The project resulted in the development of a Center for the Advancement of Teaching with Technology at Los Angeles Trade Technical College. As a model Teaching Resource center, faculty were encouraged to develop improved classroom experiences for students that incorporated state of the art instructional design and technology as well as technologically relevant teaching materials.
Los Angeles Community College District

Proposal to Establish: Center for the Advancement of Teaching with Technology at Los Angeles Trade Technical College

CURRENT SITUATION, PROBLEMS:
Since Proposition 13, instructional support areas and Learning Resource Centers have been particularly hard hit because of budget and personnel reductions. Faculty cutbacks in Districts such as Los Angeles have eroded morale and interest in staff development. There have been few if any innovative strategies for advancing the application of modern technologies and the design of instruction as 'practiced' in industry.

EDUCATIONAL PROGRAM ADDRESSED:
This proposal seeks funding to initiate the Center for the Advancement of Teaching with Technology at Los Angeles Trade Technical College. The Center will be unique model Teaching Resource Center aimed at encouraging faculty to develop improved classroom experiences for STUDENTS that incorporate state of the art instructional design and technology. In an innovative manner, the Center will reverse traditional patterns of instructional support by involving faculty in their own course improvement rather than have service provided by others via HANDS ON experience. The Center will significantly improve teaching by providing a convenient location where any interested staff person can upgrade teaching skills through ON THE JOB TRAINING. The CATT will also improve instruction by attracting local equipment manufacturers like Sony, Xerox, IBM, etc. to loan or grant "state of the art" equipment, in order to partner with an educational site where current technology is a reality.

POPULATIONS SERVED/IMPACT:
Initially the Center will served all faculty at L.A. Trade Technical College. Later, it is expected that faculty from the other 9 campuses of the L.A. Community College District will be able to drive to our central location to accomplish tasks relative to the functions developed at CATT. The Center will be accessible to any department or discipline and it will be especially appropriate for the large number of vocational education programs in place at L.A. Trade Technical College. It is expected that more than 100,000 direct student contacts (among our population of Black, Asian, and Hispanic learners) will result because of the Center during the first year of operation.

ACTIVITIES:
The Center will be directed by the certificated consultant currently on staff to provide guidance relative to curriculum design. Technical support relative to the Center will be provided by a
qualified classified staff person who will be in the Center during all daytime hours to assist patrons of the CATT. Fear of technology will be displaced through providing a supportive atmosphere where faculty can learn by doing. The Center will actively publicize its services and solicit ongoing contributions/loans of equipment to increase CATT capabilities.

EVALUATION/FUNDING:
An accurate log of all projects completed at the Center will be kept along with the number of students directly affected. A report of equipment donations from private sources as well as those provided by the District will be issued at the middle and end of the academic year. Funding requested is $32,650
Proposal to Establish: Center for the Advancement of Teaching with Technology at Los Angeles Trade Technical College

1. Specific Educational Program Being Addressed

EDUCATIONAL PROGRAM OR SERVICE

As directed in the Grant instructions, the proposed Center will bear directly on three items listed in Education Code 84381: b. improving teaching abilities of faculty. The CATT will create a place for faculty to learn to improve teaching by creating their own teaching materials using the latest technology. There is a need to provide faculty with ON THE JOB TRAINING which is convenient to upgrade skills for improving instruction and classroom teaching. The Center will be housed on campus and open during all daytime hours. Faculty may improve skills without driving to universities to take classes and the innovative environment will allow them to focus on areas of their own strong interests and creativity. d. educational services for new clientele. The Center will also make available standardized assessment devices (such as cognitive mapping questionnaires with computerized scoring capabilities) to help faculty learn to meet individual learner needs and evaluate their own teaching styles. e. efforts to improve traditional instruction. There has been a long standing need to enable faculty to take greater advantage of teaching technologies common to business and industry training. Industry has taken advantage of improvements in communication technology, whereas education has lagged behind. Community College STUDENTS will especially benefit because of age, cultural and learning ability differences that may be better addressed through application of varied technologies. Many members of the student clientele are working adults. The CATT will serve the entire faculty, and thus, also, the complete array of disciplines, including trade/technical studies, as well as more traditional liberal arts offerings.

The proposed project should be considered as an entirely new development independent of any other instructional improvement project.

