

## Application Details

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### Manage Application: ALG Textbook Transformation Grants Round 8

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**Award Cycle:** Round 8

**Internal Submission Deadline:** Sunday, December 11, 2016

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**Application Title:** 294

**Application ID:** #001290

**Submitter First Name:** Leonard

**Submitter Last Name:** Conner

**Submitter Title:** Grants and Contracts Officer

**Submitter Email Address:** lconner@gsu.edu

**Submitter Phone Number:** 678-891-2529

**Submitter Campus Role:** Grants Office

**Applicant First Name:** Thomas

**Applicant Last Name:** Anderson

**Co-Applicant Name(s):** Elizabeth Lathrop

**Applicant Email Address:** tanderson47@gsu.edu

**Applicant Phone Number:** 678-891-3970

**Primary Appointment Title:** Instructor, Fine Arts & Humanities

**Institution Name(s):** Georgia State University-Perimeter College

**Submission Date:** Monday, December 12, 2016

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#### Team Members (Name, Title, Department, Institutions if different, and email address for each):

Thomas J. Anderson, Instructor-Fine Arts and Humanities, Georgia State University-Perimeter College, Online Campus; tanderson47@gsu.edu

Elizabeth Lathrop, Assistant Professor-Fine Arts and Humanities, Georgia State University-Perimeter College, Clarkston Campus; elathrop@gsu.edu

#### Sponsor, (Name, Title, Department, Institution):

Ms. Andrea Morgan, Chair of Fine Arts and Humanities, Georgia State University-Perimeter College

**Proposal Title:** 294

**Course Names, Course Numbers and Semesters Offered:**

Film Aesthetics, FLME 1010 Summer-Fall 2017

**Average Number of Students per Course Section:** 25

**Number of Course Sections Affected by Implementation in Academic Year:** 20

**Total Number of Students Affected by Implementation in Academic Year:** 400

**List the original course materials for students (including title, whether optional or required, & cost for each item):** Film Art by Bordwell and Thompson-\$154.95

**Requested Amount of Funding:** \$10,800.00

**Original per Student Cost:** \$154.95

**Post-Proposal Projected Student Cost:** \$0.00

**Projected Per Student Savings:** \$154.95

**Projected Total Annual Student Savings:** \$50,000.00

**Creation and Hosting Platforms Used ("n/a" if none):**

Brightspace D2L

**Proposal Category:** No-Cost-to-Students Learning Materials

**Final Semester of Instruction:** Fall 2017

**Project Goals:**

1. Provide no cost learning materials for the FLME 1010 Film Aesthetics class to students in an electronic format that can easily be updated when necessary. Because Perimeter College of Georgia State University is an Access Institution, most students come from lower income families, and the purchase of an expensive textbook can be problematical for many of them.

An article in the Chronicle of Higher Education said survey results indicated 70% of college students said they had not bought a textbook because of the high price, and 78% of those feared it would negatively affect their grade. (1) A previous transformation project headed by Mr. Anderson (and funded by Georgia Perimeter College) saved the students more than \$50,000 in the 2015-16 academic year. (350 students X \$155 each for the textbook)

2. Measure the mastery of Learning Outcomes of students taking the class with these new materials against results from classes where students were required to purchase the textbook, with the goal being that this new performance will equal or exceed performance of students who purchased the book.

3. Lower the DFW rates, which can be very high in online classes. We think that the high cost of the textbook is discouraging, and that some of these students stop attending the class and even attempting to succeed because of this factor. A previous transformation project headed by Mr. Anderson (and funded by Georgia Perimeter College) showed results after one semester of a 33% drop in DFW rates.

4. Increase utilization of these materials by other instructors of this class at Perimeter College of Georgia State University, both online and on ground. Structure the content so that other instructors can easily substitute their own preferred film examples of core learning concepts in this class.

#### **Statement of Transformation:**

This class is being re-structured due to the merger between Georgia Perimeter College and Georgia State University. The decision was made to teach the class the way it has been taught at GSU as “Film Aesthetics” instead of “Introduction to Film”; this means changing the course description and course content to align with an intensive writing class vs an introductory class. 6 of the current 13 Learning Modules have to be eliminated, because “Film History” is not one of the course outcomes of the Film Aesthetics class at GSU. The other 7 modules will be reviewed and expanded to meet the outcomes of this new class. New modules will be added specifically on writing skills for film reviews and film research papers. Quizzes, Discussions, Exams, and Writing Assignments will all be revised appropriately. Links to online film clips will be updated, and will use the links provided by the Library wherever possible.

Stakeholders include the students, the instructors, the Administration, and the Library.

At least 150 students per term will benefit from not having to buy the textbook. We anticipate that the expected drop in DFW rates will facilitate this online class being offered to the GSU downtown film majors, where there currently are not any online film classes offered. Over 500 students a year take this class at the downtown campus, and the huge demand has resulted in a significant backlog of their students needing this class, which is a Prerequisite to ALL upper level film classes at GSU.

