Technology-focused Teaching and Learning

It has been an exciting and challenging year across the UC system, and ETS has continued to provide campus with critical leadership in technology-enabled teaching and learning. Through its partnerships, expertise, and implementation of best-practices, ETS continues to demonstrate its positive impact to Berkeley’s reputation for world-class education and research.

This annual report highlights the 2014-2015 accomplishments of the team towards their goals:

- Ensure Appropriate Service and Project Focus and Strategy
- Provide Essential, Responsive & Innovative Technology Services

In addition, the team has added a key to help identify when activities align with our leadership objectives (page 5).

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 Berkeley.

Catherine P. Koshland
Vice Chancellor for Undergraduate Education

Larry Conrad
Associate Vice Chancellor for Information Technology and Chief Information Officer
Educational Technology Services (ETS) Mission

*ETS enhances and supports the UC Berkeley academic experience by providing essential, responsive and innovative technology services.*

**About ETS**

Educational Technology Services (ETS) 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. ETS works very closely with partners across Berkeley to provide outstanding teaching and learning solutions.

**Services Offered:**

- Academic Integrity
- Assistive Technology
- bCourses
- bCourses Projects
- Berkeley Audio Visual
- Berkeley Video
- CalCentral
- Classroom Technology Support
- Clickers
- Course Capture
- Course Evaluations
- Design and Engineering
- Drop-in Computer Facilities
- Instructional Computer Facilities
- Instructional Equipment Checkout
- KALX Radio
- Micro Studio

**Campus Partners**

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

- bConnected Team
- Berkeley Resource Center for Online Education (BRCOE)
- Berkeley Library
- Center for Teaching & Learning (CTL)
- Campus Shared Services
- Digital Humanities
- Disabled Students’ Program
- GSI Teaching & Resource Center
- IT Community Council
- Research IT
- Student Affairs and Student Affairs IT
- Student Information Systems Project
- Office of the CIO
- Information Services & Technology (IS&T)
- Office of the Registrar
- One IT
- Open Berkeley and Web Access Team
Leadership Objectives

ETS strives to coordinate its activities to support goals and objectives established by campus leadership. The key below is referenced throughout the report, and helps demonstrate ETS alignment.

Chancellor Nicholas B. Dirk’s Pillars

- Undergraduate Education
- Innovation in Research
- Global Engagement
- Promoting the Arts

Vice Chancellor for Undergraduate Education (VCUE) Catherine Koshland’s Objectives

- The Division of the Vice Chancellor for Undergraduate Education creates and advances vital academic initiatives to amplify individual and collective achievement.
- We identify opportunities, make connections, and maximize resources in order to promote progress, inspire collaboration and synergy, and maximize efficacy for all members of the campus community.

Chief Information Officer (CIO) Larry Conrad’s IT Action Plan

- Focus on Fundamentals of IT Service Management
- Deliver Excellent Customer Service
- Implement Governance and Expand Customer Engagement
- Improve Security of University Data and IT Assets
- Improve Research, Teaching, and Learning Technologies
- Enable Campus Shared Services
- Continuous Improvement of IT Applications and Services
Our Year in Review
Academic Integrity Service Introduced

Academic Integrity services at Berkeley provides students and instructors tools to review documents for originality via Turnitin and iThenticate. Turnitin is an optional tool for instructors, available via bCourses, that can be integrated into assignments to help students review their written work. iThenticate is available to instructors and graduate students as a self-assessment review tool. Both tools use a large database of existing documents, such as journals, to help identify problematic text and improve citations.

bSpace Retirement and LMS Transition Project Close

Spring 2015 marked an important closing milestone in the Learning Management System (LMS) Replacement Project with bCourses becoming the only supported LMS on campus. ETS provided campus with tools and resources to help users prepare for the retirement of the legacy system, bSpace, and worked closely with the bConnected Team (bDrive, Box, and CalShare) to help users find the right location for their files.

Spring 2015 bCourses successfully served...

