

## 2023 Technology Fee Full Proposal

**Title:** Enhancing Student Learning through a Campus-Wide Podcasting Studio

**Proposers:** Michelle Nolan, Jean Bossart, Jackson Williams, Marston Science Library  
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**Sponsoring Organization:** George A. Smathers Libraries

**Purpose:** The George A. Smathers Libraries request \$30,553 to purchase state-of-the-art podcasting equipment to establish a campus-wide podcasting studio for students to be located at the Marston Science Library (MSL). Podcasting provides students the opportunity to share their voices widely. It is an engaging tool that students can use to deliver content to a wide audience in short, meaningful segments. It also allows students to build their self confidence in speaking and sharing their knowledge with others. Because podcasts are freely available and can be shared university-wide, they can also serve as open educational resources (OER) to engage with leadership themes in a way that is accessible, practical, and relevant. For students, podcast creation provides an experiential learning opportunity in multiple arenas, including script writing, interviewing, narration, recording, and audio production/editing. Student-led podcasts could serve as a capstone project, a modern final assessment, a professional marketing tool, or simply a personal creative endeavor. For faculty, developing a faculty podcast provides students with a multimedia instructional resource. Through creating podcasts, students can develop essential critical thinking, articulation, project management, and leadership skills..<sup>1</sup>



[University of Delaware](#)



[Hillman Library, University of Pittsburgh](#)

MSL has offered basic podcasting equipment for check-out since Fall 2018. These podcasting kits include microphones and portable recorders with a number of accessories. The equipment was very popular: the podcasting kits were checked out more than 220 times and were often reserved weeks in advance. However, we often received feedback from users that they had no quiet, sound-treated space in which to actually record high quality podcast audio. In addition, the equipment is now outdated and no longer

serves the needs of students in 2023. Most of the older podcasting equipment that MSL offers are not compatible with modern computers and phones. Students still often inquire about the podcasting kits but find that the outdated technology cannot work with the creative plans they have for podcast development.

If awarded, the Technology Fee funds would be used to purchase state-of-the-art podcasting equipment and a stand-alone, sound isolating, podcasting booth with a professional look that will ensure a quiet recording venue. Sized for two people, the booth will accommodate either a solo podcaster or two persons working collaboratively on a single podcast. This proposed setup will address the major needs students have expressed to library workers: up to date technology and a sound-treated space in which to record. There is no such space currently offered to students of all majors across campus.

The proposed podcasting production support equipment includes a dedicated PC or Mac equipped with recording and editing software. The recording and editing software package Audacity (or equivalent) is proposed for use. Since Audacity is open source (i.e., free) software, once student podcasters learn its basics they will be able to use it at any time on their own PC, including after they leave UF. This learning opportunity and subsequent mobile access would not be possible with production software that requires a monthly fee (such as Adobe Audition). The podcast production software learning opportunity will be augmented with a new MSL LibGuide with tutorials similar to these [tutorials](#) from North Carolina State University. If demand warrants, in-person training workshops developed by MSL faculty will be offered.

#### **Impact/Benefit:**

An MSL-based podcasting facility is expected to have an immediate positive impact on aspiring student podcasters. Currently, podcasting access across campus is limited or unavailable to students, with available facilities generally restricted to faculty, to students in specific courses, and staff with specific authorizations. However, through a simple reservation system, all students will have access to the MSL podcasting facility as well as its supporting editing software and hosting portal. As MSL becomes the 24/7 library on the UF campus late in Spring 2023, students will have access to the podcasting equipment any time they want, making this an even more accessible resource for students.

The podcasting booth at MSL will be ADA accessible. The furniture provided by the library will also be ADA compliant. All podcasts produced will be equipped with closed captioning for the hearing impaired. The podcasts will also have language translation capabilities so that they will be accessible to a wider audience. Through production of podcasts students build their skills and confidence in public speaking. Making podcasts has been shown to improve the fluency and accuracy of non-native speaking students, including having fewer pauses and mispronunciations.<sup>2</sup>

#### **Sustainability:**

A study by the UF College of Journalism and Communications found that podcasting is more popular than ever with entertainment, information, and audio platform superiority as the main drivers. Podcasting grew its listenership during the pandemic and has remained as popular as ever with 90% of podcast listeners indicating that they listen to podcasts the same amount or more time since the pandemic.<sup>3</sup>

The central concern regarding the sustainability of these equipment investments is the inevitable need to replace or upgrade equipment. The Libraries are committed to financially sustaining the resources, with all maintenance and replacement costs absorbed by the Libraries. Library staff will provide routine maintenance of the equipment included in this proposal.

