DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
ANNAPOLIS, MARYLAND 21402-5000

USNAINST 5290.1B
2/MSC

JUN 19 2001

USNA INSTRUCTION 5290.1B

From: Superintendent

Subj: AUDIOVISUAL (AV) SUPPORT SERVICES

1. Purpose. To coordinate all command audiovisual requirements, including a name change for USNA's audiovisual support unit.

2. Cancellation. USNAINST 5290.1A. This directive is a complete revision and should be reviewed in its entirety; no special markings appear because revisions are extensive.

3. Background. The Multimedia Support Center (MSC), previously named the Educational Resources Center, was founded as an audiovisual (AV) activity with the primary mission of supporting the academic curriculum of the Naval Academy. The services available through MSC (i.e., video broadcasting, video creation, video duplication, AV classroom design, AV equipment maintenance, AV installation, and multimedia creation training) are utilized by every functional center of the command. Consequently, MSC serves as the AV management center for the Naval Academy and its support activities. MSC is currently operated under contract. The Director, MSC, remains as the AV manager; and the Contracting Officer's Representative (COR) continues to monitor the contract.

4. Applicability and Scope. This instruction applies to all components of the Naval Academy and its support activities located in the Annapolis area.

5. Exclusions. The provisions of this instruction do not apply to the following:

a. Still photography, including 35 mm slides and related photographic services, which is available through the Naval Academy Photo Lab.

b. Entertainment motion pictures that are part of the Midshipman Welfare Fund, Special Services, and/or the Navy Motion Picture Distribution System.

c. AV support and maintenance for Alumni Hall.

6. Policy. Requests for all MSC services are to be made to the MSC service desk by email or in person. Requests by telephone for emergency services are accepted. Policies for specific services are as follows:

a. Video Production. MSC will create video productions of Academy events on demand from USNA customers. This includes the capture of images from all Naval Academy events, either as documentation footage or as complete edited productions.

b. Video Purchases Hardware or Software (Programming). Purchases of all video programming, video editing equipment, and video cameras, in any format, must be approved by the Director of MSC.

c. Video Distribution. MSC will provide video distribution services including the duplication of USNA-produced items, the broadcast of video signals from commercial cable television, programming from satellites (with cooperation of other academic departments), or from video storage media (videotape, DVD, etc.). Distribution occurs over the Naval Academy Data Network (NADN), which is maintained by USNA's Information Technology Services Division (ITSD).

d. Video Library. MSC will purchase and maintain a library of educational videos, primarily for the support of the educational curriculum, but also to include programs of interest to other areas of the Academy. MSC coordinates the procurement and storage of video programming that is used to support teaching and learning by midshipmen and faculty.

e. Graphics Training. MSC will provide training services to the midshipmen, faculty, and staff in the use of presentation software, and the associated skills such as scanning and digitizing images and text to create multimedia productions.

f. Self -Help Graphics Lab. MSC will provide a graphics laboratory for the creation of posters and other graphical presentations to support the mission of the Academy.

g. Equipment Loans. MSC will lend video cameras, digital cameras, projectors, televisions, monitors, projection screens, and other AV-related equipment to midshipmen, faculty, and staff engaged in mission-related activities. Borrowers and/or their departments assume responsibility for the timely return of the equipment in good condition.

h. Classroom Multimedia Installation. MSC will provide design and installation services for multimedia display systems that are installed in USNA classrooms, laboratories, and conference rooms. Requests for the purchase and installation of new classroom equipment will be made via investment equipment expenditure procedures. The Director of MSC and personnel from ITSD will coordinate the selection, purchase, and life-cycle planning of slide projectors, overhead projectors, LCD projectors, monitors larger than 30 inches, videotape players, DVD players (those not installed in computers), document cameras, video switchers, video controllers, sound systems, and other classroom multimedia hardware. Once equipment is delivered, MSC staff will install the equipment into USNA classrooms, conference rooms, auditoriums, and laboratories.

i. Classroom Support Service. MSC will maintain all AV equipment that is purchased by investment funds including projectors, video players (tape and DVD), document cameras, and classroom sound systems as deployed in Academy spaces. This support includes providing parts and materials to keep the equipment in operation. MSC will maintain an inventory of spare equipment to keep these multimedia rooms in operation.

j. Coordination with ITSD. ITSD will maintain the NADN and will install computer hardware and software as required. MSC will troubleshoot and replace or repair all items identified in paragraph h, above. ITSD and MSC technicians will coordinate services so as to assure the smooth operation of deployed systems.

k. Copyright Release. MSC will assist faculty in attempting to obtain permission to use copyrighted video materials.

7. Responsibilities

a. Cost Center/Sub-Cost Center Heads will:

(1) Coordinate with MSC all required AV services as appropriate to allow for efficient operation and proper utilization and to avoid duplication of effort.

(2) Retain responsibility for evaluating AV productions and products to determine their applicability and effectiveness and for ensuring compliance with copyright and contract restrictions that may apply.

b. Private organizations and individuals not employed by USNA that require MSC services will:

(1) Contact MSC to request AV services and obtain an accurate cost estimate.

(2) Upon receipt of a bill (in memo format) from the COR, the organization will prepare a check payable to the U.S. Treasurer and submit it to the COR who will send it to the Comptroller, USNA. Billings will be made monthly as charges are incurred. Failure to submit checks within 30 days of the billing date may result in cancellation of services.

c. The Multimedia Support Center will:

(1) Establish procedures for individuals and units to request and use AV materials, productions, and equipment.

(2) Provide organizational components with information and assistance in complying with regulations contained in this instruction pertaining to restrictions, warranties, copyright release, etc.

d. The MSC Subcommittee of the Faculty Senate will make recommendations to the Academic Dean and Provost, the Associate Dean for Information, and the Director, MSC, relative to utilization of the facilities and resources of MSC.

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Distribution:
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