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Exploring the Strategic Alignment of Performing Arts and Computing: Creating and Delivering Multimedia Performing Arts Content, Part II

Linda Jo Calloway
Seidenberg School of CSIS, Pace University

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Thinkfinity Application, Cornerstone III

Linda Jo Calloway
Seidenberg School, Department of Information Systems

Robert Meffe
Dyson School of Arts and Sciences, Department of Music

Proposal Title

Exploring the Strategic Alignment of Performing Arts and Computing: Creating and Delivering Multimedia Performing Arts Content, Part II.

Project Description

Our Exploring the Strategic Alignment of Performing Arts and Computing initiative aims to develop an interdisciplinary Seidenberg-Performing arts curriculum that will integrate into the performing arts program an expansion of exposure to information technology skills and expertise relevant to creating and delivering computer mediated content. During spring and fall terms 2010 we successfully launched the interdisciplinary course Creating with Web 2.0. The fall 2010 offering includes majors from Finance, Marketing, Accounting, Computer Science, Information Systems and Performing Arts. The first offering enrolled 13 students from Marketing, Finance, Information Systems, Computer Science, Communications and Film.

During spring and fall 2011 we will further develop the initial course by creating and including more sophisticated Performing to create content and to focus more attention towards recruiting Performing Arts majors.

The concept of creating interactive content as an interdisciplinary curriculum offering has been shown to succeed through our first two offerings of the course. In this segment of the project we will focus much more on Performing Arts individuals and creating more sophisticated content during the Performing Arts classes, and then integrating this content into

a living web presence for the Performing Artists and for students from other majors who may also enter the class.

Project Background:

The modern performing artist faces multiple challenges brought on by a pervasive technology and computer saturated culture. The potential to reach audiences using new multimedia methods continues to explode. These new media require performing arts individuals to understand and utilize numerous computer skills, technologies and techniques. Individual performers must manage their career exposure with élan and within a context of sophisticated technologies. Furthermore, their creative opportunities may rely more and more on the capacity to generate their own content. In the not too distant future, face to face auditions will become a thing of the past. Video and audio content that is available on the web will represent the performing artist as a kind of online resume.

Many of these interactive ideas are facilitated by a set of interpersonal applications and web services often referred to as Web 2.0.¹ The importance of these concepts is clearly highlighted by the renaming of NBC Universal to “NBCU 2.0” in October 2006. NBCU 2.0 is described as “a wide-ranging strategic initiative to assure future growth, streamline and strengthen operations, and exploit opportunities created by the rapidly evolving digital and global marketplace.”²

Another issue relevant to interactive professional engagement is understanding privacy management. Information gathering companies that manage contexts for your individually generated content (such as Google) have for years fed data on their customer interactions into

¹ When people refer to Web 2.0 they are describing one of three types of services:

1. A set of interpersonal applications (such as YouTube, facebook, Wikipedia or Pod-casts);
2. a set of web services (such as PayPal or Google Maps), or
3. Software as a service (SaaS) where individuals and businesses can rent applications on a sort of pay-per-view basis without having to purchase and host the software themselves.

² "NBC Universal Announces 'NBCU 2.0'." Press Release. 19 October 2006.

http://nbcumv.com/release_detail.nbc/corporate-20061019000000-nbcuniversalannoun.html

large internal data warehouses. A company may have a consumer friendly pro-privacy policy in place, but have no way to assure their customers that their promises are being kept.

Project Opportunities and Outcomes

This emerging reliance on computer driven creation and technology driven presentation opens up enormous opportunities for the individual performing artist who understands computer mediated engagement and can write, direct, capture and present work using these media.

In times where performing activities in theatre, movies and television are shrinking, opportunities in the context of the desktop and mobile computing are teeming. The benefits of understanding the essence of a new media and the techniques to incorporate it into performance art provide myriad creative and professional opportunities. This understanding gives the performing artist a professional edge in marketing and in exposure management.

