

**COVER PAGE:**

Proposal Title:  
Project Category:  
Principal Investigator and Title:

**University of Massachusetts:  
“Enhancing Learning Through the Use of Technology”  
Proposal to 2007 Information Technology Council’s  
Subcommittee on Academic Technology**

**Camtasia Studio 4.0  
Strategic Initiative Grant  
Mitchell Shuldman, Ed.D.**  
Librarian and Head, Division of Media Services  
UMass Lowell

Other Participant and Title:

**Charmaine P. Hickey, Ed.D.**  
Director, Faculty Center, UMass Lowell

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Campus:  
Departments/Disciplines:

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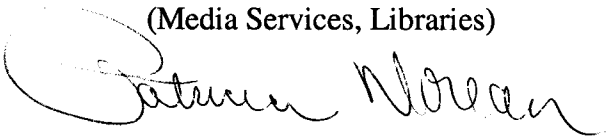
UMass Lowell  
Media Services, UMass Lowell Libraries  
Faculty Center, All Disciplines

Total Funds:  
Project Summary:

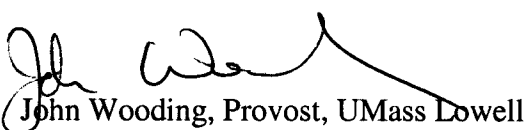
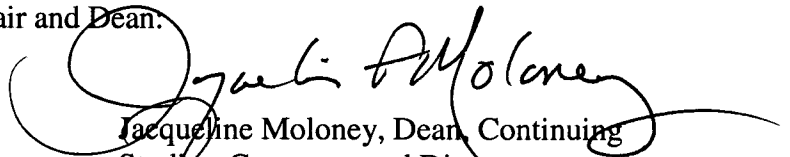
**\$21,700**  
The aim of this project is to move the agenda of online and  
blended learning forward by helping faculty more quickly  
adopt the use of online rich media (audio, video, and  
graphics,) to deliver quality instruction. This campus-wide  
collaborative venture will purchase 20 licenses of Camtasia  
Studio 4.0 and engage faculty in professional development  
workshops that train and support them as they create their  
own rich media presentations for their courses.

Signature of Investigators’ Department Chair and Dean.

Patricia Noreau, Director of Libraries  
(Media Services, Libraries)



Jacqueline Moloney, Dean, Continuing  
Studies, Corporate and Distance  
Education (Faculty Center)



John Wooding, Provost, UMass Lowell

## **PROJECT NARRATIVE:**

This project seeks funds to purchase 20 licenses of Camtasia Studio 4.0 for faculty use and training, and to acquire a Flash Server and software from which to stream the online instruction. The goal of this project is to lead by example and advance the agenda of online and blended learning. This project is an ideal fit with the University's overall goal of transforming the look and feel of teaching and learning in higher education. Training faculty to produce their own rich multimedia presentations using Camtasia Studio 4.0 for online delivery offers the University myriad opportunities to innovate with instruction, to creatively meet students' learning objectives, and to explore more deeply the implications of blended learning.

Camtasia will allow for faculty to easily record, edit, and share their own instructional materials, which can include audio, video, and graphics. The project will be phased in over two semesters in a controlled and planned manner. Each semester will introduce a cohort of ten faculty to participate in the project. Since UMass Lowell is currently engaged in two initiatives involving blended learning, i.e., the intentional combination of both face to face and online learning, we will seek to target faculty from these initiatives, as well as other interested individuals. There are a handful of faculty already exploring a variety of delivery strategies that have expressed interest in moving in this direction. Camtasia, along with the accompanying Flash Server and server software has the potential to contribute to and enhance these initiatives and increase faculty and student satisfaction, access, and learning effectiveness (Moore, 2005). One of the most difficult steps in the diffusion cycle (Rogers, 1995) is moving from adoption to implementation. We no longer need to encourage or convince faculty to adopt. The interest is already there. This is the perfect opportunity to move the process forward toward wider implementation.