**Timeline:**

Month	Activity
Aug - Sep 2023	Funding received. New quotes requested for technology and orders placed.
Oct – Dec 2023	Modify space. Technology received and set up.
Jan 2024	Room made available to students through online booking. Library staff create training and tutorials.

**Budget:**

Item	Quantity	Unit Price	Total	Vendor/Link
Sound isolation booth*	1	\$26,461.00	\$26461.00	<a href="https://whisperroom.com/model/mdl-7296-e/">https://whisperroom.com/model/mdl-7296-e/</a> *Lowest of three bids shown
iMac or PC	1	\$,1499.00	\$1499.00	<a href="https://www.apple.com/shop/buy-mac/imac">https://www.apple.com/shop/buy-mac/imac</a>
Monitors	2	\$89.99	\$179.98	<a href="https://www.amazon.com/Acer-monitor">https://www.amazon.com/Acer-monitor</a>
DAW voice isolation	1	\$199.00	\$199.99	<a href="https://www.amazon.com/Shure-Voice-Isolating">https://www.amazon.com/Shure-Voice-Isolating</a>
Audio interface (pre-amp)	1	\$419.99	\$419.99	<a href="https://amazon.com: Audio Interface">https://amazon.com: Audio Interface</a>
Microphones w/stand	2	\$179.00	\$358.00	<a href="https://amazon.com/Dynamic mic">https://amazon.com/Dynamic mic</a>
Mic boom arms	2	\$98.75	\$197.50	<a href="https://amaon.com/boomarms">https://amaon.com/boomarms</a>
Studio monitors	1 pair	\$378.00	\$378.00	<a href="https://amazon.com: Powered Studio Sound Monitor Pair">https://amazon.com: Powered Studio Sound Monitor Pair</a>
Studio headphones	2	\$149.99	\$299.98	<a href="https://amazon.com: Studio Monitor Headphones with Volume Control">https://amazon.com: Studio Monitor Headphones with Volume Control</a>
Acoustic panels for walls	2	\$91.99	\$183.98	<a href="https://www.amazon.com: acoustic panel">https://www.amazon.com: acoustic panel</a>
Lighting	2	\$62.98	\$125.96	<a href="https://www.amazon.com/studio light">https://www.amazon.com/studio light</a>
MIDI controller	1	\$89.00	\$89.00	<a href="https://Amazon.com: USB MIDI Pad Controller">Amazon.com: USB MIDI Pad Controller</a>
XLR cables (pack of 2)	1	\$17.99	\$17.99	<a href="https://Amazon.com: XLR premium cables">Amazon.com: XLR premium cables</a>
"On Air" light	1	\$39.99	\$39.99	<a href="https://Amazon.com: On-air Sign">Amazon.com: On-air Sign</a>
Signage	1	102.72	\$102.72	<a href="https://amazon.com: Lightbox">https://amazon.com: Lightbox</a>
<b>TOTAL</b>			<b>\$30,553</b>	

**References:**

<sup>1</sup>Norsworthy, C. and Herndon, K.. 2020. Leading by Ear: Podcasting as an Educational Leadership Tool. *Journal of Leadership Education*, 19(3).

<sup>2</sup>Yeh, H.C., Chang, W.Y., Chen, H.Y. and Heng, L. 2021. Effects of podcast-making on college students' English speaking skills in higher education. *Educational Technology Research and Development*, 69, 2845-2867.

<sup>3</sup>Chan-Olmsted, S. and Wang, R. 2022. Understanding podcast users: Consumption motives and behaviors. *New Media & Society*, 24(3), 684-704.

**Technology Fee Full Proposal Template Sponsor Signature Form**

**Title:** Enhancing Student Learning through a Campus-wide Podcasting Studio

**Proposer's Name:** Michelle Nolan, Jean Bossart, and Jackson Williams, Marston Science Library, George A. Smathers Libraries

**Note:** By signing this form the sponsor is making a commitment to support the project. This may include providing startup, recurring or equipment replacement resources as presented in the attached budget.

**Signature of sponsor:** College Dean, or Unit Director, or VP for Student Affairs.

*Judith C. Russell*

Judith C. Russell, Dean of University Libraries

3/9/2023 | 9:17 AM EST

Date

**Note:** By signing this form the UF IT unit is making a commitment to manage the project if selected for submission of a full proposal. This may include providing startup, recurring or equipment replacement resources as presented in the attached budget.

**Signature of unit UFIT Director of a core unit:**

*Mark McCallister*

Mark McCallister, Director UF IT Academic Technology

3/9/2023 | 4:41 PM EST

Date