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# UA3/9/2 Information Technology Summary Report

WKU Information Technology

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## INFORMATION TECHNOLOGY SUMMARY REPORT

October 17, 1997

### Overview:

The Information Technology division was created by action of the Board of Regents in 1991 in response to a principal recommendation of Western XXI and a 1990 campus-wide Communications Plan. The division consolidated and synergized the disparate computing and telecommunications resources under the direction of an assistant vice president reporting to then Executive Vice President Paul Cook. The departments, as now organized, include Administrative Computing Services, Academic Computing Services, Microcomputing Services, Networking and Communications, Educational Telecommunications (WKYU-TV, Interactive Television Network, Western cable, the television production center and public radio network), and the Center for Instructional Technology. In May of 1996, on the recommendation of President Thomas Meredith and in keeping with the long standing board priority for effective and innovative use of information technology, the area was elevated to division status headed by a vice president for Information Technology. This move was consistent with that at other institutions which have identified information technology as a strategic area. The University of Kentucky, the University of Louisville, and the University of Memphis have similar models. Comprehensive institutions similar to Western are now moving in the same direction (e.g. Illinois State which recently advertised for a Vice President for Information Technology).

Since 1991, a number of significant advances in information technology have been completed.

- The campus has been completely networked. Every classroom, laboratory, office, and residence hall room has access to a high speed computing connection. No other Kentucky public institution has achieved this status. This connectivity is provided as a basic utility rather than the charge back basis used at several institutions. Thus, there are no have nots. In addition to the ubiquitous connectivity, basic computing resources have been aggregated and centralized on the network resulting in a uniform and easy to use suite of services.
- A voice response registration, drop-add, and grade check system was implemented resulting in a much easier registration process.
- Campus computing labs have been expanded and upgraded. Hours were recently extended to 2 AM in one lab, the number of public access machines has been increased to over 450, and new labs will be implemented shortly in Owensboro, Fort Knox, and at the new Community College facility on Nashville Road.
- Migration from the IBM mainframe to client server computing has begun with the current implementation of the BSR Advance system for institutional advancement, a data warehouse supporting ad-hoc reporting and analysis for decision makers, and the new Banner 2000 student information system which will provide Web based admissions, registration, drop-add, fee payment, and degree audit/advisement functions.
- Implementation of a microcomputing support and training organization and help desk.
- Interactive television facilities have been expanded to 14 rooms. This fall over 880 enrollments



in 39 courses were generated at remote locations in addition to 148 enrollments for telecourses broadcast on WKYU-TV.

- Completion of an Academic Cable system during the current semester providing basic services (CSPAN, KET, WKYU-TV, foreign language channels, etc.) and video distribution capability to all classrooms and laboratories.
- Full-time information technology staff now totals 75, and the total annual budget is approximately 6.3 million, including all external funding.

**Strengths:**

- The state of deployment of information technology on the campus: Totally networked with some 3,000 microcomputers currently connected, including over 650 student machines in residence halls. No other Kentucky public institution yet has the total high speed connectivity that Western has had since February, 1996. We are recognized throughout the state for our leadership in the deployment of information technology. All faculty have had microcomputers since 1993 (except for one who refuses to accept or use a machine).
- Extent and quality of student computing services: No other Kentucky campus currently has the favorable ratio of public access computers to total student enrollment (about 1:30) or the quality of machines. No other campus has high speed network connections for students in residence halls. Over 450 computers are available in eight locations (soon to be 10 with Owensboro and the Community College).
- A public radio network covering about two thirds of the state with four transmitters (Bowling Green, Henderson-Owensboro, Elizabethtown, and Somerset) recognized for its overall excellence. This service is national caliber with one of the three best news departments in the state regularly winning statewide awards in competition with the largest commercial stations. Student news interns have won national scholarships four out of the last five years.
- The only independent public television station (WKYU-TV - PBS affiliate) in the state. The station covers south central Kentucky and is carried on over 20 cable systems. With a weekly cumulative audience in excess of 20,000 homes, this facility provides a public television service including college telecourses, PBS programming emphasizing children's programs, and local productions. There is considerable potential to increase enrollment in telecourses -- currently 148. Somerset Community College routinely enrolls 800 in a more limited number of telecourses than we can broadcast. WKYU-TV is principally funded by a Corporation for Public Broadcasting community service grant and other external funds. Its productions are also regularly broadcast on the state network - KET.
- A television production facility which regularly produces material of the highest quality including 3-D animation.