Faculty Center resources will engage the faculty cohorts in training sessions to help faculty implement Camtasia in their courses. Media Services, working closely with the Faculty Center and other academic technology support units on campus, will train and support faculty as they move through the process. To sustain this project, a Student Assistant will be hired to provide one-on-one technical and software support to faculty included in the cohort. As an incentive, \$250 will be offered to each faculty member who provides evidence of a quality lesson and adoption of the software in a course.

Media Services and The Faculty Center will seek the help of UMass Lowell's Office of Research Administration (ORA) to identify future funding sources, both internal and external, to sustain this initiative as well as to consider other technology solutions that supplement and support teaching, learning and scholarship in an intentional way.

### References

- Moore, J. C. (2005). *The Sloan Consortium quality framework and the five pillars*. Needham, MA: The Sloan Consortium.
- Rogers, E. M. (1995). *Diffusion of innovations* (4<sup>th</sup> ed.). New York: The Free Press.

## **PROJECT DELIVERABLE**

The end product of participating faculty will be at least one integrated lesson using a variety of rich media (video, audio and graphics) created with Camtasia and delivered in an online environment. Faculty presentations can be integrated as part of WebCT or Horizon-Wimba technology already on campus as a result of other UMassOnline strategic initiatives. At least one piece of online instruction will be placed in the faculty member's teaching portfolio and, especially for junior faculty, be available for the promotion and tenure process.

The more strategic project deliverable is a Flash Server and Flash software. Flash is a growing platform for delivering online streaming instruction because it is universally cross-platform and produces significantly smaller file sizes. This server will also promote other uses across campus such as online library instruction, streaming video of campus guest lectures and presentations, or other online technology demonstrations. It could also open the door to the development of more sophisticated Flash-based online interactive instructional applications.

## **DISSEMINATION OF PROJECT RESULTS**

Follow up focus conversations with faculty along with a brief assessment/satisfaction survey for students will be administered at the end of each semester. Several avenues exist for the dissemination of project results. Faculty who engaged in this initiative would apply as a panel to present at next years' SAT Conference to disseminate information gleaned from this project.

Faculty who engaged in this initiative would also be invited to participate in a new initiative at UMass Lowell entitled "Fridays with Faculty," an informal gathering of faculty who share their teaching and learning efforts with their colleagues.

The Faculty Center will serve as a network resource to connect faculty who engaged in this project with appropriate scholarly journals in which to publish the results of their efforts with Camtasia.

## **PROJECT BUDGET**

<b>Category</b>	<b>Description</b>	<b>Amount</b>
<b>Equipment</b>	<b>Flash Server (Dell)</b>	<b>\$4,000</b>
<b>Software</b>	<b>Flash Server Software</b>	<b>\$5,000</b>
	<b>Camtasia – 20 licenses (\$1300/5pack) x 4</b>	<b>\$5,200</b>
<b>Faculty Stipends</b>	<b>\$250/participant x 20</b>	<b>\$5,000</b>
<b>Student Assistant</b>	<b>Work with faculty and offer technical and software support</b>	<b>\$2,500</b>

## **PROJECT TIMETABLE**

<b>Semester</b>	<b>Task</b>
Summer 2007	<ul style="list-style-type: none"><li>▪ Purchase 20 Camtasia licenses.</li><li>▪ Purchase and load Flash server and server software</li><li>▪ Develop training modules through Faculty Center</li><li>▪ Hire Student Assistant</li></ul>
Fall 2007	<ul style="list-style-type: none"><li>▪ Select, train, and support first cohort of 10 faculty.</li></ul>
Spring 2008	<ul style="list-style-type: none"><li>▪ Select, train, and support second cohort of 10 faculty.</li><li>▪ Continue support for first cohort.</li></ul>
Summer 2008	<ul style="list-style-type: none"><li>▪ Hold informal focus group of participating faculty to discuss and evaluate faculty and student effectiveness and satisfaction.</li></ul>