Expectations are that measured student success rates will equal or exceed those achieved while using the textbook. The effect on the rate of those dropping the course should also improve.

### **Transformation Action Plan:**

A rubric will be developed to measure success rates in this new version of FLME 1010 compared to the versions of the class that use a textbook, both at the Perimeter campuses and the GSU main campus. Mr. Anderson and Ms. Lathrop designed a rubric that is being used at all campuses in the 2016-17 academic year to compare results of the FLME 2700 History of Motion Picture classes.

A Student Satisfaction Survey will be created that will ask students how satisfied they were with the content of their class, and whether they were happy with having a textbook and the cost of that textbook, and were content with learning from open access materials.

The material developed will use less “academic” language than is typical for textbooks in this field, and thus will be more understandable to the students. This information will come from the internet, other published works, and the very detailed class notes developed by these two instructors over many years of teaching either this class or versions of this class. Notes and PPTs that accompany each LM will be revised accordingly, and links to online clips will be researched or updated.

Both Mr. Anderson and Ms. Lathrop have backgrounds in course and instructional design, and are subject matter experts. Mr. Anderson will oversee the expansion of the learning modules that deal with the components of film like Production, Cinematography, Sound, Music, Editing, and Special Visual Effects; Ms. Lathrop will create the learning modules that deal with writing research papers and film reviews.

Online materials access will be through OpenStax CNX and D2L.

**Quantitative & Qualitative Measures:** Quantitative:-How many students took the class, and how much money did they save by not having to buy a textbook-What was the grade distribution? How does that compare to prior terms?-How did the use of instructor materials affect the DFW rate of these classes versus the classes that still use a textbook? Qualitative:-Did at least 70% of the students score 8 or higher on the new Writing Rubric? This rubric has 4 measurable categories of Does Not Meet Expectations, Meets Expectations, and Exceeds Expectations in Grammar, Content, Organization, and Critical Thinking

**Timeline:**

1/9/17: Notification and Commencement of Project

1/30/17: Attendance at Kickoff Meeting

2/17 – 5/17: Development and Programming of Materials

5/31/17: Create and Send Interim Status Report

6/2017: use materials in sections of FLME 1010 taught in Summer and Fall 2017 term

12/2017: collecting data from the new Rubric; compare to classes taught with the book; create and send the Final Report.

**Budget:**

\$10,800.00, allocated as follows: Extra compensation will be provided to the faculty members on this project as the work conducted will be above their normal job duties and occur outside of their normal working hours. The rate of pay for each faculty is based on their Institutional Base Salary rate of pay.

Extra Compensation for Principal Investigator Thomas Anderson. \$5,000.00

Extra Compensation for Co-Principal Investigator Elizabeth Lathrop. \$5,000.00

Travel and other Project Expenses: \$800.00

**Sustainability Plan:**

Team Members will continue to improve and update this course before every term, to make sure the many links are still current and that all class information is still relevant.

The course will be designed so that it can be taught by any instructor and easily adapted to their personal style and preferred film choices. The potential is there for these no cost resources to be potentially offered to as many as another 500-1000 students at the GSU downtown campus once the decision is made to offer online film courses at that campus..

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555 North Indian Creek Drive  
Clarkston, GA 30021

Fax 678-212-7505  
Web perimeter.gsu.edu



October 17, 2016

Re: Textbook Transformation Grant Proposal

I fully support Thomas Anderson in his pursuit of a Textbook Transformation Grant to design no cost learning materials for the FLME 1010 (Film Aesthetics) course. Mr. Anderson managed a similar project in 2015. He worked with film colleagues to design course materials that replaced the adopted textbook for Georgia Perimeter College's Introduction to Film course. The materials designed were incorporated into the online course template, eliminating the need for a textbook and resulting in overall savings to film students of approximately \$50,000 in the 2015-2016 academic year. His plan to work with colleagues again to design open source content for FLME 1010 that will eliminate the need for an accompanying textbook is a great money-saving project that should benefit hundreds of film students at Georgia State University.

Sincerely,

A handwritten signature in cursive script that reads "Andrea Scott Morgan".

Andrea Scott Morgan  
Associate Department Chair  
Humanities and Fine Arts Department

2101 Womack Road  
Dunwoody, GA 30338

Web [perimeter.gsu.edu](http://perimeter.gsu.edu)



October 11, 2016

Office of Sponsored Proposals and Awards  
Georgia State University  
Atlanta, GA 30302

**Re: Affordable Learning Textbook Grant Proposal (Film: Anderson and Lathrop)**

To Whom It May Concern:

I am very pleased to offer this letter of support for Tom Anderson and Elizabeth Lathrop, and for their Affordable Learning Textbook Grant proposal. This grant would allow the development of no cost learning materials for students taking FLME 1010. This would be of real benefit to Perimeter College's students, many of whom come from low-income families. I believe that with this grant, Professors Anderson and Lathrop could achieve their stated goal of generating increased student outcomes in students taking their courses. I am also excited at the prospect of extending the use of the materials they will be able to develop to film faculty teaching on our other campuses.