These conditions provide strategic opportunities for both Pace Performing Arts students and for Pace University as a whole. IT content generating skills can provide a competitive edge immediately in the marketplace, and foster continuing ability to incorporate new media into their performing personas both in seeking and generating creative work. As much as content delivery and creation methods have changed in the last five years (YouTube launched in February 2005)³, the pace of change is likely to accelerate. Ensuring the Performing Arts students are closely in line with the emerging opportunities in designing and managing content and creativity helps Pace University graduates as they launch their careers.

Through additional courses and research opportunities, our students will gain the IT skills, knowledge, and experience, which will open up exciting and challenging career possibilities. In addition, many information technology concepts are already part of the Performing Arts curriculum.

³ Wikipedia, the free encyclopedia. <http://en.wikipedia.org/wiki/YouTube>. Pulled 28 September 2009.

Project Objectives

The goal for this project is to continue to articulate the strategic alignments between Performing Arts and Computing. We will continue working toward this goal by achieving a series of objectives.

These objectives continue to be:

- to develop new courses, and research opportunities for our students and faculty,
- to develop individual modules for existing courses in Seidenberg and Performing Arts,
- to develop new courses that combine performing, writing, directing and delivering computer mediated creative content, and
- To identify interdisciplinary research topics.

This project has several advantages:

- It provides students with strategic IT skills that increase their competitive advantage in the marketplace.
- It leverages the expertise in the Seidenberg School, and
- It provides a model for interdisciplinary collaboration.
- It allows Pace to present its Performing Arts program as a cutting-edge leader in the ability to integrate multimedia technology strategically.

Project Activities and Timetable for Part 1 (January 2011-December 2011)

Number	Activities	Estimated Time	
II.1	Create and launch new recruiting materials for attracting Performing Arts students into the new offerings	October 2010-August 2011	
II.2	Purchase equipment to create a portable video lab for use by Performing Arts, especially Musical Theatre performers. Train personnel	January 2011	
II.3	Create and deploy initial methodology for integrating content and instruction among the Performing Arts and Seidenberg courses.	Spring semester, 2011	
II.4	Evaluate results	June 2011-August 2011	
II.5	Refine initial integration methodology and deploy new course offerings and modules	Fall semester, 2011	

Budget Justifications

Faculty Stipend:

\$4200

We base this stipend on an estimated 120 total hours (60 hours each for Professors Calloway and Meffe), calculated at a rate of \$35/hour.

Student Assistants:

\$4325; 335 hours

This amount is based on an estimate of 195 hours of work, paid at a rate of \$15/hour and 140 hours paid at a rate of \$10/hour.

We based this on the following:

- 40 hours in support of Activity II.1
- 20 hours in support of Activity II.2
- 120 hours in support of Activity II.3
- 120 hours in support of Activity II.4
- 35 hours in support of Activity II.5

Supplies, Material and Technology:

\$3075.00

- Canon Vixia HF M31 Dual Flash Memory Video Camera \$628.00
- Mac Book Pro – 15-inch: 2.4 GHz \$1699.00
- Lighting Accessories \$375.00
- Tripod and Storage Unit \$150.00
- Microphones and Audio Equipment \$275.00

The supplies, material and technology will be used to set up a portable video studio in the Mainframe Studio Room W-205A at One Pace Plaza with the purpose of creating high quality, professional video and audio content.

Travel:

None

Guest Speakers:

\$1400

We base this amount on having 8 guest speakers with an honorarium of \$150 each. We have budgeted another \$200 to cover miscellaneous transportation and food expenses related to obtaining speakers.

