



Sacramento City College Strategic Planning System

Planning years: 2020-21 through 2022-23

Plan Type: Program Plan

Title: Media Productions & Services
OPR: Information Technology Division
Collaborative Group(s): Facilities, Outreach Centers, Ed & IT Committee
Reference documents: Sacramento City College, 2018-19 Goals & Strategies
Department Unit Plans
Plan Author: Alexander Adan, Media Resources Supervisor
Date: November 26, 2019
REVIEW CYCLE: Three year

SECTION I: Overview & Strategic Information

A. PROGRAM DESCRIPTION & PURPOSE

Media Production & Services supports a broad base of college activities and manages related resources in three main areas:

1. Classroom audiovisual technology (College Goal C2, C8)
2. Audiovisual technology for non-instructional campus activities (College Goals A1, A7, C8, C10, D4)
3. Advanced media production and support (College Goals A3, C8)

Both media production and classroom technology are linked through classroom instruction and distance education to student learning outcomes, college strategic goals, and effective delivery of college programs and services. Equipment and facilities for non-instructional campus activities may include faculty/staff professional development activities and student events, as well as technology used for meetings, collaboration, and other aspects of campus administration and operation. These activities contribute to college strategic goals and effective delivery of college programs and services.

B. ENVIRONMENTAL SCAN

1. **Smart Classroom Standards. Standard classroom equipment list for 2020 – 2023.**
 - a. High Definition/WUXGA, lamp-free, laser LCD projector
 - i. 5000 lumens brightness for rooms with 100” to 130” diagonal screens
 - ii. 6000 lumens brightness for rooms with greater than 130” diagonal screens
 - b. Touch screen control system

- c. Desktop or laptop PC (PC replacement covered under IT Program Plan)
 - d. Blu-ray disc player
 - e. Document camera
 - f. VGA video with analog audio aux input, to connect previous generation user devices
 - g. HDMI video with embedded digital audio aux input, to connect current generation user devices
2. **Increasing Standardization** – A major goal during 2020 – 2023 across all classrooms. One hundred percent standardization isn't realistic, but increasing standardization among classrooms at SCC will not only improve simplicity and efficiency of maintenance and upgrade, but more importantly, will better align with a comprehensive inventory of facilities in Ad Astra room scheduling software, which will help to promote flexible scheduling of classrooms across divisions.
3. **Classroom Technology Being Piloted** – Typically, new classroom technology is driven by demand. While it has not yet been standardized into every smart classroom, some technology has either already been piloted by active users, or will be during the 2020 – 2023 period.
- a. **Network control of AV systems** – smart classroom control systems used at SCC have been capable of network connection since about 2016, but so far, multiple factors have prevented them from being connected to the campus network; however, demand as part of upcoming building projects means testing will most likely take place during 2020 – 2023.
 - b. **Wireless connection of tablets, aka “BYOD”** – currently, wireless video from iOS devices using Apple TV hardware with Apple's “Airplay” is possible in a few classrooms at SCC; Microsoft tablets using the Microsoft and Android focused “Miracast” technology for wireless video is also being used in a few classrooms; true “BYOD,” or “Bring Your Own Device,” using a single technology allowing diverse tablets and smartphones to connect to a classroom projector will likely be tested at SCC during 2020 -2023.
 - c. **Second generation interactive white boards** – first generation interactive white boards in many rooms in the original Davis Center in 2012 did not prove to be desirable for a broad range of users, but an improved version of this technology is being piloted by a few specific disciplines, and has been designed into a limited number of rooms in new buildings for 2020 – 2023.
4. **Presentation / Event / Meeting Spaces** – Changing Needs and Potential improvements
- a. **Simplicity of use** – permanently installed AV systems that have already been made available to users in campus presentation, meeting, and event spaces have helped make event planning easier and events flow more smoothly; adding similar systems to additional facilities, and making systems very simple for end users to operate with minimal training, can likely offer further improvements.
 - b. **Videoconferencing and Confer/Zoom** – the California Community College system's grant-funded Confer Zoom accounts enable SCC faculty and staff to use web-based video conference and collaboration tools; in order to take advantage of these capabilities for campus meetings, standing committees, and other activities, easy to use camera and microphone systems may be installed in campus meeting rooms where these activities are commonly held.
 - c. **Workshop streaming and capture** – Confer/Zoom and other streaming or videoconference software may also be used in presentation rooms, to allow for remote viewing, participation and capture of flex activities and training sessions; this may appear similar to videoconferencing, but differs primarily when the camera and microphone are positioned facing towards a presenter, from the vantage point of an audience, rather than towards a group meeting, from the vantage point of a single remote participant.

