1. Support Services Report Template

Report Info
Name of the person completing this report: Matt Collins
Title of the person completing this report: Director of Academic Technology
Service: Information Technology Services: Advise and support faculty using instructional technology
Division/College: Administration and Finance
Supervisor/dean reviewing report: Borre Ulrichsen, CIO & AVP, Information Technology Services
Name of second reviewer (if necessary): Brad Wells, VP Administration and Finance & CFO

3. Mandated Service

Link to Scoring Rubric
1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.
Federal Law: Rehabilitation Act Section 508 compliance
Provide a brief explanation, if necessary, in < 60 words.
Assistance with ensuring courses meet accessibility requirements; captioning.

4. Importance of Service

Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words
These services support faculty technology needs in the form of training, consultation, and immediate assistance for classroom, lab and online instruction. The technology services that are specific to faculty include: the design and configuration of courses in the Blackboard Learning Management System; classroom and lab setup for presentations and audio/video/web conferencing, with reservation of equipment such as cameras and microphones; lecture capture and audio/video recording and editing; assistance with ensuring courses meet accessibility requirements; captioning; media duplication; media format conversions; content hosting; poster printing.

Link to Scoring Rubric
2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

Faculty: 75%
Colleges/departments: 20%
Academic Senate and/or committees: 5%
Total: 100%

Link to Scoring Rubric
2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while managing utility services would be indirect).

<table>
<thead>
<tr>
<th></th>
<th>Direct Impact on Students</th>
<th>Indirect Impact on Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Area</td>
<td>Evidence submitted to support the chosen selection (&lt;60 words for each)</td>
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<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Technical options for students, such as online/hybrid course options and the availability of software tools may influence a student’s decision to enroll at the University.</td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Faculty would have no dedicated campus support for the Blackboard learning management system and other electronic academic tools. They would also lack support for classroom and lab technology, including all electronic devices in the classroom and also services such as lecture capture. Technical support for assessment analytics within Blackboard would not be available.</td>
<td></td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Students may lack familiarity with tools that can help them succeed in their careers. Support for electronic tools would be limited without dedicated support. E-portfolios and other content hosting would be limited.</td>
<td></td>
</tr>
</tbody>
</table>
## Link to Scoring Rubric

### 2.4 Alignment with Shared Strategic Commitments

**How does this service contribute to or align with any of the eight Shared Strategic Commitments (SSC) listed below?**

<table>
<thead>
<tr>
<th>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</th>
<th>This service contributes to innovative teaching and engaged learning through assistance with improved course design and the use of technology tools that encourage innovation and student engagement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance our indusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
<td>This service allows all members of the campus community to engage with each other in multiple ways using different technologies that best match their backgrounds and interests. Academic, professional and personal growth is encouraged as all community members build their familiarity with technology and relate to others in both traditional and non-traditional ways.</td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student's educational experience and prospects for success as a graduate and life-long learner</td>
<td>This service allows students to engage with faculty and the campus community in multiple ways using different technologies that match their backgrounds and interests. Faculty provide new and engaging technology options to enhance pedagogy. Student technology skillsets undergo continuous improvement so that they remain valuable beyond graduation and are competitive in professional environments.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>The service supports a rich variety of technology options that provide opportunities to apply practices that are more sustainable than some traditional university practices. Examples are online learning, electronic documentation and electronic workflows.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>Encouraging the use of multiple technologies allows for improved efficiency, transparency and accountability. Barriers to responsiveness and collaboration are lessened as new technologies continue to enable improvements in communication.</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Technologies that enable efficient sharing of information beyond the university community help to support and enrich the regions we serve.</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
<td>Technology is a core component of modern professional skillsets and is often used heavily in all aspects of life. This service directly encourages and facilitates the use of these new technologies in support of the academic mission of the university.</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
<td></td>
</tr>
</tbody>
</table>

## Link to Scoring Rubric

### 2.5 How might the demand for this service change over the next five years? (Please choose one category below).

Likely to increase

Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.

The use of technology to assist with instruction has continued to increase over time. New tools and techniques are often adopted...
first in the academic environment. This service provides direct support for these uses of technology.