Budget for Creating Strategic Alliances among Computing and Performing Arts
8-Dec-10

CATEGORY	HOURS	RATE/COST	COST
Faculty Stipends			
2 Faculty at	120	\$35	\$4,200
Student Assistants			
Graduate	195	\$15	\$2,925
Undergraduate	140	\$10	\$1,400
Guest Speakers			
Stipends	8	\$150	\$1,200
Transportation, food, misc.			\$200
Equipment and Supplies			\$3,075
Total			\$13,000.00

PACE UNIVERSITY
**The *Thinkfinity* Initiative for Innovative Teaching, Technology and
 Research Grant Competition**

PLEASE IDENTIFY THE GRANT PROGRAM TO WHICH YOU ARE APPLYING:

XX *Thinkfinity* Cornerstone 3 Interdisciplinary Informatics

TITLE OF PROPOSED PROJECT:
EXPLORING THE STRATEGIC ALIGNMENT OF PERFORMING ARTS AND COMPUTING: CREATING AND DELIVERING MULTIMEDIA PERFORMING ARTS CONTENT, PART 2

PLEASE PROVIDE ALL THE INFORMATION THAT PERTAINS TO YOU AND THE PROJECT

PRINCIPAL INVESTIGATOR/PROJECT DIRECTOR:

NAME	UNIVERSITY U #	CAMPUS ADDRESS
LINDA JO CALLOWAY	00002617	SEIDENBERG SCHOOL OF COMPUTER SCIENCE AND INFORMATION SYSTEMS 163 WILLIAM STREET, #226 NEW YORK, NY 10038
FACULTY RANK OR STAFF POSITION	PHONE NUMBER (S)	
FULL PROFESSOR	212-346-1207	
DATE OF HIRE AT PACE	DEPARTMENT	HOME ADDRESS
FULL TIME 9/1994	INFORMATION SYSTEMS	138 EAST 94 TH STREET, APT 1W NEW YORK, NY 10128
	E-MAIL ADDRESS	
PART TIME 9/1993	LCALLOWAY@PACE.EDU	

STUDENT INFORMATION (if applicable):

NAME		CAMPUS ADDRESS
N/A		
# OF CREDITS COMPLETED AS OF THE START OF CURRENT SEMESTER	EXPECTED DATE OF GRADUATION	CAMPUS TELEPHONE NO.
	GPA	MAJOR
E-MAIL ADDRESS		HOME TELEPHONE
PLEASE STATE IN A SENTENCE OR TWO YOUR PRIOR EXPERIENCE IN COMPLETING A RESEARCH, WRITING OR COMMUNITY SERVICE PROJECT:		

ADDENDUM TO PRIOR PAGE

Name of Project Director Calloway & Meffe

CO-PRINCIPAL INVESTIGATOR/CO-PROJECT DIRECTOR

NAME:	UNIVERSITY U #.	HOME ADDRESS:
ROBERT MEFFE	U00002543	100 THAYER ST APT 5G NEW YORK, NY 10040
FACULTY RANK OR POSITION	DEPARTMENT	
ASSISTANT PROFESSOR	PERFORMING ARTS	
HOME PHONE NO.	CAMPUS/BUSINESS PHONE NO.	CAMPUS/BUSINESS ADDRESS
917-297-3897	212-346-1342	ONE PACE PLAZA, W-205B NEW YORK, NY 10038
PERSONAL E-MAIL ADDRESS	CAMPUS/BUSINESS E-MAIL	
rmeffe@aol.com	rmeffe@pace.edu	

ALUMNI/AE:

NAME AND YEAR OF GRADUATION		HOME ADDRESS
N/A		
HOME PHONE NO.	BUSINESS PHONE NO.	
PERSONAL E-MAIL ADDRESS	BUSINESS E-MAIL	BUSINESS ADDRESS
PLEASE STATE IN A SENTENCE OR TWO YOUR ACADEMIC OR OCCUPATIONAL INVOLVEMENT RELEVANT TO THIS PROJECT		