C. MULTI-YEAR DIRECTIONS OR STRATEGIES

1. **Classroom upgrades.** (College Goals C2, C8)

The classroom upgrade cycle is by nature a multi-year process, and requires planning within and beyond a three-year cycle. For the 2020-23 planning cycle in particular, a new goal is to standardize the cycle as much as possible, so that very nearly the same number of classrooms will be upgraded each year into the future.

The current projection is 178 classrooms, which includes existing rooms, plus a count of the rooms planned into two definite new buildings that are on the way: the new Mohr Hall currently under construction, and the new Lillard Hall that has been fully planned, and which is expected to be completed around 2024. That works out to approximately 25 rooms each year for a 7-year cycle.

The additional or removal of one or two classrooms on campus in a given year, due to changes in facility use and/or local remodel projects, will be easy enough to incorporate into yearly planning, but if and when additional new building projects are funded, the overall projection may change in a significant way.

2. **Separate Event / Performance / Meeting Space Equipment.** (College Goals A7, C8, C10, D4)

Another changed process, proposed for this planning cycle, is separating upgrade of AV equipment in event, performance, and meeting spaces, as a distinct process from replacement of equipment in classrooms. These types of spaces have drastically more varied AV equipment than classrooms; some are much simpler, and others much more complex, with much more expensive equipment.

Separating these cycles makes it possible to commit to greater standardization for the classroom cycle, while still being attentive to unique and varied needs for event, performance, and meeting spaces. Rather than copying the classroom cycle, which is based on projector age, each year's request for event/performance/meeting spaces will be an estimate based on assessment of facilities that would benefit from being refreshed or modified in the planning year. This will also allow for flexibility within the planning year, as new uses for these facilities sometimes come up on short notice.

3. **New Smart Classrooms** (College Goal C2, C8)

Installing new smart classrooms at SCC was a significant portion of this plan in past years. While there are a few rooms at SCC that are not yet smart classrooms, most of them have already been planned into upcoming building projects.

Moving forward, funding for new smart classrooms will generally not be requested in this plan, but Media Services will still provide coordination and support, and may often do all or part of the work to install new smart classrooms. It's not unusual for individual service areas at SCC to make plans to repurpose facilities, which sometimes include funding for a new smart room as part of a plan.

SECTION II: Operational Review and Plan

A: REVIEW OF ACCOMPLISHMENT OF THE PREVIOUS YEAR'S WORK (2018-19 Plan)

Administrative Unit Outcome	Expected Result	Assessed Result or Progress
1. Smart Room Upgrade/Replacement	Upgrade equipment in BUS-107, BUS-141, BUS-203, BUS-236, DAC-108, DAC-112, DAC-114, DAC-119, DAC-121, DAC-123, DAC-202, DAC-204, DAC-205, DAC-210, DAC-212, DAC-214, DAC-215, LIL-205, LRC-220, RHS-175, RHS-331, STC-104.	Upgraded equipment in BUS-141, DAC-108, DAC-112, DAC-114, DAC-119, DAC-121, DAC-123, DAC-202, DAC-204, DAC-205, DAC-210, DAC-212, DAC-214, DAC-215, LIL-103, LIL-205, LRC-220, RHS-175, RHS-331, all prior to start of Fall 2019; Partial upgrade of BUS-204 and BUS-225 will be fully completed prior to Spring 2020; Upgrade of STC-104 was rolled over to 2019-20 to better coordinate with facility remodel and is currently in progress.
2. Smart Classroom Retrofit	Retrofit LIL-101 and LIL-103.	Proposed LIL-101 retrofit proved to be impossible to implement effectively, so a compromise with down-streamed equipment was arranged with faculty; For LIL-103, a standard classroom upgrade proved to be a better option than the proposed retrofit.
3. New Smart Classroom Installation	Install no more than two new smart classrooms.	Due to the cost and complexity of the upgrade cycle in AUO 1, only one new smart room was installed for AUO 3, the LIL-110 Biology Lab.
4. Other Campus-Wide AV Needs	Proposed projects: wireless microphones for the PAC Main Stage, to replace channels lost in FCC auction; PAC-106 audio system modification; funds for classified temp Media Tech I to handle weekend events.	The most significant weekend event scheduling issues resolved themselves prior to 2019-20, so a classified temp Media Tech was deemed unnecessary at this time; PAC-106 audio modification was deferred for scheduled PAC-106 classroom upgrade in 2019-20; therefore, only the replacement wireless mic system for the PAC Main Stage was purchased under AUO 4 for 2018-19.