**Opportunities for recognition:**



- The new Technology and Communications Center and associated programs will further set Western apart and in a leadership position in information technology. We can become a statewide, regional, and even national leader.
- Leadership in the implementation of the Commonwealth Virtual University, assuming we make some bold moves academically.
- Become the first institution in Kentucky to require students to master computing/technology skills in their Freshman year, and to guarantee that our graduates are computer competent.
- Better utilize our radio and television capabilities in the production and distribution of WKU marketing materials. Our greatest opportunity is in the electronic media -- not in print.

#### **Concerns:**

- Sustaining and supporting computing with existing resources. Western faces the same two challenges as every other institution based on national surveys -- meeting the training and support needs of users, particularly the technologically challenged, and implementing technology in the teaching and learning process.
- Based on two surveys last year, we are significantly ahead of all Kentucky public institutions except for the University of Kentucky in faculty's use of technology in instruction. There are high and perhaps unrealistic expectations in this area.
- We are lagging in the implementation of Internet based courses. There is a need for a concerted effort by Academic Affairs and Information Technology in this area. This capability will become a key factor in leadership in the Commonwealth Virtual University.

#### **Issues near term:**

- Now that the network is complete, we need to implement a policy for charging departments for moves, changes, and additions to the network. Given the existence of over 14,000 total connections on campus, we have been surprised by the number of changes requested within the past year.
- Implementation of a replacement plan for faculty and staff computers. Faculty computers have been funded through a lease/purchase serviced by the fund balance. Most of the machines were purchased in 1993, and should be replaced by next fall. These expenditures should also be a part of the regular operating budget. At the same time, we should consider a matching program for staff computer replacement.
- Implementation of the new student information system is the highest priority in computing. This will not only solve the existing system's year 2,000 problem, it will also provide a major increase in functionality including web based admissions, registration, degree audit, financial aid functions, and drop-add.

#### **Issues Long Term:**



- Upgrade of the telephone wiring plant which is now leased from Bell South.
- Replacement of the existing human resources and financial administrative computer systems with client server versions which will permit a movement off the IBM mainframe platform by 2001. This will result in significant operational savings over the long term. More importantly, it will offer the opportunity for a business process redesign to simplify the University's operational practices and realize efficiencies at the same time. Although this is a long term project (through 2001) the option to purchase the software at a very favorable price expires on July 1, 1998.
- Transition of television to digital transmission. This will require a major expenditure for transmitter and antenna replacement. We are currently exploring a joint effort with WBKO-TV on whose tower WKYU-TV is currently located. Hopefully, we can share the cost of strengthening or replacing their tower and stay at the current site.

**New Money/Revenue opportunities:**

- In the immediate future, we have in the works an increase from \$50,000 to \$100,000 annually for an independent producers' fund allocation administered by Kentucky Educational Television to WKYU-TV. This action will take place in the 1998 general assembly, and Jody Richards is aware of it and very supportive. We plan to ask Jody to amend the legislation permanently earmarking the funds for Western's WKYU-TV.
- The television staff is exploring the potential for increased contract production services for non-profits as a revenue source. Development officers in radio and television continue to increase private giving and business underwriting.
- I am presently preparing a bid which may result in as much as \$40,000 annually in telephone commission's from Bell South.
- The new Technology and Communications building should afford numerous opportunities for grants from vendors and foundations in support of the various innovation and demonstrations activities there.

**Facilities:**

- All of the computing organizations are located on the third floor of the Wetherby Administration Building in cramped and unsuitable (power-air-conditioning-security) quarters. This is exacerbated by the fact that the Office of Budget and Management Information was supposed to move to the second floor some time ago. We need immediate relief prior to the move to the new facility which is at least four years away.
- Radio and television facilities located in the Academic Complex are cramped for space. Equally important is the aesthetic condition of these "showcase" facilities. Old asbestos based sound absorbent paneling is cracked and covered with plastic in many locations. Some short-term remodeling is needed prior to the new building project.
- Review of the office situation for the Vice Presidents for Institutional Advancement and



Information Technology is recommended. There were plans to move the Vice President for Finance and Administration to the second floor and to remodel the existing first floor space to be shared by Institutional Advancement and Information Technology. Neither office has space appropriate for the functioning of the offices. The Vice President for Institutional Advancement is in a particularly unsuitable setting given the clientele his office needs to receive.

