



# MEDIA SERVICES PLAN

Effective Date: 10/16/2017

## PURPOSE

Dorsey School’s media resources are a vital and necessary part of the educational experience of our students. Dorsey Schools defines instructional media consistent with the definition used by the Council on Occupational Education as follows: “Any print or non-print learning resources (e.g., books, manuals, periodicals, computer software, films, videotapes, audio tapes, slides, and others) and the equipment and services necessary to use them.” The objective of the Media Services Plan is to ensure instructional media services and support are available to students and faculty as needed during the course of instruction and learning.

## GOALS AND OBJECTIVES

The following goals and objectives have been developed in support of the achievement of this plan:

1. Identify facilities and technical infrastructure essential for using media materials;
2. Disclose the scope and availability of media services to ensure a variety of current and relevant educational materials are available to help fulfill the institution’s purposes and support its educational programs
3. Identify personnel responsible for the implementation and coordination of the media services, including their roles and responsibilities
4. Identify orientation for faculty and staff
5. Disclose annual budgetary support for the services
6. Ensure plan is reviewed, modified and updated annually

## ACTIVITIES:

### FACILITIES

Each campus contains lecture, lab, and clinic/salon space, as appropriate. Students have access to computers during the campus’ open hours, both during and outside class hours. Most of the campuses are open from 7:30 am to 10:50 pm, Monday through Thursday, and 9:00 am to 5:00 pm on Friday; this may vary by campus, based on programs offered. Occasionally, campuses are open on Saturdays. Each campus contains a Student Resource Center, a designated area providing students with access to a variety of current, relevant, educational material such as textbooks, reference books, periodicals, industry or equipment manuals, computers, internet access and other learning resources or materials used in instruction.

### SCOPE AND AVAILABILITY

The scope, location and availability of media resources is as follows:

Media Resource	Location	Availability
1. Multi-media systems, audio-visual materials and equipment	Lecture classrooms	During class hours

Media Resource	Location	Availability
2. Equipment and applications typically used by employers	Lab classrooms, massage clinic and cosmetology salon	During class hours; additional hours as posted at campus
3. Periodicals, reference books, study guides and manuals of a business, professional, technical, and industrial nature	Student Resource Center	Available during open campus hours and/or as posted
4. Computer work stations with internet access	Computer Labs and Student Resource Center; Internet access is building-wide	Available during open campus hours
5. Printers (for students)	Computer Labs and Student Resource Center	Available during open campus hours
6. Black and white copiers with full color scanning options (for faculty and staff)	Administrative offices and/or instructor work area	Available during open campus hours
7. SharePoint – available to faculty and administration	Any device with internet connectivity	Administrative offices, computers in faculty work areas, labs and classrooms at each campus; 24-7, with Internet connectivity
8. Instructor training for applications	SharePoint Online at Dorsey Instructors>Instructor Training	Continuously available
9. Microsoft Office 365 with all Microsoft Office products, including OneDrive for Business and Office 365 licensing with the ability to download and install Office 2016 Pro Plus on up to five personal devices	All employees	Continuously available
10. Tablets with eBook access and online resources	Loaner tablets available from educational management	<ul style="list-style-type: none"> <li>• Included in tuition and provided to students in appropriate programs</li> <li>• Tablets available on loan to instructors during appropriate courses</li> </ul>
11. WIFI connectivity	All campus locations	Continuously available

## RESPONSIBLE PERSONNEL

The plan for media resources includes assigned responsibilities as follows:

Staff Person Responsible	(Implementation/Coordination) Role / Responsibility
Chief Administrative Officer	<ul style="list-style-type: none"> <li>• Attend plan review meeting</li> <li>• Attend budget meetings for all campuses locations</li> <li>• Approve necessary purchases expenditures</li> <li>• Obtain approval from board of directors for budgeted expenditures</li> </ul>
Managing Director	<ul style="list-style-type: none"> <li>• Maintain the Media Services Plan in a binder in the Student Resource Center</li> <li>• Communicate campus media services needs to CAO</li> <li>• Contacts vendor for service on copiers and printers</li> <li>• Determine a program budget, with assistance from the chief administrative officer and chief financial officer, based on feedback from the occupational advisory committee.</li> </ul>