3,054 COURSES  3,265 INSTRUCTORS  34,267 STUDENTS
IT Governance/UAG

This past year, ETS extended the ideas implemented under the Chief Information Officer’s new governance model to an ETS-specific oversight and guidance group. The ETS User Advisory Group (UAG) is comprised of instructors, students, staff, and leadership across campus with the purpose of providing input and recommendations to ETS. The UAG will meet regularly and utilize surveys, interviews, research, workshops and other activities to:

- Identify critical user issues and unmet needs
- Identify mission critical service improvements
- Provide guidance and recommendations for campus leadership regarding current and proposed ETS services

KALX Radio Blitz PSA’s and Programming

At the start of each Fall Semester KALX Radio provides campus organizations with an opportunity to expand their reach by offering campus-affiliated organizations, clubs, and groups free public service announcements (PSAs). The KALX public affairs volunteer team takes special effort to identify and contact diverse clubs and organizations to better represent the wide variety of groups on campus.
**ETS Moves**

Along with the challenges of the typical year, ETS also completed an off-campus move. In an effort to provide academic units more on-campus space, ETS was asked to move its development and administrative teams out of Dwinelle Hall to other campus locations and off-campus to 2850 Telegraph Avenue. The team worked closely with the campus Construction and Design unit and Moving Services to move 30+ team members, equipment and supplies to new locations in and around campus. ETS is working closely with its new building mates at 2850 Telegraph, Students Information Systems Project, and Student Affairs IT, to be good campus stewards by sharing resources and implementing solutions to support day-to-day business.

The relocation of ETS also created the opportunity to create a long-desired instructor resource and support center on campus, the **Academic Innovation Studio Project**.

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**CalCentral as Face of SIS**

Campus has invested in a multi-year project to update and improve the campus [Student Information Systems](https://www.student.berkeley.edu) (SIS). Students, instructors, and staff interact with these systems to manage the administrative and academic information of students on campus. In Fall 2015, [CalCentral](https://students.berkeley.edu) was selected as the “face” of the new system for students. ETS will work closely with the SIS project over the next several semesters to provide students a new web-home for all of their campus information.

**Supporting the Digital Humanities**

The [Digital Humanities](https://dh.berkeley.edu) (DH) at Berkeley are taking off in a big way due to an infusion of funding from the Andrew W. Mellon Foundation. ETS has strongly supported this initiative through participation in the DH Council, reviewing funding requests, and organizing a presentation series focusing on pedagogy for the Digital Humanities Summer Institute, a week-long summer intensive workshop attended by more than 50 graduate students and instructors.
Academic Innovation Studio Project

ETS and campus partners are working together to create a new collaborative services space for teaching and learning innovation for all Berkeley instructors. The space is being developed in close collaboration with the Center for Teaching & Learning, Research Information Technologies, the Library, Digital Humanities, and the Berkeley Resource Center for Online Education (BRCOE). The space will occupy more than 2,000 square feet on the South end of Dwinelle Hall (D-Level) and will provide walk-in support for ETS services, consultations with ETS and partners, a self-service recording studio, post-production workstations, and space for workshops, trainings, seminars, and special events.

**Chips help us define the spaces within the space:**
Stakeholders of the new Dwinelle space collaborated on the kinds of activities that should be supported and how much of a footprint we could dedicate to each. Each chip represents square feet and the boxes available represent the square feet allotted. This group exercise allowed us to talk through needs and tradeoffs in a very real way.

**Instructors design an ideal experience:**
Groups of instructors were asked to identify and describe a teaching and learning goal they thought ETS should support. Then they designed an ideal experience through that journey, from inspiration to realization, using post-it notes. Many insights around instructors’ challenges, needs and current gaps were identified.
Collabosphere Project

The Collabosphere Project is an ongoing partnership of the University of California Office of the President (UCOP), Berkeley (UCB) faculty, and ETS to develop a set of online tools designed to increase and track student engagement. This LMS-based tool provides students the opportunity to contribute, discuss, and remix a wide variety of course-relevant content in new ways via a Digital Asset Library, online interactive Whiteboards, and a Leaderboard for measuring student engagement. This project is a reflection of recent trends in teaching and learning that look to provide students with more opportunities to collaborate with instructors and classmates around course content. After positive feedback from the initial pilot, this project expanded to three courses for the Fall 2015 semester.

Asset Library:
The Asset Library is an interactive repository for an entire class which stores the links, images, and content contributed and created by the students. Once content is added via the tool's upload system or via a browser plug-in, all students in the class can engage with the assets and each other by discussing, commenting on, and liking the items. The assets can also easily be pulled into the Whiteboards, which can in turn export remixed content back into the Asset Library. The tool is designed to allow students to share relevant information and ideas from outside of the curriculum and allows them to help shape the course.