The proposal will be conducted singly. It is expected that the CATT will attract the attention of close by INDUSTRY engaged in the manufacture of state of the art instructional technology equipment. CATT will solicit contributions (both manpower assistance and maintenance as
well as equipment) from companies such as IBM, Xerox, MacIntosh, etc. A significant aspect of the incentive to donate technology will be the fact that our college instructional program in Electronics has an established reputation with industry and it can be a resource to insure maintenance of equipment received.

BASIC AGENDA ADDENDUM

Project #5 addresses successful teaching strategies to be used among Black and Hispanic students with skill deficiencies in reading, writing, and/or computation. A major goal of the CATT Director will be to work with Trade Tech faculty assigned to these areas to develop materials for direct instructional use among this particular student population. Through cooperation with staff at the L.A. Community College District office materials developed may be shared with other colleges, and indeed, other College staff may be used to share in materials development. A newsletter describing the progress of the Center will be distributed College wide to publicize the services of the Center and to encourage its increased use.
2. Specific Problems Being Addressed

SPECIFIC PROBLEMS

1. MONETARY SUPPORT OF TECHNOLOGY FOR INSTRUCTION IN COMMUNITY COLLEGES
   Throughout the decline in funding for Community Colleges, instructional technology resources have been particularly hard hit because the idea of AV support has been seen as peripheral to instruction. Support for the development of modern systems using technology for direct instructional experience has fallen woefully behind what is found in the UC and CSU systems and especially industrial practices. Few if any Community Colleges have kept up with the times because of money resources.

2. LACK OF INNOVATIVE TECHNIQUES TO MOTIVATE FACULTY TO USE TECHNOLOGY
   Lack of access to modern equipment and general lack of understanding of new technological developments coupled with the monetary situation have resulted in very low interest or desire to generate improvement. Few if any programs have provided faculty with hands on experience with equipment needed to make dramatic improvement in the delivery of instruction. Most available programs provide AV equipment delivery and perhaps minimal experience with video technologies Almost no programs focus on the DESIGN of instructional messages to improve direct communications with students.

3. FACULTY MORALE
   Because of the overall situation regarding funding, few faculty are motivated to become involved in extra efforts to improve the educational product. A wide array of modern equipment such as: desk top polishing, video production and editing systems or grade processing programs for computers for professional development have not readily been available. Faculty has retreated to using basic approaches to instruction and being primarily concerned over protection of disciplines, job security, etc. CATT will attempt to reverse these trends by making technology accessible to anyone deserving to learn and use it.

4. FEAR OF TECHNOLOGY
   A basic problem among educationists is that technology is not properly understood. There has been an underlying fear that technology would entirely replace teachers, but the research as well as practice has shown this to be a false assumption. There have been far too few opportunities to learn how to harness technology and make it an ally in the teaching learning process as has been done elsewhere in society. Fear must be replaced by using and learning the technology first hand. Students want and need the human contact, but they have come to expect instruction to be accomplished through a variety of more modern means.
The C.A.T.T. will provide one convenient location where instructional development can be accomplished with all the latest instructional technologies. The Center will encourage an innovative “do it yourself” approach with the assistance of trained academic and technical facilitators. Combining equipment availability and instructor involvement with production plus, having a trained resource person in the C.A.T.T. will provide all the elements needed to make a significant change in instructional delivery and commitment to change for the future. Records of Center utilization will establish patterns and preferences for each of the technologies that become available.
3. Population To Be Served

POPULATIONS SERVED

Any member of the staff, the Faculty, or the Administration of the College will be able to utilize the services of the CATT. The current faculty numbers about 700 members. Materials developed by Faculty at the Center will directly serve the student population of approximately 13,000 students. The Los Angeles Trade Technical College family represents every cultural and ethnic group. Students are drawn from the entire metropolitan area. Because of our central location in a system of nine colleges, it is hoped that the Center will become a resource to Faculty from other colleges in the Los Angeles Community College District. It is intended that the Center primarily serve L.A. Trade Technical College and that the supply budgets be used to fund projects originated at LATTC. Other institutions will visit or use the CATT as an example to build similar facilities elsewhere.
4. Objectives

OBJECTIVES

1. Obtain Grant through development of this proposal.
   TIMELINE: 4 to 7/88.

2. Select and hire Instructional Media Assistant.
   TIMELINE: 7-88.
   BUDGET: $21,000.

3. Order Equipment.
   TIMELINE: 7 to 8/88.
   BUDGET: $6,600.

4. Order necessary software/supplies
   TIMELINE: 7/88.
   BUDGET: $12,000.

5. Develop record keeping, evaluation, newsletter formats,
   TIMELINE: 7-8/88.

6. Publicize Center with equipment manufacturers - develop flyer showing Center capabilities

7. Coordinate and solicit donations/equipment loans with above manufacturers in conjunction with administration of the College and District officials