B: ADMINISTRATIVE UNIT OUTCOMES (AUOs) FOR THE PLANNING YEAR

AUO 1: AV equipment in approximately one seventh of current classrooms will be brought up to current campus standards (based on a consistent, 7-year cycle for classrooms)

- 2019-20 was the peak year of the replacement cycle to date, with 32 classrooms in the process of being upgraded
- Projection for the planning year and future years is based on a total count of 178 smart classrooms including the new Mohr building coming by 2021, and the new Lillard building around 2024
- This works out to an upgrade count of 25 rooms each year for the 7-year cycle
- Current cost of standard classroom upgrade equipment list is \$5,970 (see Appendix A for list of rooms, Appendix B for upgrade equipment list)
- Teaching stations in smart classrooms are an expensive element of a classroom; current price including shipping charges is approximately \$3,250, and broadly incorporating their replacement into the upgrade cycle would drastically increase the cost; at this time it is proposed to replace only a small percentage of them that are in the worst condition each year

Objective 1 Outcomes:

- All upgrades will be complete and functional by the end of the fiscal year.

AUO 2: Audiovisual equipment in selected event, meeting and/or performance spaces will be refreshed and/or modified

- For the 2020-2023 planning cycle, event/meeting/performance spaces have been removed from the primary classroom replacement cycle, and placed on a separate, parallel track
- Since event/meeting/performance spaces are much more varied in their equipment needs than instructional spaces, the primary reason for doing this is to simplify standardization of the primary cycle in AUO 1 for instructional spaces
- As an added benefit of this separate cycle, it may also allow for more frequent, smaller updates to technology in specialized meeting facilities
- The program will coordinate with the Staff Resources Program Plan to ensure that AV equipment in rooms regularly used for events, trainings, and workshops meets the needs of planned activities
- For 2020-21, possible facilities to be refreshed or modified may include STC-103 (est. \$2,750), RHN-139 (est. \$1,250), and City Café (est. \$3,500), though alternative projects may be considered during the year

AUO 2 Outcomes:

- Event/meeting/performance spaces are assessed and appropriate upgrades or modifications are accomplished during the fiscal year

AUO 3: The program will minimize significant down time for campus audiovisual technology

- Keeping to a 7-year cycle for instructional spaces in AUO 1 is still deemed best, to get maximum utility from costly equipment, but an additional, smaller emergency fund may be needed each year in case of premature failure of a small percentage of equipment
- Emergency funds will be defined approximately in terms of classroom upgrade equivalent(s), but if/when needed, the funds may be split among individual elements from a smart room equipment list rather than on full room upgrades like those described in AUO 1

AUO 3 Outcomes:

- Emergency equipment will be purchased and installed in facilities not in line for standard upgrades, if/when necessary to avoid interruptions in instructional capability, throughout the year

AUO 4: The program will offer advanced media production support to faculty teaching online

- At this point, many tools are available to faculty that allow them to produce their own media for online courses, but some more advanced projects require Media Services' specialized equipment, facilities, and expertise
- Studio production is offered during specific time slots, scheduled each semester
- Both semester-long projects and shorter sessions are available, based on individual faculty needs in a given semester

AUO 4 Outcomes:

- Faculty with advanced media production needs are successful in producing high quality content for online classes

AUO 5: The program will coordinate new smart classroom projects during the year

- Most rooms at SCC that make practical smart classrooms, are already smart rooms
- Most brand-new smart classrooms from this point forward will be part of new building projects
- Occasionally, due to rooms being repurposed, smaller remodel projects, or other changes, there may be demand for one-off, new smart rooms
- Funds for new smart rooms will generally not be requested in this plan, but may come from other sources during the year
- If/when emergency funds or other funds requested in this plan remain available late in a fiscal year, any new smart room requests that may have come in through unit plans or other avenues may be assessed through existing campus planning processes
- The current equipment list for a full smart classroom is included in Appendix C for reference

AUO 5 Outcomes:

- Any new smart room projects that arise during the year are planned and constructed to meet campus standards