**Stars:**

There are many talented people in the information technology organization. Those who, through a combination of talent and performance, have emerged as stars include:

Dave Beckley - Director of Networking and Communications. Dave is one of the brightest and most respected people in computing at Western. He spear headed the technical aspects of the data networking of the campus.

Amy James - Coordinator, Project Management in Administrative Computing. Amy is highly respected by the computing user community. She has leadership ability and potential to continue to grow in responsibility.

Naomi Lewin - Senior Producer-Announcer in Public Radio. Naomi hold a Masters Degree in music from Yale with honors and has regularly contributed features aired nationally by National Public Radio.

Dan Modlin - Public Radio News Director. Dan has built the news organization into one of the most respected in the state regularly garnering Associated Press and other awards in competition with the large market stations.

Jerry Barnaby - Assistant Director for Educational Television. Holds a Masters Degree from UT-Austin. Very talented and bright.

Gordon Johnson - Database Administrator. One of the most talented and capable technical people in computing. Gordon holds a Bachelors Degree from Harvard.

I have attempted to be very selective in this list. In addition to these individuals, there are several more very talented individuals in computing and telecommunications. For example, three of the radio and television engineers are equal to any I have encountered in my entire career.

**Charles M. Anderson**  
**Resume in Brief**

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(502) 781-2067 Home  
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**EDUCATION/TRAINING:**

Executive Management Institute, Corporation for Public Broadcasting, 1989

Indiana University, Bloomington, IN Ph.D., 1973

Major: Instructional Systems Technology (College of Education)

Minors: Mass Communications and Social Psychology

Recipient of Research Fellowship.

University of North Carolina, Chapel Hill, NC

M.A. in Communication, 1967

Major: Radio/Television

Minor: Journalism

Western Kentucky University, Bowling Green, KY

B.S. in Physical Sciences, 1965

(Physics-chemistry-math area of concentration)

**EXPERIENCE:**

- 1996- Present Vice President for Information Technology, Western Kentucky University (Administrative Computing, Academic Computing, Center for Instructional Technology, Educational Telecommunications, Microcomputing Services, and Networking and Communications).
- 1991-1996 Assistant Vice President for Finance and Administration (Technology and Telecommunications - same areas as current responsibility), Western Kentucky University.
- 1983-1991: Associate Dean for Telecommunications and Director of Public Television, (previously Associate Dean of Academic Services and Director of Media Services) Western Kentucky University. Responsibilities included educational television services (including establishment and management of public television station WKYU-TV and an interactive television network), the four station public radio network, and media services.
- 1972-1983: Director of Media Services (Television and Instructional Media). (First faculty advisor to student radio station 1975-79)
- 1971-Present: Professor (1981) of Broadcast Communication.  
Current teaching specialty: New communications technologies.



- 1971-1972: Staff Assistant, Office of the Dean of Academic Services, Western Kentucky University.
- 1967-1970: Television producer-director and instructor, Western Kentucky University.
- 1963-67 Various television and radio positions while completing undergraduate and graduate studies (WPTF Radio, Raleigh, North Carolina (50,000 watt NBC affiliate), WKCT Radio, Bowling Green, Kentucky, WSFC radio, Somerset, Kentucky, and WCDS Radio, Glasgow, Kentucky.

**Recent presentations:**

- Association for Governing Boards Workshop - Fall, 1996
- Association for Governing Boards Annual Conference - Spring, 1997
- Coalition for Networked Information Annual Conference - Spring, 1997
- Governor's Conference on Trusteeship - Fall, 1996
- Kentucky Higher Education Computing Conference, 1997

**OTHER:**

Vice Chairman, Kentucky Authority for Educational Television (1996-present).

Member, Kentucky Authority for Educational Television, governing board of the statewide educational television network (1986 - present). Appointed by three Kentucky Governors, and currently serving third term.

Member, Kentucky Information Resources Management Commission (statewide information policy board). Selected by the Governor of Kentucky from among three persons nominated by the Council on Higher Education to represent the universities (1994-98 term).

Member, Kentucky Information Systems Commission, appointed by Governor, 1992-94 (predecessor to KIRM).