Classroom Refresh with HD Technology

Late at night during the semester and around the clock during semester breaks, ETS refreshes the technology in the General Assignment classrooms. Over the past year almost 12% of the 220+ classrooms have been upgraded to High Definition (HD) capability. This includes upgrades to HD-ready screens/flat panel displays, new HD projectors, and computer adapters with HD compatibility. Additionally, non-HD equipment including legacy VCR players remain available for check-out via the Classroom Technology Support and Instructional Equipment Checkout services.
Active Learning Classrooms (ALC) Expanded

In partnership with the Office of the Registrar, ETS helps to design, build, and support innovative, flexible classrooms in the General Assignment Classroom pool. Currently a total of five ALC spaces are available across campus. ALC rooms, such as 230 Mulford, are an innovate teaching and learning space that encourages instructors to move their course design beyond the traditional lecture format. The flexible layout, moveable furniture, portable writing surfaces, and plentiful computer displays give instructors many options for engaging their students in collaborative learning activities.

With several locations around campus...

- 230 Mulford (capacity 30)
- 20 Barrows (capacity 54)
- 118 Barrows (capacity 30)
- 110 Barrows (capacity 54)
- 122 Barrows (capacity 36)
Semesterly Open House - Opened to Partners

At the start of each semester, ETS hosts a back-to-school open house where instructors can drop in, learn about services, and find support. This year, ETS expanded its open house to include partners from across campus in an effort to provide instructors better service and to bridge the gap between providers and users. Participating groups included: Center for Teaching & Learning, GSI Teaching and Resource Center, Research IT, bConnected, and more. With positive feedback from both instructors and participating groups, ETS will continue to look for opportunities to collaborate and to provide great service to campus.

KALX Radio Digital Music Submissions

This year, KALX Radio began accepting digital music submissions creating an opportunity for KALX to interact with artists who might not utilize physical media to distribute their music. The station made this change in support of its commitment to providing listeners a curated and diverse music experience.
Fiscal Responsibility and Planning (Webcast Changes)

One of the largest challenges of the past year was the decision to scale back the well known Berkeley Webcast service to a more basic Course Capture service. To continue to provide students with a valuable study and learning aid, ETS introduced a simplified version of the service which requires less staff time by eliminating pre-publication edits and limiting access to the videos to course-registered students only. While the reduction in service is difficult, ETS is pleased they are able to continue to provide instructors and students this common good service in support of teaching and learning. Despite the changes, ETS was encouraged to see the number of participating courses increase for the Fall 2015 semester.

Events and Video Renamed

During the 2014-2015 year, the video team and the event AV support team adopted new names to better distinguish their services on campus. Berkeley Video & Berkeley Audio Visual (Berkeley AV) provide campus with the AV and Video support it requires to share and experience Berkeley on-campus and around the world.

Fall 2014 - Fall 2015

Berkeley Video produced 50 films for academic and research departments across campus

Berkeley AV served 100 different campus and community clients at 540 events

Highlights

National Park Centennial Summit Webcast in collaboration with National Park Service, National Geographic and College of Natural Resources

Professor Adam Arkin’s Synthetic Biology MOOC (Massive Open Online Course) in conjunction with EdX

Key Partners

- External Relations
- The Library
- Conference Services and Cal Catering

Highlights

- Graduate Division Lectures
- CalDay
- Homecoming Weekend
- California Public Higher Ed Collaborative Conference (at CSU East Bay)
bCourses Project Sites and Mailing Lists

ETS is committed to making bCourses a service that meets the needs of instructors and students. With this in mind, ETS rolled out two mini projects during the past year. The first was the addition of bCourses Project Sites. Designed for courses and researchers who need a digital space to manage and share information, bCourses Project Sites provides an academic-focused collaboration tool. Next, the team introduced a much-requested mailing list feature as an additional course communication tool for instructors. The easy-to-use mailing list can be used directly from bMail.