C. PROCEDURES AND RESOURCE REQUIREMENTS FOR THE PLANNING YEAR:

Media Productions & Services 2020-21					
Administrative Unit Outcome (AUO)	Procedure	Timeline	Responsible persons	Resource Requirements	Funding Source(s)
AUO1: Classroom Upgrades	Procedure 1a: Survey rooms and split rooms into a Fall/Winter group and a Spring/Summer group; also determine any rooms most in need of replacement teaching station	Summer 2020 (prior to fiscal year or very early in fiscal year)	Media Resources Supervisor	None	None
	Procedure 1b: Purchase equipment for Fall/Winter upgrade group (repeat for Spring/Summer upgrade group)	July 2020 to early Fall 2020 for Fall/Winter group; January 2021 into early Spring 2021 for Spring/Summer group	Media Resources Supervisor	See Appendix A for room list, Appendix B for equipment list; 25 classroom upgrades 25 @ \$5,970 = \$149,250	Program Plan
	Procedure 1c: Schedule upgrades for room(s) that will get replacement teaching stations, and purchase teaching stations	Most likely part of Spring/Summer group, since teaching station replacement is more time consuming than standard upgrade; purchase in early Spring to meet typical 10 week lead time for teaching station	Media Resources Supervisor	5 teaching stations 5 @ \$3,250 = \$16,250	Program Plan
	Procedure 1c: Submit work orders where needed	Each semester, after equipment is ordered for Fall/Winter and Spring/Summer group	Media Resources Supervisor	None	None
	Procedure 1d: Perform first group of upgrades through Fall and Winter; repeat for second group of upgrades through Spring and Summer	Throughout year, starting once new equipment has arrived in each group; typically, the most difficult upgrades are done between Spring and Summer classes	Media Techs	None	None
AUO2: Event / Meeting / Performance Equipment	Procedure 2a: Gather information and assess any pressing needs in meeting, performance, and event spaces	From start of fiscal year, continuing throughout year	Media Resources Supervisor	None	None
	Procedure 2b: Order equipment for specific projects	Throughout year, as necessary to meet pressing deadlines in specific facilities	Media Resources Supervisor	Possible projects for 2020-21: STC-103, ~ \$2,750 RHN-139, ~ \$1,250 City Café, ~ \$3,500 Total: \$7,500	Program Plan
	Procedure 2c: Submit work orders if needed	Once equipment purchases have been submitted	Media Resources Supervisor	None	None

	Procedure 2d: Schedule and install equipment around event/meeting calendars	Through year, based on room availability	AV Techs	None	None
AUO3: Minimize Classroom Downtime	Procedure 3a: Be prepared for emergency purchase/install of equipment in the case of premature failure in any room not scheduled for upgrade	Through 2020-21 fiscal year, at time of equipment failure not covered by scheduled upgrade	Media Resources Supervisor	Emergency funds equivalent to one standard classroom upgrade 1 @ \$5,970	Program Plan
	Procedure 3b: If no emergency equipment is needed, funds may be used to augment AUO2 or even for AUO4, to install a new smart classroom identified during the fiscal year	Late in fiscal year, but before purchasing deadlines, typically mid-Spring semester	Media Resources Supervisor	None	None
AUO4: Media Production for Faculty	Procedure 4a: By request, work with faculty to plan and schedule media production projects through the year	Typically, studio time slots begin around second week of each semester, through finals week, with more limited time slots during summer	Media Resources Supervisor, Media Tech II	None	None
AUO5: New Smart Classrooms	Procedure 1a: As new smart room projects arise, coordinate planning, purchasing, work orders, and installation with area Dean and others involved in the projects	Typically, timelines are driven by schedule of building projects, or by nature of special funding available	Media Resources Supervisor (planning/purchasing), Media Techs (installation), area Dean(s), as needed	Varies, (see Appendix C for current new smart classroom equipment list and cost)	Varies
				Grand Total:	\$178,970

DATE: November 26, 2019
December 18, 2009 (original plan)

APPENDIX A: Projected Upgrade Room List, 2020-21 (see Appendix B for detailed equipment list)

Smart Classroom Upgrades	BUS-151, BUS-219, CDC-208, COS-105, HUG-19, HUG-21, HUG-23, HUG-24, LIL-101, PAC-115, PAC-116, RHS-110, RHS-261, RHS-263, RHS-271, RHS-273, RHS-312, TEC-100, TEC-101, TEC-102, TEC-103, TEC-105, TEC-110, TEC-200, TEC-206	25 @ \$5,970	Total: \$149,250
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APPENDIX B: Classroom Upgrade Equipment List 2020-21