OTHER SUPPORT

Name of Project Director Calloway & Meffe

PLEASE LIST ALL OTHER SOURCES OF FUNDING YOU HAVE RECEIVED IN THE PAST THREE (3) YEARS

SOURCE	AMOUNT	PROJECT TITLE
THINKFINITY 2010	\$15,000	Exploring the Strategic Alignment of Performing Arts and Computing: Creating and Delivering Multimedia Performing Arts Content

PLEASE LIST OTHER SOURCES OF FUNDING FOR WHICH YOU HAVE APPLIED IN THE PAST THREE (3) YEARS. MARK WITH AN ASTERISK (*) ALL OTHER REQUESTS YOU HAVE PENDING THAT ARE INTENDED TO SUPPORT (OR SUPPLEMENT) THE PROJECT PROPOSED IN THIS.

SOURCE	AMOUNT	PROJECT TITLE
NONE		

BUDGET FORMName of Project Director: **Calloway & Meffe****PLEASE IDENTIFY THE THINKFINITY CORNERSTONE GRANT PROGRAM TO WHICH YOU ARE APPLYING:** **Thinkfinity Cornerstone 3 Interdisciplinary Informatics**

BUDGET CATEGORY	REQUESTED AMOUNT	FOR REVIEWER'S USE
FACULTY/STAFF STIPEND/HONORARIA (\$2,100 APIECE)	4,200	
GRADUATE ASSISTANTSHIPS/STUDENT STIPEND (NUMBER OF STUDENTS AMOUNT PER SEMESTER X 1 OR 2 SEMESTERS) 200 HOURS GRADUATE STUDENT SUPPORT AT \$15/HOUR	4,325	
SUPPLIES , MATERIALS, AND SOFTWARE (PLEASE ITEMIZE)		
EQUIPMENT (Please itemize and explain its role in the project) <ul style="list-style-type: none"> • Canon Vixia HF M31 Dual Flash Memory Video Camera 628 • Mac Book Pro – 15-inch: 2.4 GHz 1699 • Lighting Accessories 375 • Tripod and Storage Unit 150 • Microphones and Audio Equipment 275 		
TRAVEL	0	
OTHER: (PUBLICATION COSTS; HOST CONFERENCE AT PACE; SPEAKERS FEE, ETC.) GUEST SPEAKER FEES (8 SPEAKERS @ 150 PLUS 200 MISCELLANEOUS TRANSPORTATION AND FOOD)	1,400	
TOTAL AMOUNT REQUESTED FROM THE PROVOST'S GRANT:	13,000	

NOTE: IF ADDITIONAL FUNDS ARE REQUIRED TO COMPLETE YOUR PROJECT, PLEASE PROVIDE EVIDENCE THAT THOSE FUNDS HAVE BEEN SECURED.

CURRICULUM VITAE**Name of Project Director Calloway & Meffe**

NAME	LINDA JO CALLOWAY
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EDUCATION

INSTITUTION	DEGREE	YEAR	FIELD OF STUDY
NEW YORK UNIVERSITY STERN SCHOOL TISCH SCHOOL OF THE ARTS	PH. D.	1989	INFORMATION SYSTEMS & INTERACTIVE TELECOMMUNICATIONS
NEW YORK UNIVERSITY	MS	1985	INFORMATION SYSTEMS
UNIVERSITY OF COLORADO	BA		INTERDISCIPLINARY: ENGLISH, MATHEMATICS, PHILOSOPHY

RESEARCH AND PROFESSIONAL EXPERIENCE:

CALLOWAY BIOGRAPHY:

DR. LINDA JO CALLOWAY is a Full Professor of Information Systems at the Pace University Seidenberg School of Computer Science and Information Systems. She is a recognized scholar in the field of Information Systems. She has published articles in leading international journals and books including the Oxford University Journal of Information Technology of Information Technology, Information Systems Journal, Blackwell Scientific Publications, Journal of the ACM Special Interest Group on Computer/Human Interaction, and Journal of College Teaching & Learning. She has presented her work at numerous international and United States research conferences.

