

Code: AA 2007-16

MEMORANDUM

DATE: June 11, 2007

TO: Presidents
Provosts / Vice Presidents, Academic Affairs
Chief Information Officers
Vice Presidents, Student Affairs

FROM: Keith Boyum, Associate Vice Chancellor, Academic Affairs ^{KOB}
David Ernst, Assistant Vice Chancellor / Chief Information Officer ^{DE}

SUBJECT: iTunes U Implementation Recommendation

In October 2006, the CSU signed an agreement with Apple Computer, Inc. to implement iTunes U on campuses. At the time, requirements and processes to implement California Government Code 11135 (Section 508) had not yet been developed. CSU requirements and processes for the acquisition of electronic and information technology products and services are now defined. In mid-November 2006, the Accessible Technology Initiative (ATI) team conducted an initial quality assurance evaluation of iTunes U components and found that core elements of the system do not meet CSU requirements for accessibility under Section 508.

After consultation with appropriate systemwide advisory groups, we ask that campuses limit implementation of their iTunes U efforts to pilot projects as described below. Campuses are advised to delay production rollout until effective solutions addressing both the accessibility of content as well as the accessibility of the delivery mechanism are developed and tested.

To help facilitate development and testing of these solutions, the Chancellor's Office team for the Accessible Technology Initiative will engage in the following actions:

1. *Maintain regular communication with Apple:* The ATI team has shared the CSU requirements and timelines with Apple and has prioritized the items that are of concern. They have encouraged Apple to address these concerns by September 2008 consistent with the CSU timeline for incorporating accessibility in new instructional websites and new course content. The CSU ATI team will maintain regular contact with Apple regarding their progress toward meeting the CSU requirements.

CSU Campuses
Bakersfield
Channel Islands
Chico
Dominguez Hills
East Bay

Fresno
Fullerton
Humboldt
Long Beach
Los Angeles
Maritime Academy

Monterey Bay
Northridge
Pomona
Sacramento
San Bernardino
San Diego

San Francisco
San José
San Luis Obispo
San Marcos
Sonoma
Stanislaus

2. *Gather results of iTunes U Pilots conducted by CSU campuses:* These pilots will enable the exploration and formation of accessibility solutions as well as other important issues such as integration methods and metadata tagging standards. An important purpose of these pilots is to create a safe environment for campuses and their faculty to experiment with iTunes U as well as to ensure that we “do no harm” to students with disabilities who need to access iTunes U content. Campuses that wish to participate in a pilot project should reference the attached “Directions for Participation in the iTunes U Pilot Project” and “Pilot Project Template”: These documents can also be found on the ATI website under the Accessibility Projects link at: www.calstate.edu/accessibility.

3. *Develop best practices for creating accessible multimedia content and document accessibility solutions and workflows:* While the accessibility of the iTunes U components is Apple’s responsibility, the accessibility of the content provided within the iTunes U environment is a campus responsibility. The opportunity to use multimedia in instruction is now greater than ever and the pedagogical reasons for doing so may also be compelling. For this reason, scalable and cost-effective solutions need to be identified and training must be available to assist faculty and staff in creating accessible multimedia.

Some campuses have begun to explore methods for creating accessible multimedia and strategies for creating accessible interfaces. The sharing of these strategies and solutions is an important aspect of these pilot studies. A mechanism to facilitate the sharing of this information across the CSU is made available through the CSU-itunes listserv. Subscription to this listserv is available via <https://webmail.sonoma.edu/mailman/listinfo/csu-itunes>

These actions taken together will serve to bridge the accessibility gaps that currently exist. By September 2008 (or earlier if warranted), the information from the pilot projects along with an assessment of the accessibility of the latest iTunes U components will inform campus decision regarding the adoption of iTunes U into a production environment. Please address questions about this communication to Ms. Mary Cheng, Director, Accessible Technology Initiative at mary.cheng@csueastbay.edu or Ms. Regan Caruthers, Director of Business Development and Communications at rcaruthers@calstate.edu.

ATTACHMENTS:

Directions for Participation in the iTunes U Pilot Projects
Emerging Technology Pilot Project Template

c: Chancellor Charles B. Reed
Executive Vice Chancellor / CAO Gary W. Reichard
Executive Vice Chancellor / CFO Richard P. West
Dr. Gerard Hanley, Senior Director, Academic Technology
Mr. Allison Jones, Assistant Vice Chancellor, Student Academic Support
Ms. Regan Caruthers
Ms. Mary Cheng

Directions for Participation in the iTunes U Pilot Projects

Submission of the Emerging Technology Pilot Template

The sharing of practices, strategies, and solutions is an important aspect of the iTunes U pilot projects. The Emerging Technology Pilot Template (ETPT) is a tool developed to help collect data so that information can be shared broadly across the CSU. Since we are committed to sharing information with Apple, we would like to receive Part I of the ETPT by July 15, 2007 from project coordinators of participating campuses. Please send Part I to mary.cheng@csueastbay.edu.

While campuses may start a pilot project at any time in the 2007-2008 year, these projects should have a completion date of June 15, 2008 in order to ensure sufficient time for campus evaluation of this technology prior to Fall 2008. Please submit Part II of the Emerging Technology Pilot Template at the conclusion of the pilot and no later than June 30, 2008 to the Chancellor's Office.

