Educational Technology Services
Annual Report 2013-2014
Using Technology in Teaching and Learning at UC Berkeley

Technology continues to influence teaching and learning in education. Educational Technology Services (ETS) at Berkeley strives to provide the campus with tools, infrastructure and support to assist in maximizing the effective use of technology in the classroom environment and beyond.

Throughout the last year ETS has utilized knowledge and know-how in both educational and information technology pedagogy to provide the campus with a new learning management system, a simplified online student experience, online evaluations, and more, in support of Chancellor Dirks’ campus objectives.

This annual report highlights the accomplishments of ETS throughout the last year towards its goals to:

- Be a responsive service organization with a clearly defined and aligned service portfolio
- Be a great campus partner and demonstrate our value to stakeholders
- Achieve a strategic balance between enterprise and targeted services

As we look forward to the opportunities and challenges of the next year, we encourage you to engage with ETS as a campus partner and service provider to support the teaching and learning experience at Cal.

Cathy Koshland
Vice Chancellor for Undergraduate Education

Larry Conrad
Associate Vice Chancellor - IT and Chief Information Officer
About ETS

Educational Technology Services develops, promotes and supports the effective integration of collaboration, learning, and communication technologies into the life and work of the UC Berkeley community and beyond. ETS strives to bring to the learning technology field a level of intelligence, innovation, and effectiveness fitting for the world's foremost public university.

To achieve these goals ETS maintains services which support individuals, groups, and the campus with a commitment to enhancing the teaching and learning experience and improving student outcomes.

Services Offered:

- Active Learning Classroom
- Assistive Technology Support
- Audience Response Systems
- Berkeley Video
- bCourses and bSpace (Learning Management System)
- CalCentral (Student Portal)
- Classroom Technology Support and Instructional Equipment Checkout
- Course Evaluations at UC Berkeley
- Digital Media Support
- Drop-in Computing Facilities and Instructional Computing Facilities
- Events Audio Visual Support
- KALX 90.7 FM (Broadcast Radio and Streaming Radio)
- Technology Design, Consultation and Installation
- Technology Enhanced Teaching and Instructional Design Support
- Webcast Classroom Capture and Webcast Publishing
Being a **Responsive Service Organization**

### Projects & Highlights

#### CalCentral
CalCentral is a web-based dashboard and portal system which combines information from several campus systems into one user experience. CalCentral developed as a direct response to students’ requests for a system that would simplify their Cal online experience by combining email, the learning management system, financial aid information, Cal 1 Card balances, and more into a simplified experience. In partnership with Student Affairs IT (SAIT), ETS developed a system combining the best practices of IT with customer feedback, steering committees, and iterative design.

The CalCentral Project Team works in “sprints.” These sprints are usually three-week periods where new features are developed and tested, system bugs or issues are corrected, and adjustments are made to the system. The sprint approach provides the team with the ability to adapt to campus needs, change the order of upgrades, or reprioritize, while maintaining the system’s core functionality.

Since its launch to campus in January 2014, CalCentral averages 5,000 - 7,000 users per week. This number is expected to increase as campus users become more familiar with the functionality of the system and as new features are added.

#### Service-focused Organizational Restructure
To reach a goal of being a responsive service organization, ETS performed a critical self-assessment to review its processes, needs of its customers, and feedback from its campus partners.

After reviewing the information, opportunities for improvement were identified, and ETS launched an organizational restructure with a focus on improving internal processes to allow services and team members to be more responsive to changing campus needs.

A major feature of the reorganization has been to place services with similar functionalities in the same teams and units and to remove barriers to needed improvements and encourage thoughtful organization-wide solutions.
bCourses Workshop and Feedback

Throughout the last year, ETS has worked closely with its partners to introduce the new Learning Management System, bCourses powered by Canvas, to campus. bCourses, which supports the digital content for live courses, is a replacement for the 10 year-old bSpace system. The project plan to introduce bCourses to campus included a training and support plan with built in flexibility to allow the team to reevaluate the needs of campus throughout the roll-out process.

Through Fall 2013, Spring 2014 and Summer 2014 a team of instructional technologists have constantly reviewed and updated their workshops, self-paced training, and supplemental materials based on regular feedback from instructors and students gathered via surveys, face-to-face consultations, and email feedback.

Additionally, bCourses plans to introduce an advisory committee in the coming year to encourage members of the campus community to assist in setting upgrade and improvement priorities.

Digital Media Support Micro Studio

One of the newest services in ETS is the Digital Media Support service. Feedback from campus revealed a desire, especially from instructors, in creating and utilizing self-made digital content. A major focus on the response to this need has been the introduction of the Micro Studio. The studio is a Do-It-Yourself (DIY) space equipped with the equipment needed to digitally record a lecture, demonstration, or presentation, and computer editing stations to prepare the content for distribution. Users have created content to supplement course instruction, pre-record lectures for scheduled absences, and created training videos.

