1965

REPORT AND RECOMMENDATIONS ON THE DEVELOPMENT OF AN AUDIO-VISUAL CENTER AT THE UNIVERSITY OF RHODE ISLAND.

University of Rhode Island Faculty Senate

Follow this and additional works at: http://digitalcommons.uri.edu/facsen_bills

Recommended Citation
http://digitalcommons.uri.edu/facsen_bills/170

This Article is brought to you for free and open access by the Faculty Senate at DigitalCommons@URI. It has been accepted for inclusion in Faculty Senate Bills by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.
UNIVERSITY OF RHODE ISLAND
FACULTY SENATE

Transmittal Form for Bills Approved by the Faculty Senate

From: The Chairman, Faculty Senate
To: The President, Dr. Francis H. Horn
Enclosure

1. The attached resolution, entitled **REPORT AND RECOMMENDATIONS ON**
   **THE DEVELOPMENT OF AN AUDIO-VISUAL CENTER AT THE UNIVERSITY OF**
   **RHODE ISLAND.**
   is hereby forwarded to you for your consideration.

2. The official original and 2 copies for your use are attached.

3. This resolution was approved by vote of the Faculty Senate on
   **April 22, 1965**
   (date)

4. After your consideration, will you kindly indicate your approval
   or disapproval, as appropriate, and return it, completing the
   appropriate endorsement below.

   Endorsement 1.

   From: The President, University of Rhode Island
   To: The Chairman, Faculty Senate

   1. Returned.
   2. Approved ☒ Disapproved ☐
   3. (If approved) In my opinion, transmittal to the Board of Trustees
      would not be desired by the Board and is unnecessary.

   Endorsement 2.

   From: The President, University of Rhode Island
   To: The Chairman, Faculty Senate

   Received
   (date)

   Original forwarded to Secretary of the Senate and Registrar, E. Farrell,
   for filing in the archives of the University.
President Francis H. Horn  
Administration Building  
Campus

Dear President Horn:

The Faculty Senate voted to receive the enclosed report on the Development of an Audio-Visual Center, which was submitted by the Committee on Educational Procedures and Facilities. The recommendations call for a broad revision of our audio-visual services, both in administrative organization and philosophy. Realizing that such a move will take time, modification and continuous re-evaluation, these recommendations are sent for your consideration with the request that they be "incorporated insofar as possible to improve the audio-visual services at URI" (Senate minutes, April 22, 1965).

After reading the report again (in light of our discussion in the Senate), the Committee's approach became clear. This is a preliminary report defining a major problem that merits effort from all sectors of the University. The recommendations suggest a way to mount the effort, but they make no pretense for completeness; such an attitude would be premature when so much basic groundwork must be accomplished first.

With this perspective, the Committee had sufficient reason, I think, to work within itself rather than call in the people directly concerned with audio-visual services. Initial definition of a major endeavor is sometimes best accomplished with objective generalities. Specific policies, the report says, are to be developed by a University committee under the Provost, which "should assure a desirable relationship among audio-visual methodology, classroom instruction, research, and other A-V needs of the faculty.

The report concludes that our audio-visual services need review and examination. The Senate can go no further at this time other than put the recommendations in the form of a resolution -- we must now work at the University level to meet our needs.

Sincerely,

H. Perry Jeffries  
Chairman

cc: Dr. Thomas E. Moriarty  
Enclosure  
HPJ/js
Recommendations to the Faculty Senate
Relative to the Development of an Audio-Visual Center
at the
University of Rhode Island

Developed by
Faculty Senate Committee on
Educational Procedures and Facilities

Increased enrollments, the expansion of knowledge, and improvements in communications coupled with increasing dependence on technology demand that attention be given to the role of audio-visual services at the University of Rhode Island. Audio-visual materials and techniques are an indispensable part of modern day teaching and the scope and breadth of modern instructional materials are such that specialized leadership is necessary.

The present day responsibility of academic institutions to provide the excellence necessary to equip a student for our ever-increasing complex society requires that all educational techniques and developments be utilized to the fullest extent. Since many of these developments are an outgrowth of the technology related to communication problems, it is crucial that audio-visual services be designed and organized to provide leadership and service in this area.

Audio-visual services should be based upon a philosophy which has as its primary function service to the faculty for the purposes of aiding and improving instruction and for purposes of research. Second, it should function to interpret the University and its educational programs to the public. Third, it should serve to provide teachers-in-preparation with methods and materials of an audio-visual nature necessary for teaching in the elementary and secondary schools. Therefore it is recommended that an Audio-Visual Center be organized to implement the purposes stated above. These purposes imply the availability of the following services at the University: (Many of the services listed are closely related and tend to overlap; however, the extended list is provided for purposes of clarity.)
1. Function in a leadership capacity to advise and to assist the faculty in making full use of modern technology in communications.

