

**Recommendations re: Mediaworks/Classroom Technology Services Unit
A Proposal by the CCFIT Educational Technology SubCommittee (5/8/07)**

TO: Liz Gibson, Director Mediaworks
FROM: Victoria Cross, Educational Technology Working Group – CCFIT
RE: Unit merger

Liz:

Thank you very much for presenting the initial plans and outline for the merger between Mediaworks and Classroom Technology Services. We would like to take a moment and formally respond to these plans and voice our recommendations.

EVALUATION:

Primarily, we would like to make the recommendation that in your mission statement and unit organization you recognize the importance of ongoing evaluation. As we noted in our discussion, the most recent WASC accreditation review underscored the importance of evaluation in effectively applying educational technology services and recommended that the UC Davis campus focused more attention on evaluation. As this combined unit is now the primary provider of educational technology services, it is imperative that you have plans for thorough and informative evaluation.

We discussed the scope of this evaluation to be performed across the **lifecycle of technologies**.

NEW TECHNOLOGIES: This unit should be actively evaluating horizon technologies, tools and services; both by being aware of new tools that are being produced and by identifying needs of the faculty and campus. Once potentially useful solutions are identified, this unit could have a primary role in promoting and showcasing those new technologies.

CURRENT SOLUTIONS: This unit should also have access to evaluations of current technologies; ongoing effective support and communicating promising practices across the university. We want to take this opportunity to stress the importance of providing faculty with convenient and relevant support. We hope that this unit will be able to expand the provision of support that is local to faculty, that is, support located in departments across campus. We encourage you to provide sufficient staffing in the area of faculty support to ensure successful faculty adoption of effective technologies.

RETIRING TECHNOLOGIES: Finally, towards the end of a technology's lifecycle, this unit may play an important role in assessing ongoing usage of outdated technologies and identifying the point at which the cost outweighs the benefit. Services would include transitioning any remaining users to current solutions.

We understand that this approach asks this unit to span from the cutting edge of identifying new technologies and supporting early adopters through support and promotion of current technologies and into the retirement of outdated technologies. We hope that you can find a successful balance between these often-competing demands.

Please note that while we are stressing the importance of effective evaluation of educational technologies, we recognize that this unit is not necessarily the only unit able to gather this information. We encourage you to work closely with other units. We understand that this unit has a long standing working relationship with the TRC and Library as well as many other campus units and we encourage you to incorporate information from all of those perspectives.

As with any unit reorganization, it is important to ensure that the new unit is a cohesive whole and that the unit's resources are appropriately distributed. If you feel that you would benefit from further recommendations, this committee welcomes the opportunity to assist.

Good luck with the challenges ahead.

Victoria Cross, Ph.D.
Chair, CCFIT ETWG