

Media Resources Center Strategic Plan 2015-16

John Jones, Director

Background Statement/History

The MRC has been an organization that has had to evolve and change constantly to remain effective and relevant to the larger university. What started as a small collection of AV equipment in 1953 has become a robust organization, enabling high quality instruction and rich media use on campus and beyond our walls. Our spirit of service and exploration has been a key value to the ongoing success of the MRC.

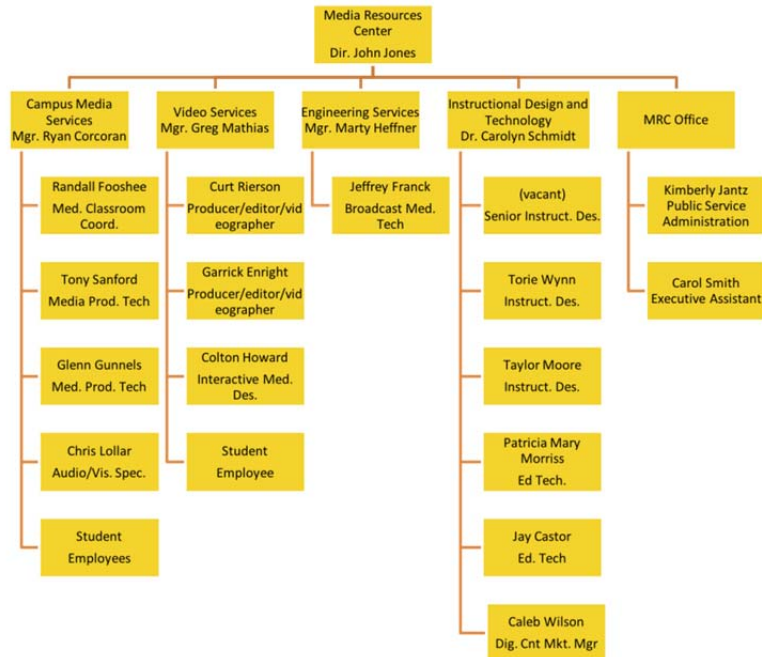
The MRC is beginning to see the results of one recent evolution – the redesign and repurpose of the Instructional Design and Technology team. IDT now provides much more than simple blackboard support; they have expanded their services to include rapid course development for online courses, professional development for instructional staff, and support for instructional technologies. Thanks to close collaboration with the Office of Online Learning, the IDT team has grown from two to seven in a little over a year.

Other areas are also under pressure to evolve. Engineering services is working with Cox to transition from analog to digital cable on campus. Video services has moved several team members from RU funded positions to GU funded positions, making it possible for the team to dedicate even more time to on-campus projects.

As we move forward into the coming years, we will continue to explore and evolve with the intent to be the organization the university needs us to be when the need arises.

Management Team and Staff

The MRC director reports to Dr. Richard Muma, Associate Vice President of Academic Affairs.



MRC Departments

Campus Media Services (Ryan Corcoran, Manager)

Provides design, installation, and support for instructional media technologies, including (but not limited to) projectors, projector controls, and master class podiums. CMS also provides media event services for university events and consultation services for non-classroom needs.

WSUTV (Martin Heffner, Manager)

Provides support and management for cable TV service on campus, including providing cable service, providing WSUTV and Digital Signage, and supporting event streaming and recording services.

Video Services (Greg Matthias, Manager)

Provides video production services to campus for instruction, marketing, orientation, and other needs. Manages programming and content for WSU TV, WSU Digital Signage, and provides studio space for projects and instructional needs. Provides event streaming and recording services.

Instructional Design and Technology (Dr. Carolyn Schmidt, Manager)

Provides instructional design support for all WSU faculty, with a special focus on design for online instruction within the Blackboard Learn environment. Works with the Office of Online Learning and faculty to deliver high quality, effective online instruction. Provides level 2 technical support for Blackboard, level 1 technical support for other

campus instructional technologies, and professional development training for all instructional staff on a mix of technical and instructional design topics.

MRC Organizational Tenants

Vision

The Media Resources Center will be a leader for innovation and excellence at the intersection of technology, media, and instruction.

Mission Statement

The Media Resources Center (MRC) provides leadership, centralized support, and innovation for effective and creative use of instructional technologies and informational services throughout Wichita State University.

Organizational Values

- **Student Experience:** From providing technology for classrooms, rich media content, and course design services, we prioritize the success and experience of the student above all other considerations.
- **Faculty Empowerment:** We provide faculty the training, tools, media and expertise to provide excellent instruction for students in an efficient and scalable way
- **High Quality:** We provide the best quality possible in all engagements. Our experts, informed by our knowledge of industry standards, work with our clients to ensure their experience and the end product meet or exceed their expectations.
- **Innovation:** We work with our clients to imagine new possibilities and make them reality.
- **Efficiency:** By standardizing our offerings where it makes sense and economizing in other ways, we use the best and most fiscally responsible tools and methods available.