Leadership Kentucky, Member, Class of 1991.

Recipient of the Kentucky Mike Award, the highest award of the Kentucky Broadcasters Association, 1988.

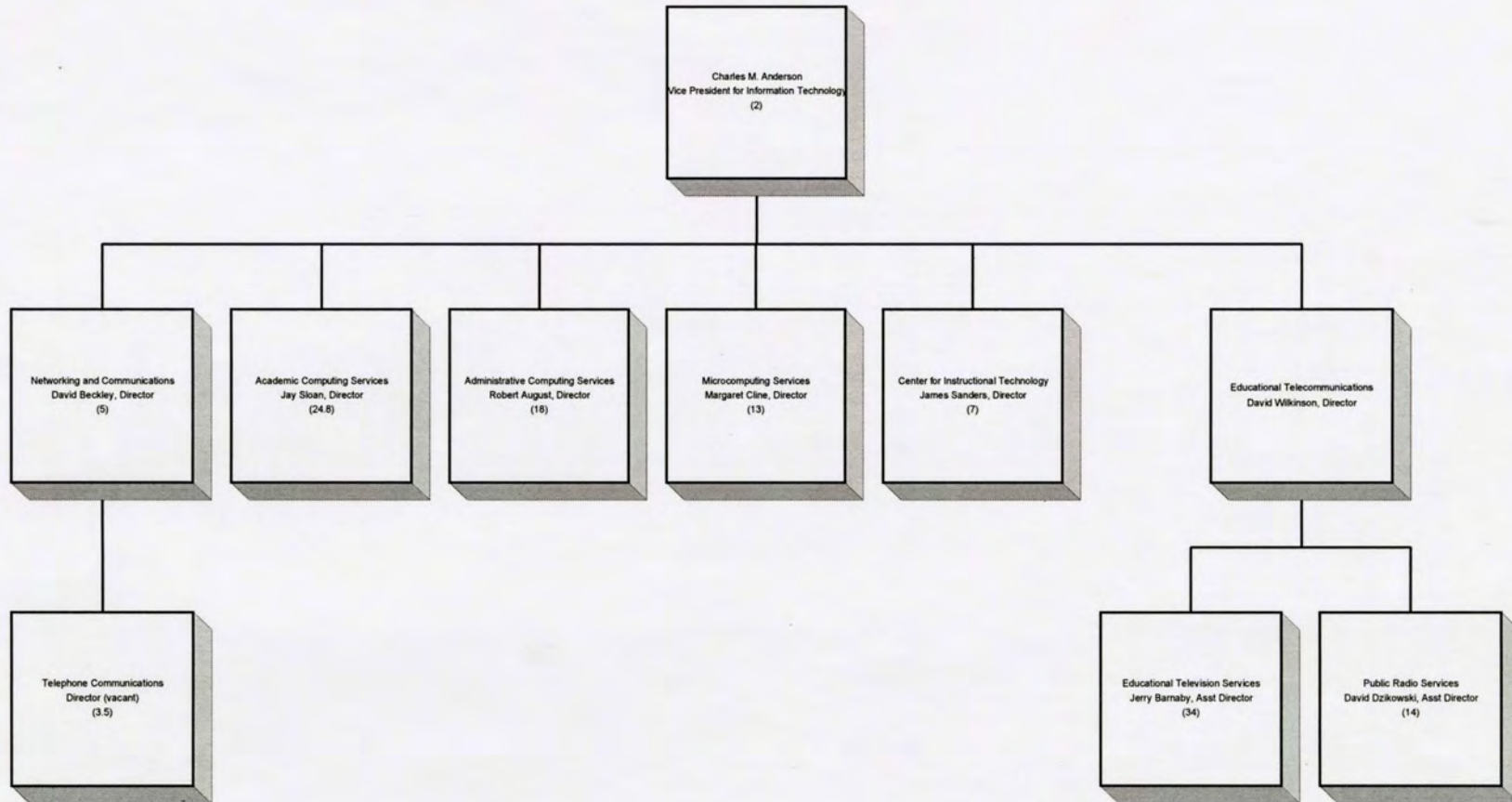
President, Kentucky Broadcasters Association (1985-86). First public broadcaster in the nation elected president of a commercial broadcasters association.

Member, Kentucky Broadcasters Association Board of Directors (1978-1987 and 1991-present).

