

May 31, 2011

**To:**

**Elizabeth Gibson**

Primary Liaison to Media Production Work Group

**Jeff Henry**

Secondary Liaison to Media Production Work Group

**RE: End of Year Summary ETLG Media Production Work Group**

**Committee Members include:**

**Chair: Paul Ver Wey, UC Davis**

**Ben Hubbard, UC Berkeley**

**John Schaiinker, UC Berkeley**

**Iain Grainger, UC Irvine**

**Greg Barnes, UCLA**

**Michelle Lew, UCLA**

**Muhammad Siddiqui-Ali, UC Riverside**

**Sheryl Martin Schultz, UC Santa Cruz**

**Adriene Hughes, UC San Diego**

**Todd Gillespie, UC Santa Barbara**

**Work Group Charge:**

- Make a list of current production services, technologies, staffing, rates and service levels provided at each campus
- Capabilities for each campus to produce on-line content
- Collaboration opportunities between production units
- Technology trends on directions on individual campuses
- Funding models at individual campuses to support operational and equipment needs
- Centralized services and support from ETLG/UCOP

**Summary Highlights:**

The ETLG Media Production Work Group had five formal phone conference meetings from December 2010 to May 2011.

- Membership participation in the conference calls were limited and varied, but members who participate were active and engaged.
- Networking valuable, along with current contact information for peers in other UC's
- Priority to create list of production services. The Work Group created a Google document of our production services.

[https://spreadsheets.google.com/ccc?key=0ApMxqtbbUMyUdHJcCjZqS3VfQVNaU1JZUVIDdGF5SHc&hl=en&authkey=CLjm\\_ZEF](https://spreadsheets.google.com/ccc?key=0ApMxqtbbUMyUdHJcCjZqS3VfQVNaU1JZUVIDdGF5SHc&hl=en&authkey=CLjm_ZEF)

Organized information in five categories:

Media Production Services and Technology  
Rates and Costs  
Staffing  
On-line needs and Collaboration  
Funding models

### **Media Production Services and Technology**

Gathered information on: video, audio, graphic, photography animation, AV services, communication tools, on-line application tools, lecture capture, programming, video conferencing  
Created a detailed and usable inventory of Media Production Services throughout the UC's. Every campus is different. No standards or centralized services. No obvious emerging trends or technologies. Automated services vary.

### **Rates for Production Services**

Labor rates and equipment rates varied

### **On-line needs and Collaboration:**

Strong interest expressed by Media Production Work Group to create and produce content for on-line courses and to collaborate between Media Services Units. The group expressed importance with being involved early in process with Instructional designers and faculty to understand needs and determine what is technically possible. On-line Summary:

List Expertise	Most units felt they had on-line expertise
Weaknesses	instructional design, Animation Flash programming
Spare Capacity	Video Production, Animation.
Needs to Develop	On-line Storage, Instructional Design
<b>Central Needs</b>	<b>ADA, centralized funding, centralized standards, centralized webcasting</b>

### **Media Production Work Group Recommendations:**

1. Google Document is an excellent resource but information varies and is inconsistent. Request ETLG help to organize and expand information.
2. Meet with Instructional Design and Faculty Support Group to become involved in OIPP projects (OIPP June 23<sup>rd</sup> workshop)
3. Joint meeting with Business Operations Work Group and Media Production Work Group to better understand rates, funding models, equipment replacement.
4. Explore centralized service/technology options with ETLG and UCOP