of practice and another library that already has a similar studio and a digital literacy initiative in place, such as Virginia Polytechnic Institute and State University (**Virginia Tech**) in Blacksburg, VA.

- *Proposed approach demonstrates knowledge of current best practices*

This project is informed by the work of Virginia Tech, which has several media design studios. Jonathan Bradley, Innovative Technologies Coordinator for Learning Environments, has agreed to act as an expert and serve as a community of practice for the creation of a Digital Media Creation Studio at the Bishop Mueller Library of Briar Cliff University. Additionally, Virginia Tech already has a digital literacy initiative underway and held a Digital Literacy Symposium in 2019. This expertise makes Virginia Tech an ideal community in practice to exemplify. With several years of experience, Jonathan Bradley has knowledge of current best practices that should be followed when creating a Digital Media Creation Studio and beginning a digital literacy initiative on campus.

- *Small or rural library institution*

The Briar Cliff University library is named for Joseph Maximillian Mueller, bishop of the Diocese of Sioux City from 1948 to 1970. Built in 1957, Bishop Mueller Library is a small university library located on the campus of Briar Cliff University. The library occupies space on the main entrance level of a two-story building measuring 108 feet by 71 feet. The library's footprint spans about 7,668 square feet of space that houses a stack room, bound periodical section, and a common area to accommodate about 150 students. The building's second floor features conference rooms and offices for the University's Center for Student Support Services. The holdings of the library include 53,135 physical items including bound journals and access to over 250,000 premium eBooks, millions of journal articles, streaming videos and many other digital resources. As part of the Enrich Iowa Program, the library welcomes the public and Iowa residents to simply use their local library card to access resources.

Our project is designed for the undergraduate and graduate students that attend Briar Cliff University, and their faculty. The University has a current enrollment of 872 undergraduate and 257 graduate students; and 73 full-time and 21 part-time/adjunct faculty members. The Bishop Mueller Library serves a diverse group of patrons with 35.5 percent non-white and a large population of Hispanic patrons (17.6 percent) and Black/African American (11.4 percent). Many of our students were born into generational low-income families; approximately 27 percent of undergraduate students are first generation, low income students.

- *Beneficiaries of the project and their involvement in planning the project*

Initially, this project will target university students and faculty, as not only will they stand to benefit the most from using digital video capabilities, but they also rely heavily on digital devices in the classroom. Students were surveyed about their needs to create multimedia projects for class assignments and personal use. Over 85% of students that filled out the voluntary survey were required to create or edit one or more multimedia projects for class assignments and over 80% of students created or edited multimedia projects for their own purposes. Over 92% of students surveyed said they use personal laptops or computers for multimedia projects and almost 76% use smart phones. Only 11% of students used a personal tablet or video camera to create multimedia projects. Over 16% of students used library or school computers to create multimedia projects. Over 78% of students believed that a Digital Media Creation Studio in the library would be a way that Briar Cliff University could offer better support for students. This information suggests that many students do not have access to high quality digital media creation equipment and there is a need to offer this support to students. Additionally, several faculty members have expressed interest in using the proposed Digital Media Creation Studio to record lectures or other supplemental course materials for both their traditional classes and online classes.

- *Project aligns with the goals of the APP initiative, selected category, and agency-wide goal*

This project's primary goal is to *enhance library spaces and technology infrastructure for Content Creation-Based Learning*. The performance of students in the workplace after their graduation depends on a comprehensive set of digital and technological competencies they have acquired through their academic coursework. Business and industry desire professionals with the skill set of finding content about a subject; writing, summarizing, and organizing content into a project; creating and presenting content to multiple audiences in various digital formats; receiving feedback; and revising the content.

Through our proposed project, we are implementing a solution to address the professional needs of students and the workforce while enabling the Bishop Mueller Library to promote and facilitate digital inclusion (project category). This project is aligned with Agency Level Goal to **Promote Lifelong Learning** by blending and braiding "*Cross-disciplinary and inquiry-based learning methods*" with the use of "*Continuous learning for families and individuals with diverse backgrounds and needs.*"

## Project Work Plan

- *Specific activities to achieve project goals*

If funded, these are the activities we would complete towards the project goals of creating a Digital Media Creation Studio and beginning a digital literacy initiative:

1. The University Librarian would visit Virginia Tech to view and experience their media creation studios as well as learning about what they are doing to teach students about digital literacy. Best practices will be gleaned from this community of practice.
2. Jonathan Bradley from Virginia Tech will visit Briar Cliff University to provide support and suggestions for creating a Digital Media Creation Studio in the library and make suggestions for how to begin a digital literacy initiative.
3. A room would be constructed on the first floor of the library that will be used for the Digital Media Creation Studio.
4. Equipment and technology would be purchased for the studio.