Dr. Calloway has published three articles with students in the Information Systems Department. She regularly directs Independent Studies at the undergraduate and graduate levels and supervises candidates in the Seidenberg Doctor of Professional Studies in Computing program.

As a member of the Seidenberg undergraduate curriculum Task Force, she coordinated the integration of the Information Systems and the Technology Systems curricula for Database Management and Systems Analysis and Design into the new Seidenberg Information Technology program.

Dr. Calloway earned her Doctor of Philosophy at the New York University Stern School in Information Systems, where she also minored in Interactive Telecommunications at the New York University Tisch School of the Arts. She is a former Research Fellow at the Erasmus University Research Institute for Decision and Information Systems (EURIDIS) in Rotterdam. She has also taught at the Irish Management Institute in Dublin, and was a Visiting Scholar at Fudan University, Shanghai in 1984.

CALLOWAY RELEVANT PUBLICATIONS:

Calloway, L.J. Creating with Web 2.0: A course designed to build interdisciplinary alliances (December 2010). Proceedings of the International Conference on Informatics Education and Research, International Academy for Information Management (IAIM). Saint Louis, MI. December 10-12.

Calloway, L. J. Using the Dialog Charts Grammar to Complement the Unified Modeling Language to Create Working Prototypes: Research in Progress. Proceedings of the 5th AIS SIGSAND Symposium on Research in System Analysis and Design, Tulsa, USA, May 12-13, 2007, pp. 71-76, 2007.

Calloway, L.J. Exploring the Cultural Context of ICTs Using Qualitative Content Image Analysis. Proceedings of the International Symposium Research Methods. Information Systems Research Methods (ISRM). Milwaukee, WI, December 6, 2006.

Calloway, L. J. Panel: Pedagogical Issues of Systems Analysis and Design. Fifth International Symposium on Systems Analysis and Design. Vancouver, May 13-14, 2006.

Calloway, L. J. and Meraj, M.A. "Web Site Accessibility at Institutions of Higher Education: An introduction to accessibility awareness", Journal of College Teaching & Learning. The CIBER Research Institute, November 2004.

Lapczynski, P. H. and Calloway, L. J. "A Scheme of Technology Acceptance for Mobile Computing". Proceedings of the 2006 IRMA International Conference: Emerging Trends and Challenges in Information Technology Management. Washington D.C. May 21-24, 2006.

Calloway, L. J. "Designing the Culture and Context of Information and Communications Systems by Understanding Information Gathering Methods Used in Research Methodologies". Abstracts of the International Symposium on Research Methods, The Information Systems Institute. New York, August 5, 2004.

Calloway, L. J. and Li, H. "Observing online responses to Internet advertising after exposure to magazine advertising". Proceedings of the Information Resources Management Association International Conference (IRMA2003), Philadelphia, Pennsylvania. May 18-21, 2003.

Calloway L. J. and Keen, Peter G. W. "Organizing for Crisis Response", Journal of Information Technology, The journal of the Oxford University Templeton College Association for Information Technology, published by Chapman and Hall, London. Volume 11, pp 13-26. March 1996.

Ariav, Gad and Calloway L. J. "Designing with Dialog Charts: A qualitative content analysis of end-user designers' experiences with a software engineering design tool. Information Systems Journal, Blackwell Scientific Publications. Vol. 5, pp 75-103. April-June 1996.

NAME	ROBERT MEFFE
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EDUCATION

INSTITUTION	DEGREE	YEAR	FIELD OF STUDY
UNIVERSITY OF CINCINNATI COLLEGE-CONSERVATORY OF MUSIC	MM	1991	CHORAL CONDUCTING WITH AN EMPHASIS ON MUSICAL THEATER
UNIVERSITY OF NOTRE DAME	BA	1989	MUSIC (CONDUCTING PERFORMANCE) AND PRE-MEDICAL STUDIES

RESEARCH AND PROFESSIONAL EXPERIENCE:

MEFFE BIOGRAPHY:

ROBERT MEFFE is an Assistant Professor of Musical Theater at the Pace University Dyson College of Arts and Sciences. He is the Director of Music for the BFA Music Theater Program and teaches the sophomore course Musical Theater History and Repertoire I and II.