Along with maintaining the space, the service team has introduced workshops and training that cover everything from the mechanics of recording and editing a video to understanding copyright and privacy. Instructors and staff express excitement at the functionality of the space, and ETS expects to open a second studio some time soon.
**HD Classroom Refresh**

During overnight/early morning and semester breaks ETS updates or refreshes the technology in a portion of the General Assignment classrooms. Over the past year almost 12% off the 220+ classrooms in its catalog have been upgraded to High Definition (HD) equipment. This includes upgrades to HD ready screens/flat panel displays, new HD projectors, and computers with HD compatibility.

Upgrades will continue through the next academic year with all General Assignment classrooms updated by the end of 2015 with one classroom updated weekly starting in October. Additionally, non-HD equipment including VCRs will remain available via the Classroom Technology Support and Instructional Equipment Checkout service.

**Accessibility Technology Support**

Along with ensuring our web technologies meet web standards and best practices for accessibility, ETS supports the wider campus goal of accessibility via classroom and learning tools.

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**Assistive Listening Technologies**

Available in many general assignment classrooms on campus. Special upgrades and requests supported by the Technology Design, Consultation, and Installation team.

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**ADA Computers and Software**

Three ETS maintained drop-in computing facilities include PC and/or MAC stations with adjustable tables and assistive software. Stations are available anytime the labs are open.

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**Alternative Media Conversion**

SensusAccess web-based software automates the conversion of documents into a range of alternative formats including mp3, Braille, and Daisy. Bookedge scanners are also available at two drop-in computing facilities, with staff available to support customers.
Events and Berkeley Video Share Campus with the World

The past year provided new and exciting opportunities for ETS to work with the campus to share special moments at Berkeley with the world.

Late Fall 2014 saw the inauguration of the 10th Chancellor in Berkeley’s history, Nicholas Dirks. The inauguration of a Chancellor offers an event full of tradition, expectations, and pageantry. The Public Affairs team looked to ETS to create an exceptional experience for guests, alumni, and campus friends in-person and those watching across the world. The Events and Berkeley Video teams provided Audio-Visual (AV) support including camera and sound operators and the system to simulcast the event to the Berkeley homepage and beyond. Watch the video

The annual Cal Day event in Spring 2014 also found Public Affairs and Berkeley Video and Events working closely to support a special event. Cal Day, a celebration of Cal, includes special presentations from academic departments and lecturers. A highlight of this year was a special lecture by four of Berkeley’s eight living Nobel Laureates. Again the campus turned to ETS to help support the AV and web recording needs of the event. Watch the video

During 2013/2014

**Events Team supported**

554 meetings, presentations, performances and special events on campus.

**Berkeley Video completed**

60 professional video productions supporting academic, administrative, and research areas on campus.

Partners for both teams include:

- Berkeley Law
- Berkeley Food Institute
- School of Public Health
- College of Natural Resources
- UC Library
- Cal Catering and Conference Services
- Public Affairs
- Sciences (Physics, Astronomy, Chemistry) and Engineering
- Graduate Division
Shared Vision and Campus Partners

To successfully support campus needs, ETS has focused on developing and enhancing relationships with academic and business units across campus. These partnerships reflect the dual reporting nature of ETS to both the Vice Chancellor of Undergraduate Education and the Chief Information Officer.

Center for Teaching and Learning and BRCOE
Through the past year, ETS has been working closely with the Center for Teaching and Learning and the Berkeley Resource Center for Online Education (BRCOE) to share best practices, better understand the user experience with each group and identify specialities in each unit to avoid redundancies. As departments in Cathy Koshland’s Undergraduate Education portfolio, they have worked to create an improved experience for instructors looking for information to enhance their teaching. In what might be considered a customer referral approach, each group strives to provide instructors with the services and support they need by getting the instructor to the right resource. This approach requires the groups to have a strong working understanding of each department and processes in place to make working with each unit simple.

One IT Participation
The One IT initiative sponsored by Associate Vice Chancellor - IT and Chief Information Officer Larry Conrad is designed to bring together IT professionals from across the campus to establish best IT practices, share knowledge and resources, and identify and address changing IT needs on campus. Along with Student Affairs IT, Information Services and Technology, and Campus Shared Services IT, ETS has taken a leading role in the first year of the initiative by providing employee time and unit resources to host campus IT-wide professional development experiences.

Student Affairs and Cal Student Central
As with many services within ETS, CalCentral is wide reaching and requires partnerships across campus. A critical partner in this process has been Student Affairs and their Cal Student Central office. To ensure both CalCentral and Cal Student Central are meeting the needs of students, the two teams met regularly to understand how students use each service and how each could support the other and create an easy and intuitive process for the students. The teams identified CalCentral as the 24/7 self-service option that could easily answer the most common student questions. Cal Student Central provides a professional guided experience with a focus on the more difficult student administrative questions such as financial aid. By keeping aware of each other’s services, CalCentral and Cal Student Central have been able to provide a 21st century experience for students.
UC Berkeley Graduate School of Journalism

KALX airs programming that is created and produced by a class at the UC Berkeley Graduate School of Journalism. Called Northgate Radio, this introductory radio class for graduate students offers participants a hands-on opportunity to develop, script, produce and broadcast a radio program via KALX. In its 31st year, this opportunity has provided countless J-School students a chance to expand their academic and professional experience in both terrestrial and web-broadcast radio.