8. Open for service,
   TIMELINE: 9/88

9. Initiate projects to improve basic skills for Hispanic/Black populations

10. Conduct mid-year evaluation reviewing student contacts (target=50,000 contacts)
    Make adjustments as necessary.

WORK STATEMENT
CENTER FOR THE ADVANCEMENT OF TEACHING WITH TECHNOLOGY

The primary purpose of the Center for the Advancement of Teaching with Technology will be to provide a college-wide resource center where faculty and staff can learn about and develop uses of the latest technology for excellence in classroom communications and management.

The funds herein accepted will primarily be used to retain a qualified technical person who will serve in the Center by working individually with each patron. The key innovation of the proposal is that faculty will come to the CATT where they will sit down with the technician and accomplish video tape editing, desktop publishing, computer generated graphics, etc. The technician will be there to explain and help develop the actual Center (housed in the Learning Resource Center basement area) as appropriate equipment is acquired. As the patrons become more proficient, they will be able to return and work independently freeing the technician to orient and assist newer patrons. The main concept is to develop a do it yourself profile for CATT Center users as opposed to "...we'll do it for you".

Remaining funds will provide a responsibility differential for the Center Director position. Functions of this position will be to: supervise and plan overall development of the Center, provide instructional design and development training for faculty, supervise the technical position assigned. and PRIMARILY to seek equipment to make the CATT fully state of the art. The fact of this original grant and goals of the CATT project will be communicated to Chief Executive Officers of companies such as Panasonic, Sony, IBM, Apple, etc. who manufacture equipment still needed to develop the Center. It is believed that the Fund for Instructional Improvement Grant will have a positive effect on future equipment grants from the aforementioned sources.

The funding category deleted was for equipment leases. Other means of equipment acquisition will be pursued.

On behalf Los Angeles Trade-Technical College, I wish to thank the Fund for Instructional Improvement administrators for their endorsement of this project and for the impact it will have on our faculty and students.

F. William Troost, Ph.D.
College Media Consultant
President, Academic Senate
6. Expected Outcomes

EXPECTED IMPACT AND TRANSFERABILITY

The Center for the Advancement of Teaching with Technology will be available to every faculty person in every trade and discipline offered at the College (there are more than 100 subjects). The academic technology available will have the potential to improve services of other campus support organizations. After the grant period expires, it is expected that the Center will continue full operation. The facility where the Center will be housed is currently existent, but the grant would allow for significant improvement and a totally new direction for Media Services, which has been in existence for more than 30 years. Because of severe personnel shortages, both in our College and others, the concept of bringing the patron to the service instead of the reverse seems especially appropriate. By greatly improving services as the motivator to get faculty to use the facility, it is hoped that multiple gains will be realized in terms of the improvement of instruction. Once faculty see the improvements possible in serving students, it is believed that use of the Center will accelerate. We hope the reaction will be strong enough to attract faculty from the sister colleges. It will be a goal to encourage visitations from other local elementary secondary and universities to share the impact of the concept and to encourage others to improve instructional support.
EVALUATION PLAN

Our District and College requires yearly reports of performance for instructional support functions. Much of the evaluation plan has been described under ACTIVITIES of the CATT. The Center lag of operations, as well as all jab requests that are processed will be retained and made available to anyone wishing access. All products completed at the CATT will be required to be used for immediate use in instruction, or for official communicative needs of the College Administration. There will also be an effort to collect a certain amount of written subjective evaluations from frequent users of the Center. This information will provide feedback regarding how the patrons feel about use of this instructional resource. A planned attempt will be made to create a non-threatening comfortable profile of service that will cause patrons to desire to return to learn and accomplish further goals.
8. Dissemination Plan

INFORMATION DISSEMINATION

Flyers and a newsletter will be created to announce opening of the Center in the Fall opening semester. Several newsletters will be circulated during the grant year of operation. A brochure featuring the program capabilities will be developed at the end of the first year operation. The proposal author has more than 40 professional articles in print and will circulate program descriptions to the California Media and Library Educators Association (CMLEA) and to the Association for Educational Communications and Technology (AECT).
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]