5. A digital literacy initiative will begin at Briar Cliff University with workshops to be taught about the studio.
6. A new student worker or two (technology mentors) will be hired to help train students, faculty, staff, and community members about how to use the Digital Media Creation Studio equipment.
7. People that use the studio will be surveyed about the studio and digital literacy in order to assess the studio and digital literacy initiative.
8. Three faculty members (Social Work, Education and Nursing) will pilot content creation-based projects with 325 students. Letters of support document their participation.

▪ *Project management and Quality of project personnel*

Breanne Kirsch, the University Librarian will participate in the community of practice and has just completed a second master's in educational technology, which will be helpful for creating a Digital Media Creation Studio and beginning a digital literacy initiative. She was previously the Coordinator of Emerging Technologies at the University of South Carolina Upstate library. Her experience and interest in educational technology will make her a valuable member of the team.

Larry Obermeyer is the Director of Resource Development and Special Projects. He has 25 years of experience with grant writing and managing grant funded projects. He will be the key person making sure the grant requirements are followed.

Angela Houk is the Head of Public and Research Services. She has experience training student workers and will assist in hiring and training the student workers for the studio as well as helping with digital literacy instruction on campus.

Dr. Todd Knealing is the Vice President of Academic Affairs and Provost of Briar Cliff University and his knowledge of Briar Cliff University and the faculty will help gain assent on campus for a digital literacy initiative.

Jonathan Bradley is the Innovative Technologies Coordinator for Learning Environments at Virginia Tech and has experience with their media labs as well as training faculty and staff how to use emerging technologies. He also has knowledge of the digital literacy initiative at Virginia Tech.

▪ *Resources needed to carry out the project activities/participation in the community of practice*

All project personnel would need to be able to work on the grant project during work time and possibly outside of work time in order to complete all parts of the project. The Bishop Mueller Library would need to spend money from its budget for the construction of a room for the future Digital Media Creation Studio. If the grant is awarded, this financial responsibility has been planned for over the next two fiscal years. A grant award of \$50,000 is being requested in order to purchase equipment for the Digital Media Creation Studio, fund travel between Briar Cliff University and Virginia Tech (the community of practice), fund the training of librarians in the new equipment and technology, and fund the training and payment of two new student workers for the first year of implementation. In future years, the library will incorporate the student worker wages in its budget. The following personnel will be needed for the proposed project: Larry Obermeyer, Breanne Kirsch, Angela Houk, Dr. Todd Knealing, and Jonathan Bradley.

- *Potential risks to the project and how those risks will be mitigated*

There are two main potential risks to the project being time and budget for construction of a new room in the library. These risk factors are being mitigated through the possible hiring of adjunct librarians to teach the LIBS 101 (Introduction to Academic Research and Information Literacy) and LIBS 301 (Digital Research for Academic Endeavors) courses as needed and money included in the library's budget devoted to construction of the room.

- *How will you measure progress and evaluate project performance goals?*

Monitoring and evaluation are key components in measuring this project's performance. The project management plan calls for the Project Manager to meet with project team members in weekly staff meetings to discuss progress towards objectives; identify roadblocks and challenges; monitor task timelines; enact adjustments to overcome delays; and assess progress towards attainment of desired outcomes. The University has in place a Grant Monitoring Team comprised of senior leadership, which quarterly reviews all public and private grant-sponsored projects. At these meetings, project teams are required to report on accomplishments, progress towards desired outcomes, percent of expenditures to budget, and any roadblocks hindering the project. Once a month the Project Director will meet with the University President to review the status of the project and its progress towards attainment of goals and objectives.

The crux of our proposed evaluation plan is to measure results and outputs to determine whether the activities that were undertaken made a difference in creating and operating the Digital Media Creation Studio. Briar Cliff University will utilize key indicators typically found in the Results Accountability Model to guide this project's evaluation component. Results Accountability is an evaluation methodology developed by Mark Friedman that makes use of three simple, universal performance measurement categories: (1) How much did we do? (2) How well did we do it? (3) Is anyone better off. These three measurement categories are intertwined with measuring efficiency: (A) effort - how hard we tried, and (B) effect - did we make a difference in the lives of our targeted constituency. The University's computerized management information system, Ellucian Colleague, will be used to store and report the data gathered for this project's fiscal management and performance reporting. The Ellucian system provides for a ledger accounting system and a chart of accounts that can be applied to this project. The Colleague system provides for anytime queries for reporting.