"Outstanding Contribution to the Arts" Bowling Green/Warren County Chamber of Commerce (1983).



# Division of Information Technology



FTE count in parentheses





WESTERN KENTUCKY UNIVERSITY

KTLN



Interactive Video Classroom



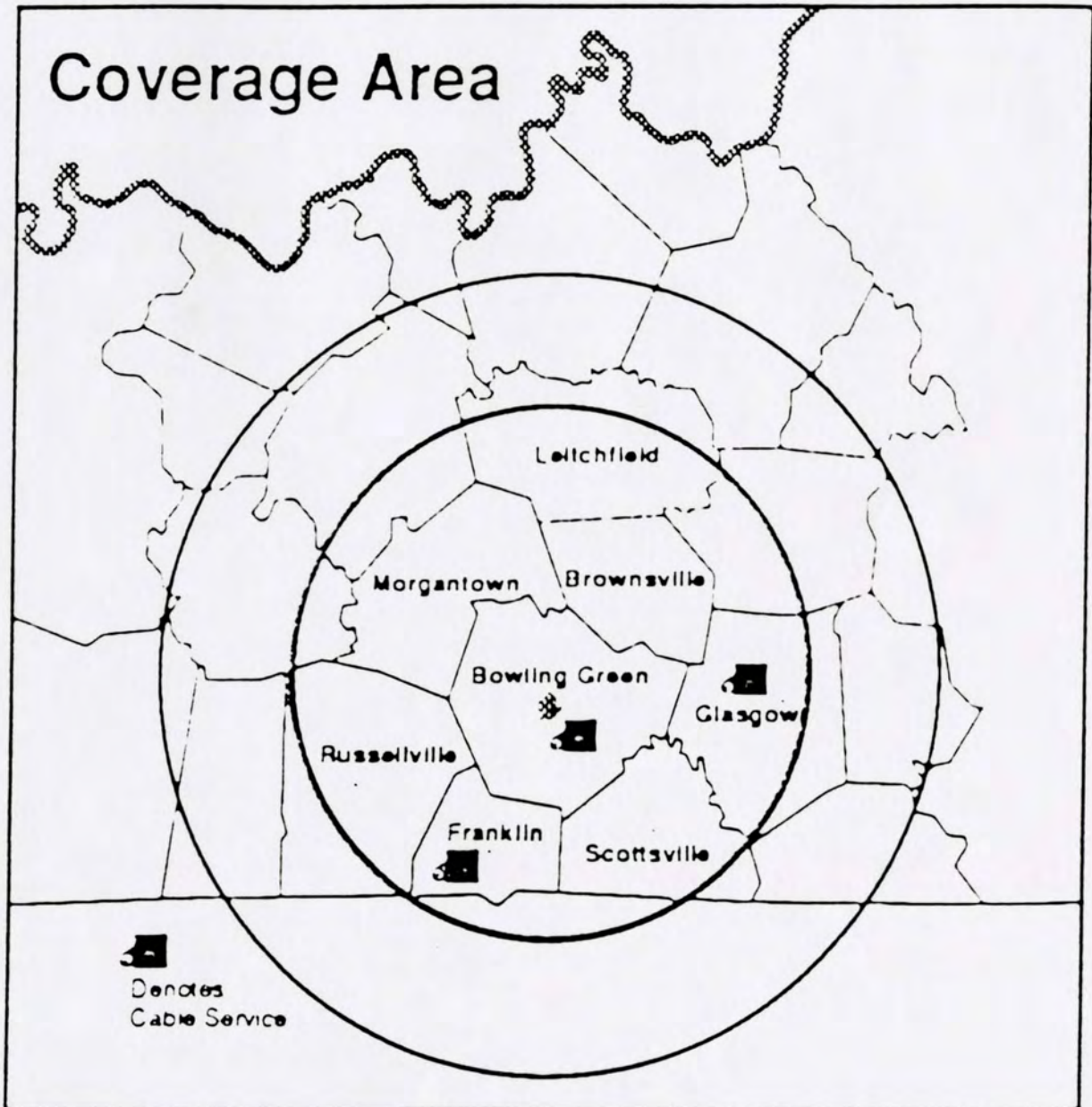
Network

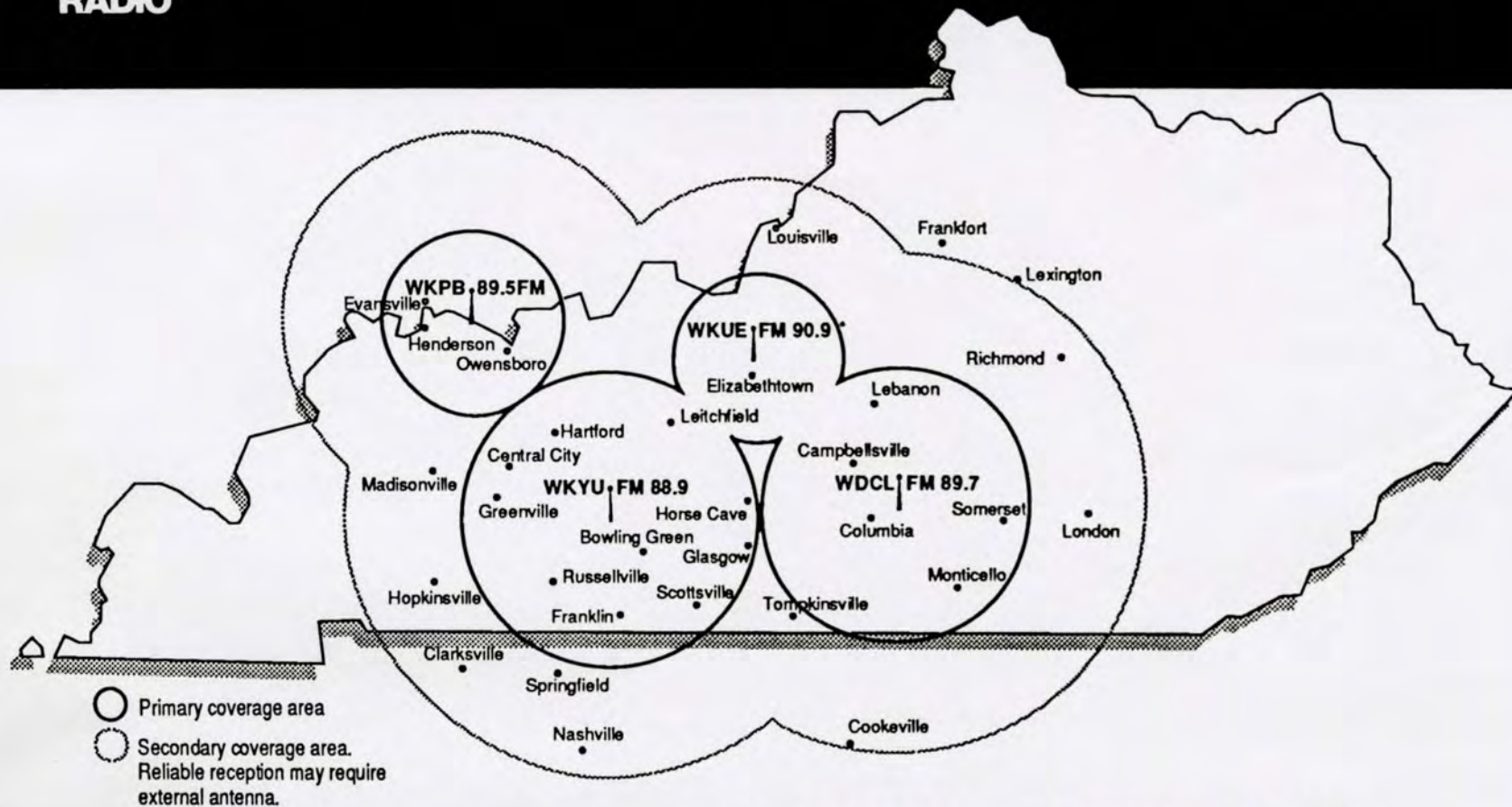
T-1 Lines Video/Voice/Data

Provided by Kentucky Information Highway



# WKYU-TV





- **WKYU-FM 88.9**, began operations in 1980 in Bowling Green, Kentucky.
- In 1985, repeater station **WDCL-FM 89.7** began operations licensed in Somerset, KY.
- The system further expanded in 1990 with the addition of repeater stations **WKPB-FM 89.5** in Henderson, Kentucky and **WKUE-FM 90.9** in Elizabethtown Kentucky.