2020-21 Media Services Program Plan, Smart Classroom Upgrade Equipment List					
Description	Manufacturer	Model Number	Qty.	Price	Total Price
Panasonic LCD projector laser/lampless, 5000 lum	Panasonic	PT-VMZ50	1	\$2,160.00	\$2,160.00
Da-Lite Model B 57.5" x 92" screen	Da-lite	36465	1	\$185.00	\$185.00
SP Controls Networked Room Controller	SP Controls	PX2-NRC-1142	1	\$355.00	\$355.00
SP Controls TP-7 touchscreen	SP Controls	TP-7	1	\$675.00	\$675.00
SP Controls RS-232 & IR control puck	SP Controls	PX2-PUC-232/IR	1	\$180.00	\$180.00
SP Controls Pixie Pro rack mount plate w/module slots	SP Controls	SPTP7-RACK-MOD	1	\$100.00	\$100.00
SP Controls mini module, VGA + audio	SP Controls	SLB-MINI-VGA	1	\$45.00	\$45.00
SP Controls mini module, HDMI	SP Controls	SLB-MINI-HDMI	1	\$60.00	\$60.00
SP Controls mini module, blank	SP Controls	SLB-MINI-BLANK	2	\$20.00	\$40.00
Kramer switcher-scaler	Kramer	VP-440	1	\$850.00	\$850.00
Sony Bluray disc player	Sony	BDP-S1700	1	\$100.00	\$100.00
JBL Control 25 Speakers (priced each)	JBL	Control25AV	2	\$160.00	\$320.00
50w/channel mini amplifier	Soundtube	SA-502	1	\$175.00	\$175.00
Middle Atlantic 1 space rack shelf	Middle Atlantic	U1	1	\$30.00	\$30.00
Middle Atlantic 1 space flat aluminum blank plate	Middle Atlantic	HBL1	1	\$15.00	\$15.00
Custom pedestal for teaching station	Exact Furniture	Custom	1	\$200.00	\$200.00
				Total	\$5,490.00
				8.75% Tax	\$480.38
				Grand Total	\$5,970.38

APPENDIX C: Full Smart Classroom Equipment List 2020-21

2019-20 Media Services Program Plan, New Smart Classroom Equipment List					
Description	Manufacturer	Model Number	Qty.	Price	Total Price
Panasonic LCD projector laser/lampless, 5000 lum	Panasonic	PT-VMZ50	1	\$2,160.00	\$2,160.00
Peerless projector mount	Peerless	PSMUNV	1	\$135.00	\$135.00
Da-Lite Model B 57.5" x 92" screen	Da-lite	36465	1	\$185.00	\$185.00
Da-Lite #23 mounting brackets, white	Da-lite	40933	1	\$40.00	\$40.00
SP Controls Networked Room Controller	SP Controls	PX2-NRC-1142	1	\$355.00	\$355.00
SP Controls TP-7 touchscreen	SP Controls	TP-7	1	\$675.00	\$675.00
SP Controls RS-232 & IR control puck	SP Controls	PX2-PUC-232/IR	1	\$185.00	\$185.00
SP Controls Pixie Pro rack mount plate w/module slots	SP Controls	SPTP7-RACK-MOD	1	\$100.00	\$100.00
SP Controls mini module, VGA + audio	SP Controls	SLB-MINI-VGA	1	\$45.00	\$45.00
SP Controls mini module, HDMI	SP Controls	SLB-MINI-HDMI	1	\$60.00	\$60.00
SP Controls mini module, blank	SP Controls	SLB-MINI-BLANK	2	\$20.00	\$40.00
Kramer switcher-scaler	Kramer	VP-440	1	\$850.00	\$850.00
Sony Bluray disc player with Miracast	Sony	BDP-S1700	1	\$100.00	\$100.00
JBL Control 25 Speakers (priced each)	JBL	Control25AV	2	\$160.00	\$320.00
Sonic Shock alarm & glue package	DSI	DSISONICSHOCK	1	\$100.00	\$100.00
ART SLA2 audio power amplifier	ART	SLA2	1	\$375.00	\$375.00
50' active fiber HDMI cable	Feizlink	8595748342	1	\$125.00	\$125.00
50' HDBaseT cable	any		1	\$70.00	\$70.00
50' DB9 serial cable, male to female	any		1	\$25.00	\$25.00
Avermedia high def visualizer	Avervision	M70	1	\$675.00	\$675.00
Middle Atlantic 3 space locking drawer	Middle Atlantic	D3LK	1	\$200.00	\$200.00
Middle Atlantic 1 space rack shelf	Middle Atlantic	U1	1	\$30.00	\$30.00
Middle Atlantic 2 space rack shelf	Middle Atlantic	U2	1	\$45.00	\$45.00
Middle Atlantic 1 space flat aluminum blank plate	Middle Atlantic	HBL1	1	\$15.00	\$15.00
Middle Atlantic 2 space blank plate	Middle Atlantic	EB2	1	\$25.00	\$25.00
Rack mount power strip (rear mounting)	Middle Atlantic	PD-915R	1	\$200.00	\$200.00
Spectrum Industries Freedom One Elift teaching station	Spectrum Ind	55357	1	\$3,250.00	\$3,250.00
				Total	\$10,385.00
				8.75% Tax	\$908.69
				Grand Total	\$11,293.69