MRC SWOT Analysis

Strengths

- Strong technical and creative skills in all teams.
- Culture of customer service across all teams.
- Dedication to high quality work.
- Efficient systems and processes.
- Innovative solution engineers.

Weaknesses

- Dedication to our own processes and efficiencies.
- Communications can break down between units.
- Insufficient funding for key needs (esp. classroom technology).
- Lack of awareness of our services.

Opportunities

- There is always new technology to leverage and explore.
- Interest in multimedia has never been stronger on campus, and will only continue to grow.
- Developing more programs that employ students will expand our reach
- Work with other campus entities to explore new opportunities for WSU.
- Raise the standard for campus media use through consistent, reliable and scalable technologies.

Threats

- Diffusion of MRC services and offerings across campus as areas create their own capacity.
- Confusion between MRC and ITS (and other agencies) that results in undeserved frustration and negative word of mouth about the MRC.
- Our services can be perceived as too high for many potential campus customers.
- Lack of funding to maintain expensive technology and equipment.
- Increasing rate of obsolescence in technology creates growing limits and restraints on our flexibility and ability to innovate

Major Goals

- Improve our existing services, especially classroom and online tech support.
- Expand our ability to provide video services to campus, especially for instruction and student-community projects.
- Develop programs that give students professional, applied experience.
- Secure funding to ensure sustainable technology programs and best-of-breed technologies for instruction.

University Strategic Goals

Goal 1: Guarantee an applied learning or research experience for every student by each academic college.

- Create a student video production team, mentored by the Video Services team (Launch Fall 2016).
 - Students will be draw from those who have completed key Elliott School of Communications coursework.
 - Students will work with a staff producer to plan, shoot, edit, and deliver video content for a campus and community audience.
- Explore the possibility of hiring student employees to work with the Instructional Design and Technology group (Evaluate and hire by Fall 2016).
 - Give that graduate assistant applied learning experience in the Instructional Design field.
- Expand CMS training program to prepare students to take an industry standard certification exam (Launch by Fall 2016).

Goal 2: Pioneer an educational experience for all that integrates interdisciplinary curricula across the university

- Provide professional development, learning, and networking experiences both in person and online that promote high quality, interdisciplinary engagement and instruction (Ongoing).
- Promote social engagement across departments on the subject of instruction and quality (Ongoing).
- Engage across campus with other organizations exploring media and technology to provide support, expertise, and coordination with other campus entities (Ongoing).

Goal 3: Capitalize systemically on relevant existing and emerging societal and economic trends that increase quality educational opportunities

- Provide training, equipment, and support in new technologies for instruction, both in the face-to-face classroom and online (Ongoing).
- Promote culturally sensitive, Section 508-compliant course design through the work of the instructional design team on new and adapted courses, and through extensive professional development offerings for faculty (Ongoing).
- Promote a campus community that values quality instruction and new ideas for face-to-face and online delivery (Ongoing).

Goal 4: Accelerate the discovery, creation, and transfer of new knowledge

- Expand on the quality and quantity of online course offerings (Ongoing).
- Work with cross-curricular stakeholders to develop robust credit-bearing programs (e.g. badge course offerings) that attract new audiences (Badge courses in development; ongoing).
- With the existing video services team, the newly formed student video team, and other MRC team members, increase our commitment to developing quality instructional content and information (Launch by Fall 2016).
- Pursue additional educational programming offerings that can be delivered via our existing cable channels and online (Target transition to new programming July 2016).
- Explore the creation of design guides and products to promote our design philosophies and create revenues to support existing programs (Launch first products Spring 2017; Develop ideas and audience through blogging, social media, and conference presentations starting Spring 2016).

Goal 5: Empower students to create a campus culture and experience that meets their changing needs

- Promote online community around academic programs and courses.
 - Use social media and online community to create informal interest and engagement groups around subject areas (Ongoing; will be enhanced by new Intranet community capabilities).
- With the primary efforts of the student video team, supported by other MRC groups, focus on the development of video content to support and connect the worldwide Shocker audience with student organizations and communities (Transition to more local content by July 2016).
- Explore avenues for student-generated content on WSUTV and other online outlets (Fall 2016).

Goal 6: Be a campus that reflects – in staff, faculty, and students – the evolving diversity of society

- Use our influence over course and classroom design to ensure that Wichita State learning experiences are accessible, culturally sensitive, and reflect the rich diversity of the WSU community (Ongoing).
- Promote instruction that values diversity through professional development offerings, social media, and other means (Ongoing).

Goal 7: Create a new model of assessment, incentive, and reward processes to accomplish our vision and goals

- Invest in our team's development (Ongoing):
 - provide the opportunity to attend conferences and workshops
 - submit work for competition and recognition
 - provide additional training and development
- Recognize quality instruction and staff work through our professional blogs, podcasts, video productions, and social media (Ongoing).
- Explore alternative working environments and methods that value the time and effort of our team above seat time and physical presence (Ongoing).