In conclusion, I think that that the grant proposal being submitted by Anderson and Lathrop has great promise, and hope that you will carefully consider it. I give their proposal my hearty endorsement.

Sincerely,

A handwritten signature in black ink that reads 'E. Morton'.

Eric T. Morton, Ph.D.  
Department Chair of Arts and Humanities  
Assistant Professor of Philosophy

**Affordable Learning Georgia Textbook Transformation Grants  
Round Eight  
For Implementation beginning Summer Semester 2017  
Running Through Fall Semester 2017**

**Proposal Form and Narrative**

<b>Submitter Name</b>	Leonard Conner
<b>Submitter Title</b>	Grants and Contracts Officer
<b>Submitter Email</b>	<a href="mailto:iconner@gsu.edu">iconner@gsu.edu</a>
<b>Submitter Phone Number</b>	678-891-2529
<b>Submitter Campus Role</b>	Grants Development and Administration
<b>Applicant Name</b>	Thomas Anderson
<b>Applicant Email</b>	tanderson47@gsu.edu
<b>Applicant Phone Number</b>	678-891-3970
<b>Primary Appointment Title</b>	Instructor, Fine Arts & Humanities-Film Film Curriculum Committee Chair
<b>Institution Name(s)</b>	Georgia State University-Perimeter College
<b>Team Members</b>	Thomas J. Anderson, Instructor-Fine Arts and Humanities, Georgia State University-Perimeter College, Online Campus; <a href="mailto:tanderson47@gsu.edu">tanderson47@gsu.edu</a>  Elizabeth Lathrop, Assistant Professor-Fine Arts and Humanities, Georgia State University-Perimeter College, Clarkston Campus; <a href="mailto:elathrop@gsu.edu">elathrop@gsu.edu</a>

<b>Sponsor, Title, Department, Institution</b>	Ms. Andrea Morgan, Chair of Fine Arts and Humanities, Georgia State University-Perimeter College				
<b>Proposal Title</b>	TRANSFORMATION OF FILM 1010 Introduction to Film into FLME 1010, Film Aesthetics, using instructor based materials				
<b>Course Names, Course Numbers and Semesters Offered</b>	Film Aesthetics, FLME 1010 Summer-Fall 2017				
<b>Final Semester of Instruction</b>	Fall 2017				
<b>Average Number of Students Per Course Section</b>	25	<b>Number of Course Sections Affected by Implementation in Academic Year</b>	20	<b>Total Number of Students Affected by Implementation in Academic Year</b>	400
<b>Award Category (pick one)</b>	<input checked="" type="checkbox"/> No-or-Low-Cost-to-Students Learning Materials <input type="checkbox"/> OpenStax Textbooks <input type="checkbox"/> Interactive Course-Authoring Tools and Software <input type="checkbox"/> Specific Top 100 Undergraduate Courses				
<b>List the original course materials for students (including title, whether optional or required, &amp; cost for each item)</b>	Film Art by Bordwell and Thompson-\$154.95				
<b>Requested Amount of Funding</b>	\$10,800.00				

<b>Original Per Student Cost</b>	\$154.95
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<b>Projected Total Annual Student Savings</b>	\$50,000.00
<b>Creation and Hosting Platforms Used</b>	Brightspace D2L

## NARRATIVE

### 1.1 PROJECT GOALS

1. Provide no cost learning materials for the FLME 1010 Film Aesthetics class to students in an electronic format that can easily be updated when necessary. Because Perimeter College of Georgia State University is an Access Institution, most students come from lower income families, and the purchase of an expensive textbook can be problematical for many of them. An article in the Chronicle of Higher Education said survey results indicated 70% of college students said they had not bought a textbook because of the high price, and 78% of those feared it would negatively affect their grade. (1) A previous transformation project headed by Mr. Anderson (and funded by Georgia Perimeter College) saved the students more than \$50,000 in the 2015-16 academic year. (350 students X \$155 each for the textbook)

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Online materials access will be through OpenStax CNX and D2L.

#### **1.4 QUANTITATIVE AND QUALITATIVE MEASURES**

Quantitative:

-How many students took the class, and how much money did they save by not having to buy a textbook

-What was the grade distribution? How does that compare to prior terms?

-How did the use of instructor materials affect the DFW rate of these classes versus the classes that still use a textbook?

Qualitative:

-Did at least 70% of the students score 8 or higher on the new Writing Rubric? This rubric has 4 measurable categories of Does Not Meet Expectations, Meets Expectations, and Exceeds Expectations in Grammar, Content, Organization, and Critical Thinking

#### **1.5 TIMELINE**

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## **1.7 SUSTAINABILITY PLAN**

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## **1.8 REFERENCES & ATTACHMENTS**

Letters of Support

CV's for Team Members

(1)<http://chronicle.com/article/7-in-10-Students-Have-Skipped/128785/>

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Clarkston, GA 30021

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Eric T. Morton, Ph.D.  
Department Chair of Arts and Humanities  
Assistant Professor of Philosophy