## **PRINCIPAL INVESTIGATOR, PARTICIPANTS AND QUALIFICATIONS**

### **Mitchell Shuldman, Ed.D.**

The Principal Investigator (PI) Dr. Mitchell Shuldman, has been a media librarian on the Lowell campus for 25 years championing the academic use of various technologies on campus. [See below for a select list of academic video productions.] Dr. Shuldman was the early designer of both the Lowell campus website as well as the first two iterations of the UMass Lowell Library's website during the early 1990s. He has produced many of the Lowell campuses' early recruiting videos (1980s-90s), and he has been active in collaborating with faculty and helping to develop a wide variety of instructional uses of video and other technologies on campus. He is the driving force behind the library's information literacy initiative and has developed a prototype website with accompanying faculty interviews on the topic. [See: [http://library.uml.edu/knowhow/tutorials\\_interviews.htm](http://library.uml.edu/knowhow/tutorials_interviews.htm)] Dr. Shuldman has worked with many faculty members to incorporate digital video projects for their students in their courses. Examples of these student projects are available online at <http://faculty.uml.edu/bdriscoll>, and <http://library.uml.edu/media/fontaine>. In addition, he is the one of the two campus Co-Chairs for the Teaching with Technology Task Force.

### **Education**

Ed.D.	2003	University of Massachusetts Lowell
M.L.S.	1978	Simmons College School of Library Science
B. A.	1975	SUNY College at Cortland: <u>Major:</u> Music history and literature

### **Professional Work Experience**

Media Librarian	1982 – Present	University of Massachusetts Lowell Libraries Division of Media Services, Lowell, MA
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## Select List of Academic Video Productions

- **ChemLab Series** - Twenty-six (26) video modules (*originally produced in 1992 and converted to DVD, 2003*) that accompany Freshman Chemistry Lab sessions. These modules (9-15 minutes) standardized pre-lab instruction for all freshman chemistry students. Produced in collaboration with Dr. Nancy DeLuca, Professor of Chemistry, and Jim Hall, Professional Chemistry Lab Technician.
- **Proprioceptive Neuromuscular Facilitation (PNF) and Functional Training for Physical Rehabilitation** – Over 5 hours worth of instructional video materials for Physical Therapy (*Dr. Susan O'Sullivan*). (1996/97) Currently being distributed via iPods.
- **"Equal Access for All"** – 9 minute "cover story" on *New Hampshire Journal* (NH Public TV). Story on the movement toward inclusive education in New Hampshire for children with severe handicaps. (Producer, Mitch Shuldman) Aired January 4, 1991. Re-aired January 1992. Awards: 1991 TASH Media Award, 1991 Harbinger Award (NH Chapter, Women in Communication) Best TV Documentary.
- **"A Model for Learning"** – 23 minute documentary on the University of Lowell's award winning International Relations Club. The video highlights the process of experiential learning . (1988)

## Dr. Charmaine P. Hickey

Dr. Hickey serves as the Director of the Faculty Center at University of Massachusetts Lowell. She is a member of the Executive Committee of UML's Council on Teaching, Learning and Research as Scholarship, and helps with facilitating faculty work in at least four of the Council's Task Forces: The Faculty Enrichment Task Force; The Carnegie Task Force, The Teaching and Learning Task Force; and The Teaching with Technology Task Force. Her Doctorate is in Leadership in Schooling from UMass Lowell. The Faculty Center, under Dr. Hickey's direction engages faculty in different types of development that work toward the integration of teaching, research and service.

Dr. Hickey also serves as Project Director of the Alfred P. Sloan Foundation Grant for UMass on Local Blended Learning under the direction of PI, Jacqueline Moloney. She collaborates to help intentionally integrate blended learning technologies and pedagogy in targeted programs across the state and will work to scale these programs both at Lowell and across the system.

## Education

Ed.D.	2006	University of Massachusetts Lowell
M.Ed.	1996	University of Massachusetts Lowell
B.S.B.A.	1990	Northeastern University: <u>Major:</u> Business/Management Information Systems

## Recent Professional Work Experience

Director, Faculty Center  
University of Massachusetts Lowell

2007 – Present

Project Director,  
Alfred P. Sloan Grant for UMass on Local Blended Learning

2006 - Present