UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee
Technology Fee Application

Communication Department Mac Lab Update

Title

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Name of Submitter

Department of Communication

Organization

Title: Communication Department Mac Lab Update   Date: 1/10/23

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Department/College: Communication

Objective: The purpose of this STEP grant is to replace the iMac computers and the black & white printer in Burke 139 iMac classroom.

These computers are over six years old, out of warranty, beyond their expected life-cycle and are increasingly prone to malfunction, running slow and do not work well with new software updates. The keyboards and mouses are breaking down.

This lab is heavily used by graduate and undergraduate students for instruction, testing and open home work lab time. This classroom/lab is the only classroom in the Communication department where Adobe CS is installed, which is an industry standard application. Advertising, Broadcasting, Public Relations, Journalism and Organizational Communication students are required to have visual communication and media courses using Adobe apps to graduate. We need up-to-date iMacs to run these large software programs which use a high amount of hard disk space and RAM to operate smoothly.

The department needs to update the Adobe software installed on the iMacs in B 139 classroom. Currently Adobe CS 6 is installed. Adobe no longer supports this version. Because of this problem, we cannot update the operating systems on these old computers. We know an update will affect the software and it may not work anymore.
We are writing 2 grants to work together: one for new computers; one for Adobe CC software subscription.

The Communication department will undergo ACEJMC accreditation scrutiny in 2024 and resources, facilities and equipment is an important standard for re-accreditation (Standard # 7). If we are not able to update our technology we may not pass the test on this accreditation standard.

Purpose of grant and impact to student body as a whole

This grant will replace the 19 outdated, well past their five year life-cycle and out of warranty, iMac computers in Burke 139 classroom. With the growing number of graduate and undergraduate students who either take a class in this iMac lab or use it for projects and homework the computers take a beating. The iMacs are getting old, working slower, freezing and the attached keyboards and mouses are breaking or they just stop functioning. Due to the age and daily wear of these computers internal and external components are prone to failure. We do not have back up computers to replace the failed computers. So some students who sign up for a course will be without a computer or will need to share.

A new black and white laserjet printer is also needed. The printer in the lab is at times unreliable and past the end of its life-cycle.

We use this Mac classroom for 10 or more required and elective courses for Advertising, Broadcasting, Journalism, Public Relations and Organizational Communication. This is the only classroom we have the Adobe Creative Suite (CS) software installed. Adobe CS is an industry standard and required software that Communications majors and minors need to learn. [**Please see STEP Grant for Adobe CC**]

Adobe CS requires computers with a large amount of hard disk memory for installation, plus 16GB or more of RAM to use this software smoothly. The computers also need up-to-date operating systems on computers that can handle new software and not freeze, run slow or receive the spinning wait cursor.

Adobe CS and good working computers help create an active and engaging learning atmosphere that can improve student performance. Integrating visual communication, social media and multimedia design into classroom projects helps build crucial technology and critical-thinking skills that include information gathering, analysis, synthesis of information into a project plan, visual design and project management skills, and evaluation.

The Communication department will undergo ACEJMC accreditation scrutiny next year and resources, facilities and equipment is an important standard for re-accreditation (Standard # 7). If we are not able to update our technology we might not pass the test on this accreditation standard.

The Communication department has more than 300 students as majors, many students who are Communication minors and (hard to estimate) students from all departments across campus who enroll in CMCN classes as required or an elective class. The open lab is for all communication majors, minors and others across campus who take communication classes.

This iMac lab (B139) is used as a classroom for **CMCN 335** Visual Communication. It is a required course for Communication majors, but also an appealing elective for many other majors outside of the department. We offer 4 of these classes every semester and they usually fill quickly.

CMCN 339 is taught in the Mac lab. This is a Portfolio class that prepares seniors for the job market with skills that will enrich their postsecondary, professional, and personal lives. This class is offered every semester and regularly fills to capacity. This class is offered to

Communication majors but Sports Management majors also find it very useful.

CMCN 345 Web design and social media use is taught in the iMac lab. This is a required course for Broadcasting and a well liked elective by many students in Communication and other departments.

Six Broadcasting classes require Adobe apps and computers with a good amount of RAM for video editing, single camera production, digital media convergence, and TV news production. All six classes require the newest version of Adobe Premiere Pro, the industry standard. Currently, Final Cut Pro is being used and is basically obsolete software in today's industry.

There are a few other Journalism and Communication classes that are taught once a year. *Plus* Students use the iMac lab to create class projects for other classes such as **Advertising and PR Campaigns** classes where students design and produce campaigns for real world clients.

B 139 iMac Classroom/lab is used for classroom instruction as well as an open homework lab for students who need the Adobe CS software to complete work and projects for the following classes: CMCN 212, CMCN 303, CMCN 308,CMCN 311, CMCN 312, CMCN 313, CMCN 321, CMCN 333, CMCN 335, CMCN 337, CMCN 338, CMCN339, CMCN 341, CMCN 342, CMCN 345, CMCN 352, CMCN 357, CMCN 360, CMCN 365, CMCN 406, CMCN 412G, CMCN 413G, CMCN 415G, CMCN 425, CMCN 435, CMCN 449G, CMCN 455, CMCN 457, CMCN 460, CMCN 465, CMCN 469 and many other Communication classes.

Person responsible for Implementation: Shari Wallace, Faculty, Dept. of Communication

Installation: Allen Latour, the Laboratory Technician for the College of Liberal Arts

Maintenance: Allen Latour, the Laboratory Technician for the College of Liberal Arts and Shari Wallace, Faculty, Dept. of Communication

Operation: Communication Department faculty, students and students from other department across campus.

Budget Proposal

1. **Equipment**
   24-inch iMac
   with Retina 4.5K display
   Apple M1 chip with 8-core CPU
   and 8-core
   GPU - Silver

   Qty: 19   Unit price: 2,008.99   Total: $40,179.80

   HP BW Printer   Qty. 1 $1,500.00

2. **Software**   0.

3. **Supplies**   0.

4. **Maintenance**   0.

5. **Personnel**   0.

6. **Other**   0.

                              Total $41,679.80