He is also a professional music director, pianist, orchestrator and vocal coach operating out of New York City. On Broadway he was Associate Conductor for *Little Women* and the last six years of the run of *Les Miserables*. He was Music Director for the National Tour of *Phantom of the Opera* and has played keyboards for *Mamma Mia*, *Hairspray*, *Avenue Q*, *The 25th Annual Putnam County Spelling Bee*, *Grey Gardens* and *Bombay Dreams*. Regionally he has participated in *Peter Pan*, *A Wonderful Life*, *Seven Brides For Seven Brothers* and *Little Shop of Horrors* at the Paper Mill Playhouse, *Candide* and *The Most Happy Fella* at the Lyric Opera Cleveland and *Big River* and *Les Miserables* at the Weston Playhouse. His commitment to the development of new musical theater led him to create Pace New Musicals, a new musical theater initiative at the New York City campus. In the summer of 2009, he was selected to be music director for the inaugural season of the Yale Institute for Musical Theatre. Mr. Meffe was born in Greensburg, Pennsylvania and holds a Bachelors Degree in Pre-Medical Studies and Music from the University of Notre Dame and a Masters Degree in Choral Conducting from the University of Cincinnati College-Conservatory of Music.

MEFFE RELEVANT PUBLICATIONS:

Meffe, Robert "How Many Musicians Does It Take? A History and Analysis of the Shrinking Broadway Pit Orchestra". Studies in Musical Theatre, Intellect Books, Ltd. London, pending Spring 2011 publication.

Name of Project Director Calloway & Meffe

CERTIFICATION:

I understand that: (1) The general terms and conditions of this proposal as stated in the application form, program guidelines and elsewhere have been read and accepted. (2) Any funds granted as a result of this application are to be expended for the purpose outlined herein in accordance with University policies, and any funds not expended for this purpose shall revert back to the proper program upon completion or termination of the award, whichever is earlier. (3) The award may be revoked in whole or in part should my relationship with Pace University cease, provided that such revocation shall not include any amounts payable up to the effective date of revocation.

SIGNATURE(S) OF GRANT APPLICANT(S):

_____ Signature	_____ Date	_____ Signature	_____ Date
_____ Signature	_____ Date	_____ Signature	_____ Date

APPROVAL SIGNATURES

(PLEASE OBTAIN THE APPROPRIATE SIGNATURES. APPLICATIONS RECEIVED WITHOUT REQUIRED SIGNATURES WILL BE DEEMED INCOMPLETE AND WILL NOT BE CONSIDERED BY THE REVIEW COMMITTEE)

FACULTY APPLICANTS:

DEPARTMENTAL CHAIR	_____ PRINT	_____ SIGNATURE	_____ DATE
DEAN	_____ PRINT	_____ SIGNATURE	_____ DATE
DEPARTMENTAL CHAIR	_____ PRINT	_____ SIGNATURE	_____ DATE
DEAN	_____ PRINT	_____ SIGNATURE	_____ DATE

STAFF APPLICANTS:

DIVISION HEAD OR IMMEDIATE SUPERVISOR	_____ PRINT	_____ SIGNATURE	_____ DATE
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ALUMNI APPLICANTS:

ASSOCIATE VICE PRESIDENT OR DIRECTOR OF ALUMNI RELATIONS (156 WILLIAM STREET)	_____ PRINT	_____ SIGNATURE	_____ DATE
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STUDENT APPLICANTS:

ACADEMIC ADVISOR OR FACULTY MENTOR

PRINT

SIGNATURE

DATE