5. Quality of Service

Link to Scoring Rubric

3.1 Do you assess the quality of the service you provide?

Yes

If “Yes”, what benchmarks, best practices or measures of success, either internal or external, do you use to measure service quality (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

Surveys are used to gather feedback along with regular meetings with campus stakeholders.

Link to Scoring Rubric

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in <120 words.

We began to participate in the Quality Online Learning and Teaching (QOLT) program, which promotes effective design of online courses and sharing of exemplary practices. Also, improvements in the quality of classroom technology have started with the introduction of software-based control of devices that replaces the older and less efficient physical control mechanisms in the classroom.

Link to Scoring Rubric

3.3 What idea(s) do you have for improving the quality of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in <120 words.

More use of self-service electronic options for sharing information with faculty and students would increase the efficiency of delivery. Continued use of surveys to gather feedback from the university community will help prioritize efforts for this service.

Link to Scoring Rubric

3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Additional resources could be directed towards support for electronic tools and other applications, and this would free up resources for instructional design support. Classroom technology equipment could be refreshed and new equipment could be purchased for evaluation for use in online and traditional instructional settings.

Link to Scoring Rubric

3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

Regular meetings with campus faculty representatives and administrators provide feedback to assess the level of satisfaction. Occasional surveys are also used to gather such feedback.

Link to Scoring Rubric
3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

N/A for this service.

Link to Scoring Rubric

3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain

Ability to interact professionally with faculty and other stakeholders, and an orientation towards good customer service are considered very important during the hiring process and also for subsequent evaluations.

Link to Scoring Rubric

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Goals for instructional design center around quality standards for online courses. We participate in the Quality Online Learning and Teaching (QOLT) program, which promotes effective design of online courses and sharing of exemplary practices. This is a relatively new exercise and meeting these goals university-wide will be an ongoing process.

Link to Scoring Rubric

3.9 Does your service have annual goals (targets) of achievement regarding the quantity of service provided?

Yes

If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Goals regarding quantity tend to be project-based, such as targets for converting classrooms to new device control software during a given annual period.

6. Efficiency of Service (cost effectiveness)

Link to Scoring Rubric

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

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Attach your allocated spreadsheet here.

Link to Scoring Rubric

4.2 Using the spreadsheet provided, please distribute your department's annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.
4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach an educated or reasonable estimate of the use of this resource.

Attach your allocated spreadsheet here.

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

If yes, please describe the measures in <120 words. If this is a new service introduced over the past three years, please indicate. If no, please explain.

We have developed additional online self-service content to reach more users who are unable to visit the campus or unable to meet with service provider staff in-person during business hours.

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)? Please describe those ideas in <120 words.

Promotion of self-service videos and web-based instructions for instructional design should help make delivery of this service more efficient and more available to faculty on and off campus.

4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if additional resources were provided. Please describe your idea(s) in <120 words.

New tools for self-service offerings to faculty and students would help with sharing the knowledge of the service's staff. Also, improved tools for remote collaboration would facilitate consulting with faculty. Resources to assist with coordination of faculty requests would help to streamline implementation of new applications and tools.

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next 1-2 years (e.g. reducing costs, increasing productivity, etc.)?

Yes

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses and/or use of space. Please describe your plan(s) in <120 words. If no, please explain.

New software for classroom electronic device management should allow staff to be more proactive and lessen the need/cost of classroom support. Retirement of legacy technologies (e.g., VHS tape players) also reduces the cost of and staffing needed for classroom support. Promotion of self-service videos and web-based instructions for instructional design should help make delivery of this service more efficient and more available to faculty on and off campus.
4.8 Please describe the estimated output for this service for fiscal year 2011-12, quantify if possible (e.g. volume, service tickets resolved, people serviced, appointments, etc.) in <120 words.

Data is available for fiscal years 2011-2012 and 2012-2013. For 2011-2012, 3823 Service Desk tickets were processed by this service. For 2012-2013, 5403 Service Desk tickets were processed by this service.

7. Other

5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

Yes

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

The Library and colleges offers some instructional technology support for faculty and students.

5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

This service is the primary technology service that supports student achievement and prepares students to be competitive with technology in their career and other endeavors.

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.