

## 2022 Technology Fee Full Proposal

**Title:** Pugh Hall Ocora Hybrid Event Enhancements

**Proposer:** **Brad Harwood**, IT Project Manager II, College of Liberal Arts and Sciences IT ([bharwood@ufl.edu](mailto:bharwood@ufl.edu), 392-1990, 301 Brant SSC); **Matthew Abramson**, Director of WUFT Media Services, Division of Media Properties, College of Journalism & Communications ([abramson@ufl.edu](mailto:abramson@ufl.edu), 294-2756, G217B Weimer ); **Meredith Palmberg**, Director of Strategic Engagement, College of Liberal Arts and Sciences ([mpalm15@ufl.edu](mailto:mpalm15@ufl.edu), 273-2970, 2008 Turlington Hall)

**Sponsoring Organization:** College of Liberal Arts and Sciences

### **Purpose and Specific Objectives:**

The Ocora in Pugh Hall is a unique space on campus that provides an intimate setting for study during the day and live, interactive events in the evening. It is one of just a few locations available in the heart of the University of Florida campus for student organizations, faculty members, departments, and colleges to utilize for lectures, presentations, and gatherings. Unfortunately, locations like the Ocora were unused for two years because of social distancing measures brought about by the pandemic. As a result, community engagement, one of the most important aspects of our mission at UF, declined significantly. Now, with the reopening of large event spaces, like the Ocora, event planners are often forced to cancel, modify or postpone events at the last minute for various pandemic related reasons. Prospective attendees are regularly left in limbo on the status of events until the last minute. Unfortunately, this has become the “new normal,” where hosting and attending live events has become an immense challenge. To overcome these all too familiar challenges a pivot to virtual hybrid events was essential in establishing some semblance of reliability in both the scheduling and quality of live events. This change to hybrid live events didn’t simply address the problem of uncertainty with face-to-face gatherings; it also created unexpected possibilities and benefits.

Through the support of a Technology Fee Innovation Grant, and partnership with the College of Liberal Arts and Sciences (CLAS) and the College of Journalism and Communication’s Division of Media Properties (DMP), we can continue to advance our mission and transform the Pugh Hall Ocora into a hybrid event space. We are requesting Technology Fee Innovation funds to purchase an advanced video production system for streaming and recording interactive live events. The technology will be operated by students in coordination with CLAS and DMP faculty and staff. It will offer an immersion experience opportunity for students under a myriad of degree programs in CLAS and CJC’s DMP, which houses the WUFT-TV (PBS), WUFT-FM (NPR), Florida Public Radio Emergency Network (FRPREN) and the Innovation News Center (INC). The new technology will have a pedagogical purpose and be similar to that currently deployed in CJC’s DMP and will augment the currently deployed presentation system in the Ocora.

### ***Building Enhancements and Control***

CLAS is currently taking steps to enhance the Ocora and its resources with design and infrastructure renovation projects. Electrical upgrades for a lighting system were completed in March 2022. Additional infrastructure and cosmetic upgrades in one of the Ocora’s adjacent breakout rooms (Figure 1) are pending approval of this proposal. Chosen for its close proximity and high visibility, the breakout room will be converted into the control room for the Ocora and will showcase the student-run production operations during events. In addition, students in the control room will have a line of sight into the Ocora event space, providing real-time visual capabilities that will improve the operation of technologies and management of events. Two 55” screens for monitoring camera operation and video feeds from the vMix Live Video Production Workstation will be wall-mounted, while the lighting, vMix and audio control interfaces will be prominently showcased on the desktops. This featured display could generate interest in private support for WUFT-TV programming and future programs, and awareness of the learning opportunities provided through managing the Ocora’s unique features and setting.

UF Academic Technologies (AT) A/V Installs team will complete the bulk of the installation, including wiring for cameras, lights, audio, and system control. Audio and control expansion modules will also be added to the currently installed system to accommodate the additional A/V components planned for the control room. Four Pan-Tilt-Zoom (PTZ) cameras and eight LED light fixtures will be added in the Ocora and remotely controlled by a camera operator in the control room. Notably, the commitment of CJC students to setup, configure and manage the vMix Live Production & Streaming systems in-house, instead of outsourcing costly production expertise, will provide significant financial savings to the University of Florida. All architectural modifications will conform to ADA standards, and CJC and WUFT will facilitate all ADA solutions required for the digital implementations of this project.



Figure 1) Room 104 in Pugh Hall

### ***Ocora Event and Facility Management***

The tentative plan for staffing includes the elevation of the current CLAS TEAMS Event Coordinator position to oversee the day-to-day operations of this hybrid space. This advanced position would include managing a team of at least two OPS student assistants or interns responsible for all aspects of event and facility management, such as booking reservations and events, marketing and promoting the space, managing relationships with potential clients and campus partners, generating contracts and invoices for the space, and providing day-of-event support. These positions would be open to students in any college.

### ***Educational Immersion Experience***

CJC will institute a new immersion experience for students seeking knowledge in live-event video production to support the Ocora live-streams. These students will work along-side a part-time student OPS employee or intern who services general media needs in the venue more regularly, as well as Matthew Abramson, Director of Media Services for the CJC, who will lead the immersion experience.