Service Metrics Project

ETS has initiated the Service Metrics Project to better understand the way campus uses its services. This multi-year project, initiated summer 2014, began by reviewing each service and the customer and usage data it collects. After analyzing the goals of each service, new processes and procedures have been implemented to better track the most relevant data. Over the coming year the services will analyze the data with support of ETS’s Customer Experience Group and the UAG in order to identify opportunities to improve the customer experience and to ensure we remain in alignment with campus goals.
Help Desk Introduced

This year ETS introduced a centralized help desk in alignment with our goals for continuous improvement and a better customer experience. The help desk was an outcome of the Service Metrics Project and analysis of help tickets across our most-requested services. Redirecting several service-specific phone, in-person, and web points of contact to a single help team has improved our ability to respond to customer requests. This approach also means that issues that impact several services at once are identified quickly and managed more smoothly.

New Website

The [ETS website](http://ets.berkeley.edu) averages 16,000 users per month and provides information, help documentation, and support for 17 services and our ongoing projects. The development of the new website was done in partnership with IS&T’s Open Berkeley, and ETS was excited to be the first campus partner to utilize Open Berkeley’s campus-branded theme. The transition to the new site provided ETS the opportunity to reevaluate the purpose and design of the website and refresh content to create a more customer-centered experience.

ServiceNow Knowledge Base (KB)

The One IT initiative includes a focus on simplifying the IT support experience across campus. In the past year Campus Shared Services IT introduced ServiceNow to combine ticketing, knowledge management, and more for various units into one location. ETS was among the first campus partners to begin utilizing the ServiceNow KB to manage customer-focused help documents. As the knowledge base continues to expand, campus will be able to find support documents for many IT and other services across campus in one location.

ETS ServiceNow KB

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<th>Services</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>192</td>
<td>12</td>
<td>809</td>
</tr>
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</table>

AUGUST 2015
Jon Crumpler Staff Award

Each year Berkeley awards leaders among the staff through the Chancellor’s Outstanding Staff Awards. This year, Technology Spaces Manager, Jon Crumpler was nominated by a group of his student employees in recognition of his ability to create an environment where students can experience a professional work setting in learning-centered and supportive space; preparing them for post-college careers. Jon’s techniques for both team and individual staff development have been adopted across ETS.

KALX Hosts UCRN Conference

During Spring 2015, KALX hosted the bi-annual UC Radio Network Conference. The KALX team coordinated the one-day event and provided guest speakers from campus and local experts on topics such as copyright laws and marketing. The event is open to all UC campuses and this year’s event included other California colleges and universities. Over 90 people participated in the event, which rotates between campuses and offers attendees an opportunity to network and review best practices and trends in college radio.
KALX Radio Wins 2014 CMJ College Radio Award

his past year KALX radio was recognized by CMJ for Most Creative Programming in recognition of their highly diverse music programming. CMJ is a nationwide network of college radio stations with a focus on playlists and trending music.

ETS/bCourses Team Takes Lead in Canvas (bCourses) Peer Group

The ETS bCourses team are co-founders and coordinators of The Canvas Peer Group. This group includes over 100 individuals from 25 institutions and shares best practices in higher-ed, and advocates for product changes and enhancements to support large research University needs around delivering and supporting the Canvas (bCourses) LMS. ETS participation includes managing a group site, email list, monthly calls, and an annual meeting. The group works closely with LMS provider, Instructure, to improve the Canvas platform and user experience for research universities.

ETS Receives $10,000 Innovation Award from Instructure

Instructure, the company behind Canvas, awarded ETS a grant to encourage the development of the Collabosphere tool with the long-term goal of sharing it across higher-ed. Colleges and Universities across the country have expressed interest in adopting Collabosphere if it becomes publically available.
Closing Thoughts

As we look forward to the next year, ETS will continue to work collaboratively with our partners to provide campus with services, insight, and support to improve UC Berkeley’s academic experience. Our goals for the 2016 fiscal year include:

- Enable the planning and implementation of the Undergraduate Initiative
- Foster innovation in teaching and learning through the creative use of space and technology
- Cultivate ETS staff capabilities
- Improve ETS processes, services and support by continuing to implement IT Service Management across the department and in conjunction with the University’s overall ITSM strategy
- Continue to provide essential support, partnership and leadership to enterprise projects and service improvement projects

The ETS Leadership team and I would like to take a moment to thank our amazing staff for their dedication and hard work. Their work provides a cornerstone for teaching and learning at Berkeley. We look forward to their continued contributions and positive impact to campus in the future.

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

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