Staff Person Responsible	(Implementation/Coordination) Role / Responsibility
Director of Education	<ul style="list-style-type: none"> <li>• Oversee plan including review, revision, and communicating changes to the field</li> <li>• Oversee curriculum and learning materials and advises faculty on best instructional practices</li> </ul>
Director of IT	<ul style="list-style-type: none"> <li>• Technical infrastructure including hardware maintenance, equipment leases, WIFI and software services</li> <li>• Manage print service contracts</li> <li>• Any service requested that is beyond the capability of internal resources is contracted with third-party service entities.</li> <li>• Conduct modular new teacher orientation</li> </ul>
Information Technology Department	<ul style="list-style-type: none"> <li>• Respond to requests for services as reported via email to support@dorsey.edu</li> <li>• Maintain and service classroom computers</li> </ul>
Senior Director of Compliance	<ul style="list-style-type: none"> <li>• Perform periodic audits to ensure safe, clean and professional environment is maintained</li> <li>• Coordinate the review, update and publish the current plan</li> </ul>
Occupational Advisory Committee	Evaluate and provide recommendations on program facilities, equipment, instructional materials and supplies
Campus Educational Leaders	<ul style="list-style-type: none"> <li>• Supply and maintain current and relevant library and media resources</li> <li>• Distribute tablets to students and faculty and arrange for first-time user orientation of the tablets</li> <li>• Order eBook codes and texts/workbooks/supplies for students and faculty</li> <li>• Ensure resources are available to students when a new course begins and reviews these resources at least annually</li> <li>• Maintenance and removal of instructional equipment</li> <li>• Conduct resource orientation for students and faculty</li> </ul>
Faculty	<ul style="list-style-type: none"> <li>• Monitor the use of media resources, including use of the Internet, in the classroom</li> <li>• Recommend reference and media resources to students and in the Student Resource Center</li> <li>• Contact the information technology department to request services</li> <li>• Assist in the development of curriculum and recommend and maintain curriculum and supplemental learning resources for all courses</li> </ul>

## ORIENTATION FOR USERS

### Students

During a student's first module, faculty inform students of resources available in the Student Resource Center as well as the policy on use of these materials.

### Faculty

Campus educational leaders are responsible for one-on-one training with faculty on media resources availability and usage, supplemental learning activities, and assessments. Information regarding availability and access of third-party assistance is included in this training. Modular faculty meetings are also held at each campus to provide updated instruction and information on media resources.

The campus support center education department delivers a new teacher orientation every six weeks as well as an annual structured in-service training.

## **BUDGETARY SUPPORT**

The budget for program facilities, equipment, and instructional materials and supplies is developed annually by the managing director with assistance from the vice president of operations, chief administrative officer and chief financial officer of the company, prioritized by return on investment and approved by the board of directors.

The campus utilizes an inventory management procedure that assists the institution in maintaining an accurate inventory. A supplies inventory is conducted each term and is utilized to order required consumables each term. Institutions will assure a variety of appropriate materials, such as reference books, periodicals, audio-visual materials and equipment, internet access, and other materials are available to help fulfill the institution's mission. Inventory of reference books, periodicals, audio-visual materials and equipment is conducted annually by campus educational leadership and submitted to the Campus Support Center. This process assists in the development of the following year's budget.

There is a budget for non-consumables and a budget for consumable supplies. The annual budget includes an allocation for the Student Resource Center that plans for expenditures and purchases. Education leaders collaborate to determine a budget sufficient to meet the needs of the programs, including the replacement of media equipment and supplies. Programmatic directors and managers may authorize purchases as necessary to provide educational services.

Emergency purchases are authorized through the managing director, with capital purchases requiring approval from the vice president of operations, the chief administrative officer, chief financial officer, and/or president.

## **MEDIA EQUIPMENT AND SUPPLIES**

The information technology department maintains all hardware and is responsible for the following:

- Approval of technology-related purchases to ensure standardization
- Computer hardware maintenance and repair
- Disk images and enterprise systems
- File backups and restoration
- Intrusion detection and prevention
- Network hardware, configuration, and connectivity
- Copiers and printers connected to the network
- Security, software installation, and support
- Systems troubleshooting, telecommunications, and upgrades

## **REVIEW AND EVALUATION TIMELINE**

This plan will be reviewed annually by the director of education, the director of information technology, and the chief administrative officer, to ensure the effectiveness of media services and modify/improve such services as necessary. Summary results from recommendations made by the occupational advisory committee are available during the review and planning process.