## **Project Outcomes**

- *Results and outputs of the project*

The goal of *enhancing library spaces and technology infrastructure for Content Creation-Based Learning* is to increase library use and patron engagement through the delivery of the One Button Digital Media Creation Studio. The inputs to the project include (a) dedication of a 9 x 16 foot space for the new one button studio; (b) the acquisition and install of the sound isolation booth to serve as the studio (c) technology, software, and video recording setup to create the one button studio; and (d) library faculty time to manage and operate the one button studio. Please see Budget Justification for details on all inputs.

For digital literacy and inclusion, our proposed measurable outcome (result) will be *at least 90% of the students using the digital creation studio will demonstrate proficiency as measured by pre- and post-evaluations*. Our second proposed measurable outcome will be *by January 15, 2021, the new digital creation studio will be open to provide 750 students with Content Creation-Based Learning Services*.

The project's guiding vision is to *transform the university library into a creation-based learning and resource hub to prepare students and faculty for the future*. The following outputs will help track and measure progress towards the achievement of that vision:

- Number of Student and Faculty Patrons to utilize the One Button Digital Media Creation Studio
  - Number of Community Patrons to utilize the One Button Digital Media Creation Studio
  - Number of Digital Video projects completed in the One Button Digital Media Creation Studio
  - Number of Digital Voice Recording projects completed in the Digital Media Creation Studio
- *The definition of success for the project*

This project's overarching definition of success is to *complete the One Button Digital Media Creation Studio on-time and within budget*. Our definition of success is the embodiment of Project-Based Design. The project team will create and maintain a Project Portfolio to track and document the completion of activities. This project will be assessed based on the project's Summary of Milestone Objectives/Action Steps and the project's budget presented in this application and approved by the University's senior leadership. Progress Notes, Time Schedule, and Activity Summaries will be part of the Project Portfolio.

- *Plan for collecting and reporting data on your goals and outcomes*

The library faculty will introduce a patron satisfaction tool consisting of a quick Likert Scale three-question survey asking about patron satisfaction and perceptions with Content Creative-Based Learning activities, the One Button Studio venue, and whether they can recommend the Digital Media Creation Studio to other peers. There will be two survey instruments: (1) Student survey to determine the student's satisfaction with the new Digital Media Creation Studio, and (2) Faculty survey and focus groups to determine faculty's perceptions of the effectiveness of the new Digital Media Creation Studio. The survey will be tested in March 2021 and will be reviewed in May 2021 at the close of the spring semester. Library staff will have a sign-in sheet on a clipboard at the entrance for users to track patron usage time.

The University Librarian will oversee the data collection process, with tabulation and reporting being a joint responsibility of the Librarian and the Director of Resource Development. The project team will submit the required reports to the assigned IMLS program officer. The University Librarian will share evaluation results quarterly with the University President and the Senior Leadership Cabinet.

- *Reasonable and practical plan for sustaining project benefits, lessons learned, and knowledge gained*

Most of the costs involve one-time purchases. Future costs include equipment maintenance, upgrades, and software licenses. Non-equipment costs will include periodic training of new library staff in the proper uses of the digital video technology and equipment. The University's business office indicated, if this project is funded, the costs associated with operations after the grant performance period will be appropriated in the annual operating budget for Library Services.

## **Schedule of Completion**

### **September to October 2020**

Breanne Kirsch would visit Virginia Tech in September to see their studios and learn from the librarians at Virginia Tech.

Construction will be planned to create a room in the library to house the Digital Media Creation Studio.

Construction of the room will begin.

### **October-December 2020**

Construction of the room will be completed.

Breanne Kirsch will correspond with Jonathan Bradley with questions as they arise during the construction process.

Kirsch and Houk attend the Adobe MAX – The Creativity Conference

### **January 2021**

Equipment will be ordered for the Digital Media Creation Studio per advice from Jonathan Bradley.

### **February 2021**

Equipment will arrive and be set up in the Digital Media Creation Studio.

Jonathan Bradley will visit and assist in the set-up of the studio.

### **March-April 2021**

A soft launch and the opening of the Digital Media Creation Studio will occur.

People that use the Digital Media Creation Studio will be surveyed in order to assess the new studio space.

### **May-July 2021**

Breanne Kirsch will correspond with librarians at Virginia Tech for the beginning of a Digital Literacy initiative.

### **August 2021**

Student workers will be hired to assist in the use of the Digital Media Creation Studio.

### **September 1, 2021 - August 31, 2022**

Digital literacy initiative will begin at Briar Cliff University.

Kirsch and Houk attend the Adobe MAX – The Creativity Conference

Workshops and an open house will be held about digital literacy and how to use the Digital Media Creation Studio. Surveys will be given to attendees of workshops.

Faculty will be invited to explore the studio and use it to create course materials, such as video lectures and asked to fill out a brief questionnaire to assess the studio.