**2019 Technology Fee Proposal: Concept Paper**

**Title: Improve Learning by Driving Learner Engagement**

**Proposer:** Ryan Yang, Doug Johnson

**Sponsoring Organization:** UFIT-Academic Technology

**Purpose:** We are requesting $80,000 to make the iClicker Reef classroom response system (CRS)available to all University of Florida faculty and students. Research demonstrates that when CRS is used in courses, students perceive classes as more interactive, more engaging, and more enjoyable. In addition, studies indicate that both instructors and students become more aware of the ongoing state of students’ understanding leading to more responsive instruction. In turn, more responsive instruction not only improves students’ overall understanding of course content, but studies also show that students perceive instructors who teach in a responsive manner as more caring. Thus, the benefits of a CRS system to students is both intellectual and affective.

Therefore, identifying and licensing a standard CRS at UF has the potential to enhance teaching by lowering barriers to use a highly regarded technology that will improve student learning and learning outcomes by increasing interaction with course content, instructors, and peers; increase student enjoyment of classes and coursework; and decrease the overall cost of course materials for students.

**Impact/Benefit:** Classroom Response Systems have been available for a number of years and there are multiple products available on the market. However, the University of Florida has not identified a standard product. Asa result, students frequently have to purchase multiple software licenses or devices, this increases the overall course material cost for the students with devices that provides very similar functionality. It also increases the technology learning curve with multiple systemsand detracts from students’ ability to focus on learning.

As discussed above, research on the use of CRSs demonstrates that use of classroom response systems increases student interest and involvement in courses resulting in a more enjoyable course experience and increased learning as measured by student grades and by student and instructor surveys.

iClicker has emerged as one of the most innovative classroom response systems on the market; and its Reef product provides flexible accessthrough iOS and Android mobile phones, web browsers, laptops, tablets, and desktop computers.Moving from devices to phones and mobile computing improves accessibility and added functionality that proprietary clickers traditionally couldn’t provide. At the same time, students who already own iClicker devices will be able to continue to use them if they choose.

Furthermore, iClicker Reef meets the accessibility requirements set forth by Section 508 (29 U.S.C. 794d: The Rehabilitation Act, 1973), and ADA (42 U.S.C. Sec. 12101; P.L. 101ff., 1990) under the guidelines specified by WCAG 2.0 AA.

Most importantly, however, by providing this service, UF will:

* Reduce the cost of education for students by eliminating the current need for students to buy multiple CRS devices resulting from lack of CRS standardization;
* Improve instructor ability to develop increasingly interactive and engaging courses while at the same time extending pedagogy and enhancing instruction;
* Increase student engagement with course content and activities to improve learning;
* Improve student learning and retention of knowledge and concepts by enabling instructors to use quick, planned and on-the-fly assessments to gauge comprehension;
* Enhance student engagement with instructors and peers to improve social learning in addition to knowledge acquisition and retention;
* Increase first-time course success through improved engagement, learning, and content retention leading to improved 4- and 6-year graduation rates;

**Sustainability:** UFIT administration has expressed interest in funding a classroom response system. In preparation for submitting this proposal, UFIT-AT staff negotiated pricing with the two leading vendors, iClicker and Top Hat; with iClicker willing to offer a scaling license agreement. As a result, an iClicker agreement minimizes up-front costs, growing cost only with growth of adoption. Demonstrating adoption and use will help with building a business case for on-going funding from UF and central IT. iClicker has also negotiated an agreement with Unizin Consortium where UF is a founding member; so ongoing funding will be at Unizin discounted pricing.

**Timeline:** A license proposal has already been negotiated and can be implemented immediately upon approval of this proposal and release of funding. User support and training are also already in place.