Communication

The listserv, CSU-itunes@lists.cdl.edu, is established to facilitate communication and collaboration. Pilot project participants should subscribe by following this link <https://webmail.sonoma.edu/mailman/listinfo/csu-itunes>

Specific Items for Study

In addition to addressing the items in Part II of the Emerging Technology Pilot Template, campuses should collaborate on finding solutions to the following:

Metadata Tagging Framework: What standards or schema are you using for the tagging of objects going into iTunes U?

Intellectual Property and Copyright: What procedures are in place to safeguard intellectual property? What practices are followed to ensure the appropriate use of copyrighted materials?

Integration with CMS/LMS: What solutions have you found that made integration an easier process?

Alternative to the iTunes U client: Persons who require the use of assistive technologies to gain access to software applications are not able to successfully use the iTunes U client at this point. What alternatives have you put in place to ensure access of the iTunes U content for all? How well do these alternatives provide for timely access to accurate content?

Roles, Responsibilities and Support

Campus Project Coordinators: Submission of Part I and Part II of the Emerging Technology Pilot Template.

Campus Academic Technology/CIO Office: Provide guidance and support of campus pilot project.

Campus Disability Services Office: Provide guidance to pilot projects regarding accessibility issues and solutions and campus-specific disability services information.

Chancellor's Office Academic Technology Services: Coordinate and disseminate pilot project findings. Serve as point of communication with Apple.

Chancellor's Office Accessible Technology Initiative: Coordinate and disseminate pilot project findings regarding accessibility issues and solutions. Provide consultation to campuses regarding practices in the creation of accessible content. Evaluate the accessibility of iTunes U application.

There will be no Chancellor's Office grants for participation.

Emerging Technology Pilot Project Template

Promising new technology approaches and solutions need to be considered carefully before implementation in an enterprise-wide architecture. New technologies may have implications for accessibility, security, and other areas of the existing information technology infrastructure. Conducting pilot studies of the new technology prior to adoption allows for the exploration of these implications and the cost-benefits of deploying the emerging technology. Sharing information from pilot studies will help extend learning and build the knowledge base about new technologies. Finally, collaboration among pilot participants will increase the potential for rapid discovery of new knowledge and innovative solutions.

This Emerging Technology Pilot Project Template is a tool developed to help collect data so that information can be shared broadly across the CSU. The outcome is the sharing of lessons learned. Information from the pilots will be available to business sponsors to facilitate informed decision-making about the viability of adopting the technology under study. Efforts are being made to put this template online so that data collected from pilot projects will be made available over the Web.

Emerging Technology Pilot Project Template

Part One: To be completed prior to the pilot.

A. Campus and Contact Information

Campus:

Technology Being Explored:

Project Title:

Project Coordinator:

Email:

Work Phone:

Mobile Phone:

B. Project Information

Please provide a brief description of the Project:

Please provide a brief description of the problem that this technology has the potential in helping to solve.

Start Date and Ending Date of Project:

In what context is this technology being used?

- Teaching-Learning
- Delivery of University Services
- Other, please describe:

Who are the targeted users of this technology and how many users will be impacted by this project? (please check all that applies)

- Enrolled students
- Prospective students
- Staff
- Faculty
- General public

Please give a brief scenario of how a typical user will use this technology (use case scenario).

C. Expected Outcomes

What are the expected outcomes of this pilot and expected benefits for faculty, staff or students?

How will success be measured?

Part Two: To be completed at the conclusion of the pilot

A. Outcomes and Benefits

To what extent were specific expected outcomes realized or unrealized? What are the associated implications in terms of benefits for faculty, staff and students? For example, benefits related to teaching-learning, service delivery, university experience, convenience, access and student success, etc.)

What other potential benefits were discovered for faculty, staff, or students?

B. Issues and Solutions:

Technical:

What technical issues did you experience in deploying this technology?

What solutions did you develop to address these issues and how effective was each?

Accessibility:

What are the accessibility implications for the use of this technology? (i.e. Are there groups left out because of their inability to access the technology or access the content provided through the technology? Please work with your campus disability services office to determine the accessibility impacts for students with disabilities.)

What solutions did you develop to address accessibility issues?

How effective was each solution in providing for equally effective access to individuals with disabilities?

Security:

Are there any security implications for the use of this technology? If so, how are security issues being addressed?

Other:

What are other issues did you encountered in this Pilot Project? How did you address these issues? How effective was each solution?

C. Resources Required

What have you learned about the cost components in rolling this technology out?

	One Time	Recurring
Hardware		
Software		
Maintenance		
Staffing		
Consulting		
Training		
Network Resources		
Other		

D. Satisfaction Rating

Rate each on a scale of 1-5 regarding your satisfaction with each of following components:

1 = unsatisfactory 2=mildly satisfied 3=satisfied 4=greatly satisfied 5=satisfied beyond my expectations

Ease of Use:

Resources Required:

Benefits Achieved:

E. Additional Comments

Specific to the iTunes U pilot, in addition to addressing the items in Part II of the Emerging Technology Pilot Template, campuses should collaborate on finding solutions to the following:

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