KALX As A Campus Partner

KALX provides an unparalleled opportunity to bring several different aspects of Berkeley campus life together. Utilizing both a traditional broadcast and a web-based simulcast, KALX reaches students in their rooms on campus and alumni and friends all over the world. Although KALX must raise funds each year to offset its operating costs, it becomes a key partner to campus clubs and organizations each Fall by offering its Public Service Announcements (PSA) for free.

The programming for KALX is as diverse as its listeners. Offering culturally diverse shows in music, news, sports, and more.

56 shows
8 specialty music shows
80 play-by-play Cal games per year
10 newscasts
6 public affairs/information shows

During Fall 2013
Free PSAs to Campus Organizations

1000+ spots
50 Clubs & Organizations utilized this service
3 weeks
2 PSAs per hour
Tolman Computer Lab and Tech Lounge

This past year also provided an opportunity to make requested updates to the Tolman Classroom Computer Facility. The project provided a chance to update not just the equipment in the room, but the furniture and the space. Additionally, a decision was made to convert an unused staff space into a tech-ready lounge space with computers, printers, and AV connectivity. The computer facilities team viewed the upgrades as an opportunity to provide a space the regular users of the lab and their neighbors in the building would find exciting and useful. The team used a combination of surveys and interviews with faculty who use the space, as well as “person on the street” feedback sessions near the lab, to gather feedback on what people would like to see in a lounge space.
Achieving Balance

Stewardship

As stewards of campus resources—both physical and monetary—ETS works diligently to balance competing expectations, resource allocation, and the changing face of technology. ETS uses a combination of internal expertise, steering committees, and advisory groups to ensure that stakeholder needs are met.

Whether at the service level or for ETS as a whole, the theme of balance is key to providing the best for the 5,000 instructors and 30,000+ students. Throughout the last year, ETS has honored campus responsibilities by launching CalCentral and bCourses on or under budget and managing the classrooms HD refresh using thoughtful business relationships to provide a quality product to campus for an affordable price.

Online Evaluation of Courses Project

Over the past several years campus leadership has investigated the possibility of introducing an online-based course evaluation system after receiving feedback from both students and instructors regarding current campus evaluation practices.

A critical element to the introduction of any system to campus is to identify and respond to differing needs across the campus among students, instructors, support staff, and departments, colleges, and Berkeley as a whole. After much consideration and under the guidance of an advisory group composed of administrators, instructors, staff and students, ETS in conjunction with the Center for Teaching and Learning began an extended pilot of Course Evaluations powered by Blue beginning in 2013.

The four participating departments reflected a variety of classroom sizes and teaching methodologies. Throughout the nearly two year pilot, ETS and Center for Teaching and Learning conducted extensive research into potential differences in the quantity and quality of online vs. paper-based evaluations, potential policy implementation (including campus data retention and impact on tenure track-faculty), as well as the process, systems, and procedures to sustain a campus-based system in the future.

While the project continues to work in conjunction with partners, the steering committee, and campus administration to establish best practices, interest continues to grow and 12 departments are expected to participate in Fall 2014 semester.
ITSM Adoption

IT Service Management (ITSM) is a series of principles and best practices utilized by IT organizations, but applicable to many service areas, to help the organization continuously improve. During the last year ETS has begun the organization-wide review and adoption of appropriate ITSM elements to guide interactions with customers and create practices that allows the organization to better respond to the needs of its customers through documented and duplicable processes and procedures. ETS is adopting ITSM along with several other IT units on campus such as Student Affairs IT (SAIT) and Information Services and Technology (IS&T). This across-unit approach creates a shared mental model between units and across the campus to support a better experience for campus members while maintaining stewardship of resources.

Research and Academic Engagement Project and Report

The Research and Academic Engagement (RAE) project and report was a campus-wide effort managed by ETS to understand the ways technology is used in research and academic engagement across Berkeley and then benchmark these tools against our peers to understand our strengths and opportunities for improvement. This project brought together ETS, Research IT, IS&T and research professionals and faculty from across campus to create a baseline campus landscape to help guide resource allocation and strategic investments in the future.
Closing Thoughts

Several new campus projects are expected during the next academic year including expanded faculty facing services, academic integrity software, and the Student Information Systems project. ETS is excited about the upcoming year and opportunities it offers in helping to improve the teaching and learning experience on campus.

ETS would like to take a moment to thank our partners across campus for their dedication, insight, and creativity.

- Office of the Registrar
- Center for Teaching and Learning (CTL)
- Berkeley Resource Center for Online Education (BRCOE)
- Student Affairs and Student Affairs IT
- Campus Shared Services
- Student Information Systems Project
- IT Community Council and One IT
- UC Berkeley Library
- Disabled Students’ Program
- Office of the CIO/IS&T

Jenn Stringer
Associate CIO, Academic Engagement,
Director, Educational Technology Services