

IET Mediaworks

Fact Sheet

IET Mediaworks is one of 4 units within Information and Educational Technology. It comprises about 40 permanent staff positions with a part-time faculty member as Director. The unit will be self-supporting for non-instructional projects and centrally funded for instructional projects.

Mediaworks' Director reports to the Vice-Provost—Information & Educational Technology and to the Chief Operating Officer, IET. Mediaworks was created by reorganization on July 1, 2000 as the Instructional Technology and Digital Media Center and renamed January 1, 2001.

IET Mediaworks is housed in 4 locations:

- Surge II (front desk, most production);
- Everson Hall (faculty consultation/training, the Arbor);
- Tupper Hall (TV studio, video editing and distribution);
- UCDMC (Medical Illustrations).

The responsibilities of Mediaworks were originally in groups within IET.

IET Mediaworks provides services, coordination, and leadership in 3 broad areas:

- Educational technology;
- Art/photography;
- Video.

Mediaworks' services are available to faculty and staff. Practically all direct student services, as well as classroom facilities, are the responsibility of the IR unit of IET. Examples of Mediaworks' products are available at <http://Mediaworks.ucdavis.edu/> in the "Gallery".

The faculty Director is charged with coordinating Campus efforts in these areas, especially educational technology. The Director is a member of the AC4 and the AC4 educational subcommittee and is currently also a member of the AC4 steering committee.

The national context:

"Much attention today is focused on providing widespread access to current information technologies, such as personal computers with access to the Internet. Providing access is necessary for progress but not sufficient. As a first step, increased attention needs to be paid to adequate software, training, and support for integrating technologies into the practices of learning and education."
Quoted from the President's Information Technology Advisory Committee, in a report submitted to President Bush on February 9, 2001, entitled "Using information technology to transform the way we learn."

Mediaworks' role in education:

Expand educational technology

- Why?
 - i. Enrollment growth;
 - ii. Student computer expectation;
 - iii. Recruitment of high quality faculty and students;
 - iv. Nature and quality of instruction
- Focus on strategically important projects. 3 mechanisms:
 - i. TRC review, or
 - ii. Cost-sharing, or
 - iii. Pro-active (Mediaworks-initiated projects)
- Integrate with existing services (MyUCDavis, classroom facilities, Schools, Colleges, Electronic Reserves, TRC web server):
 - i. Refer/train on existing services;
 - ii. Provide leadership on current and emerging technologies e.g. animations, simulations, web-based video; digital photography
 - iii. Provide production and delivery support for larger more complex projects e.g. hybrid on-line courses
- Expand services to graduate and professional courses

Expand faculty training and support services

- Key to broadening effective use of educational technology (easier and quicker for faculty)
- Programs:
 - i. Drop-in consultation (basic educational technology training and advice);
 - ii. Expert consultation;
 - iii. Seminar program, "Meet the Experts";
 - iv. Student assistant program, ET Partners