2. Provide a trained staff of materials and equipment specialists.

3. Provide the equipment (including machine operators) and materials needed by the faculty for teaching and research.

4. Provide repair and maintenance services for all audio-visual equipment on campus.

5. Coordinate the use and production of television programs for instructional purposes.

6. Provide a centralized service for the production of still and motion pictures, charts, tapes, and graphic materials.

7. Centralize the purchase of equipment and materials in order to avoid duplication and to provide for more varied material services at less cost.

8. Serve as a focal point for evaluating the adequacy of instructional materials for use in teaching.

9. Provide consultant services for the purpose of identifying the audio-visual needs for new buildings.

10. Provide services required by the public relations division.

11. Provide instruction and laboratory experiences for students in the development of audio-visual materials and the use of audio-visual equipment.

12. Provide in-service instruction for teachers and consultant services to schools.

13. Supply an audio-visual library with information concerning educational materials and their source of availability, as well as films, filmstrips, tapes, and so on.

14. Supply information about new equipment and demonstrations relative to use.

Simple and feasible arrangements for securing these services would contribute to the work of our present academic staff, visiting professors, lecturers and new staff members. In many universities, these services are provided through a centralized arrangement, and many teachers have come to expect and to depend upon such services.

It is recommended that a Director of the Audio-Visual Center be appointed to serve in a leadership capacity and to coordinate all of the activities of the Center.
The Center's administrative placement poses a difficult problem. To illustrate, the Center will involve the utilization of electrical, mechanical, and acoustical engineering, yet should not be under the direction of the College of Engineering; it is concerned with artistic creation and production, but it should not be placed in the Art Department; it has tasks in common with the library but of a highly specialized nature because location, procurement, and management of audio-visual materials involves more technical tasks than involved in the management of printed materials. Concisely stated, the Center is a part of many existing agencies, but it is more than any one of them. Therefore, for it to function effectively, it is recommended that the Director of the Center be directly responsible to the Provost.

In order to organize and to develop an Audio-Visual Center to carry out the stated functions, it is recommended that an all-University committee be appointed by the Provost to advise the Director in the creation and continuing development of the program. The committee should meet at appropriate times to consider and to establish policies dealing with audio-visual methods of communication in instruction and research. Membership on the committee should be representative of the faculty in the various colleges and schools of the University. In order to guide the committee in its deliberations, it is recommended that the Bureau of Institutional Research collect data on audio-visual centers at other colleges and universities which will serve as background information in making decisions about the University program.

The Director of the Audio-Visual Center should be identified with the academic staff and hold appropriate academic standing. The Director should be chairman of the committee. This arrangement should assure a desirable relationship among audio-visual methodology, classroom instruction, research, and other A-V needs of the faculty.

The Audio-Visual Center should not be viewed as a storage area where materials are simply cataloged, stored and dispensed, nor should it operate
as a preview room or film service. Rather the Audio-Visual Center should function as a clearing house for communication problems and a source for their solution. In addition to aiding in instruction and research, centralization of equipment and budgetary responsibility is necessary. The per-capita investment in audio-visual equipment at the University has been great enough to provide sufficient units in adequate variety to serve the entire staff. However, the lack of central responsibility in estimating and meeting the requirements on an all-University basis has culminated in excesses, shortages, and even total lack of essential materials. Other economic advantages could be realized through a single repair and maintenance service, through elimination of unnecessary duplication of equipment, through reduced costs in purchasing procedures of a single purchasing unit, and through consultant services as facilities are planned.

In conclusion, it appears obvious to the Educational Procedures and Facilities Committee that the audio-visual services at the University need review and examination. Toward this end, specific recommendations have been forwarded. It is believed that their implementation would lead toward improved instruction and improved services. In addition, it would be a major step in developing a basic service to meet future instructional demands that will be placed upon the University staff.

Summary of Recommendations

1. That an Audio-Visual Center be organized at the University of Rhode Island with a Director directly responsible to the Provost.

2. That the major purpose of the Audio-Visual Center be to aid in the improvement of instruction and to serve as an instrument of research.

3. That an all-University standing committee be appointed to advise the Provost and the Director of the Audio-Visual Center in the creation and development of the program. The committee should be representative of the faculty and the colleges and schools of the University.

4. That the Bureau of Institutional Research collect data on Audio-Visual Centers at other institutions which will serve as background information for the Committee in the decision-making process relative to the University program.