Each semester will start with students familiarizing themselves with the production equipment, learning the workflow and quality expectations of deliverables. The numbers of students each semester and credit hours will depend on frequency of planned events, but CJC students will be expected to participate in at least one event per month, including setup prior and strike afterward. Approximately four hours of participation a month.

CJC students will be responsible for editing recorded programs to trim extraneous sections and refine to the most broadcast-worthy content. These UF branded and edited programs will be published on CLAS, CJC, student group or other UF social media outlets, and have the potential for maximum exposure on a variety of online and traditional broadcast mediums.

Tentative plans to broadcast a program on WUFT-TV, the College of Journalism and Communications' PBS affiliate station, are currently being discussed. Identifying funding opportunities for sponsorship of a recurrent program broadcast on WUFT-TV are in the initial stages of consideration.

**Impact/Benefit:**

The access and ability to stream and broadcast live events is a critical resource for UF, especially through the scope of a space like the Ocora. Not only will groups utilizing the location have confidence in our promise to deliver reliable technology-rich events for in-person attendees, but we can also provide alternative options for those committed to hybrid interaction and participation. Additionally, we can offer recorded versions of presentations or events for outreach and archiving. The potential impact of these proposed enhancements is far-reaching. They will allow the university to tell its stories to a larger audience by creating opportunities to share our innovative research and introduce our world-class faculty and students to communities beyond our local campus.

Increased engagement through public events will also advance the goals and initiatives of student groups and individual units on campus. A strategic approach to the programming and scheduling of the space, done with student assistance and guidance, will help advance UF's mission by procuring thought leaders who support our educational values. An increase in the number of opportunities for students to gain experience in video/public media production coupled with postproduction editing of digital content will provide skill development, making them more competitive in today's job market. At the same time, the student's work will create marketing content for social media, websites, or other communication platforms that can be utilized by event organizers.

**Sustainability:**

To preserve equipment integrity in perpetuity, an event and room rental fee will be collected from non-UF student organizations to fund technical expertise and equipment maintenance. Fee amounts will be determined based on the equipment in this proposal. A separate fee structure will also be introduced for the media production components and services of this.

**Timeline:**

Once all equipment is received, it should take no longer than one month to install and configure. Much of the system infrastructure requirements can be completed in advance of equipment receipt. Supply chain delays are anticipated. Feasible compensation measures will be implemented accordingly prior to the availability of project funds.

**Budget:**

<b>Control Room Hardware</b>	<b>QTY</b>	<b>Price</b>	<b>Extension</b>
Blackmagic Studio Camera 4K Plus	1	\$ 1,120	\$ 1,120
Dell Precision 3650 Tower (vMix Workstation)	1	\$ 4,500	\$ 4,500
Dell UltraSharp 32 4K USB-C Monitor - U3219Q	1	\$ 850	\$ 850
Dell OptiPlex 7090 wi 24" Monitor (Streaming Workstation)	1	\$ 1,325	\$ 1,325
Olympus M.Zuiko Digital ED 100-400mm f/5-6.3 IS Lens	1	\$ 1,340	\$ 1,340
Zhiyun-Tech WEEBILL-S Handheld Gimbal Stabilizer	1	\$ 330	\$ 330
Manfrotto 502AH Video Head & MT055XPRO3 Tripod Kit	1	\$ 367	\$ 367
Blackmagic Design Decklink 8K Pro Cinema Capture Card	2	\$ 558	\$ 1,116
Blackmagic Design MultiView 16	1	\$ 1,292	\$ 1,292
vMix Live Production & Streaming Software PRO	1	\$ 1,200	\$ 1,200
Elgato Stream Deck XL - Advanced Stream Controller	1	\$ 250	\$ 250
Eartec UL4S UltraLITE 4-Person Headset System	1	\$ 566	\$ 566
Mackie 1642VLZ4 16-channel Mixer	1	\$ 600	\$ 600
DECIMATOR 12G-CROSS 4K HDMI/SDI Cross Converter	2	\$ 430	\$ 860
Yamaha HS5 Powered Studio Monitor (Single, Black)	2	\$ 150	\$ 300
		Ctrl Rm Sub	\$ 16,016
<b>UF AT AV Installations Hardware/Install Quote</b>			
Audio	1	\$ 4,999	\$ 4,999
Video	1	\$ 4,475	\$ 4,475
Cameras	1	\$ 26,867	\$ 26,867
Lighting	1	\$ 12,063	\$ 12,063
Control	1	\$ 3,236	\$ 3,236
Unassigned	1	\$ 438	\$ 438
		AT Installs Sub	\$ 52,078
<b>Misc Components/Accessories/Connectors Approx.</b>			
			\$ 2,000
<b>QSC Q-Sys DSP Programming</b>			
			\$ 1,000
		~Total	\$ 71,094

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

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**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.

\_\_\_\_\_

**Name and Title**

\_\_\_\_\_

**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 managing unit administrator:**

\_\_\_\_\_

**Name and Title**

\_\_\_\_\_

**Date**