University of Utah Audience Response Systems (i.e., clickers) Standardization Policy
Sponsored and approved on May 28, 2009 by John Francis,
Senior Associate Vice President of Academic Affairs and Undergraduate Studies, and
Steve Hess, Chief Information Officer, Office of Information Technology (Updated 5/17/2011)

Updated on May 17, 2011 to reflect the following change:
Faculty meeting free receiver and clicker guidelines can now pick those items up at the
Technology Assisted Curriculum Center (TACC) – Turning Technology Contact. See section:
Policy Details-Section 4, Recommended Actions-Pick up Turning Point receiver or Resources-
TACC

Updated on October 12, 2010 to reflect the following change:
Faculty meeting free receiver and clicker guidelines can now pick those items up at the
University Bookstore. See section: Policy Details-Section 4 or Resources-Bookstore

The Audience Response Advisory Group would like to take this opportunity to thank the wide
variety of faculty, student and administrative personnel that participated in and informed this
recommendation. Through their efforts, insightful questions, and thoughtful input we believe
that the University of Utah's mission of quality education can be enhanced through this clicker
standardization policy.

This document details the standardization policy for faculty use of Audience Response Systems
(clickers) at the University of Utah including the background on the issue, the policy details, the
approved vendor and primary reasons for selection, recommended tasks for faculty and
department administrators, and resources.

Background:
The Audience Response System (clicker) Advisory Group has been working diligently to
develop a policy that will allow for effective and well-supported clicker usage at the University
of Utah. Need for a policy arose from students and faculty regarding concerns over student
costs, particularly when purchasing multiple clickers from multiple vendors, best practices in
usage, maintenance support across multiple vendors, integration into Blackboard Vista 8.1, and
buy-back opportunities. To respond to these concerns the Audience Response Systems advisory
group comprised of students, faculty and staff spent the last six months seeking input from
students, faculty, administrators, bookstore representatives, other higher education institutions
and solicited clicker vendor presentations that were offered in a public forum. The following is a
result of that investigation:

Policy Details:
  1) One clicker vendor will become the approved vendor for the University of Utah. The
     University and the approved vendor will provide support for the approved vendor's
     clicker devices. Primary support units include the approved vendor (for technical set-up,
     clicker/receiver problems, and ongoing questions), the bookstore (for ordering and buy
     back), TACC (for Blackboard Vista integration), and CTLE (for teaching best practices).
     Local IT departments may support special department needs. This policy item addresses

the goal to minimize University administrative costs, and to minimize student and faculty costs as well as training time.

2) Faculty and/or departments electing to adopt alternative clicker devices will be asked to provide them at no additional cost to registered students. Faculty will provide all registered students with the alternative device by covering the cost through other funding sources (e.g., faculty or department budgets). This policy item addresses the goal to minimize student costs by eliminating the purchase of multiple clickers by a student.

3) Training, including technical set-up and teaching best practices, will be offered to faculty at pre-set times in August and December 2009 and thereafter will be available on an as needed basis. Register at http://registration.ctle.utah.edu/ or contact the Center for Teaching & Learning Excellence. This policy item addresses the goal to provide ongoing training support to faculty.

4) The bookstore will offer a buyback policy for TurningPoint devices in good operating condition. See TurningPoint Clicker Costs and Features below. In addition, faculty will need receivers to gather data from the clickers during class instruction. Receivers can be connected to laptops or other built in systems. For every 100 clickers purchased the faculty and/or department will receive one receiver and clicker free to be picked up at the bookstore. For orders less than 100 that includes a commitment to three semesters of use, contact the bookstore to arrange for a free receiver. For orders less than 100 and less than four semesters of continued use, faculty and/or departments will need to contact our Turning Technologies representative, Michael Muntean, to find out ways to obtain free receivers or to purchase the receivers at a cost of $99. This policy item addresses the goal to minimize faculty and department costs.

5) The clicker moratorium is lifted effective immediately.
   a. TurningPoint devices should be ordered from this point forward.
   b. For Summer 2009, policy two (2) above for alternative devices will not be enforced.
   c. For Fall 2009 onward, policy two (2) above for alternative devices WILL be enforced. Students should NOT incur any costs due to selection of a non-approved clicker device.
   d. The bookstore will accept TurningPoint Clicker orders effective immediately for Fall 2009 courses.
   e. TurningPoint Clicker Training: Faculty and staff can download the software and take the free online training provided by TurningPoint at http://www.turningtechnologies.com/highereducationinteractivelearning.cfm, or attend one of the TurningPoint Clicker Trainings on campus to be offered in August and December 2009.
   f. Teaching Best Practices Training: The Center for Teaching & Learning Excellence (CTLE) will offer and video tape workshops on the pedagogy of clickers August and December of 2009. Additional training on best practice usage of clickers may be available depending upon need.

g. Clicker demonstration "checkout sets" (up to a maximum of 100) can be borrowed for one-time usage or to test your need for clickers in the classroom. Checkouts sets for lower campus are located at Instructional Media Services (IMS). Please contact IMS at 581-3170 or 581-6112. Checkouts sets for upper campus are located at Spencer S. Eccles Health Sciences Library (Eccles Library). Please contact Julie Quilter at julie.quilter@utah.edu.

The Approved Vendor and Primary Reasons for Selection:
Turning Technologies LLC (a.k.a. TurningPoint) has been selected as the approved clicker vendor for the University of Utah. TurningPoint devices offer both short and long-term benefits that best suit the mission of the University of Utah to provide a quality education to its students. Turning Point also best addressed the primary concerns of all the principal stakeholders. The general reasons are listed here.

1) TurningPoint devices minimize the long-term costs to students, a primary concern that drove this initiative, by reducing a student's clicker purchase to a maximum of one (over a five-year period). Student costs for the ResponseCard XR device (**the clicker**) will be approximately $55 with a bookstore buyback policy of 50% of the purchase price. For those electing to use laptops and other devices (ResponseWare) instead of clicker hardware, the student cost will be approximately $20 for a one-year software license or $40 for five-years. Prices in future years may be subject to change.
2) TurningPoint provides platform flexibility (PC and MAC, PowerPoint, etc.), device flexibility (clickers, laptops, cell phones, etc.) and feature flexibility (alpha, numeric, short-answer, equation, etc.). Flexibility was a primary concern for faculty.
3) TurningPoint can already be integrated into Blackboard Vista and requires minimal, and in most cases, no systems upgrades and/or support, a primary concern of faculty and technical support areas.
4) Clicker Training: Turning Technologies and CTLE will offer training sessions to U. of Utah faculty, a primary concern of all principal stakeholders.
   a. Specific conversion training for faculty currently using other clicker products will be available (see Recommended Tasks for Faculty).
   b. Start up training for faculty that has not used clicker products will be available (see Recommended Tasks for Faculty).
5) Free Receivers: See Policy Detail, number four above.

Recommended Actions:

Task	When	Form
Determine if you or your faculty will be using clickers in Fall 2009	Immediately	N/A
Submit or update your bookstore order to include your clicker requirements*	Immediately preferably no later than June 15 for Fall 2009. Spring 2010 onward with book order.	Bookstore Order

Order a Turning Point receiver for the instructor	If more than 100 requested – no additional steps necessary	See pick up instructions in next row
	If less than 100 – immediately	If can guarantee three semesters of use, contact the Bookstore to arrange a free receiver. Otherwise, call Turning Point Account Executive (see Resources below)
Pick up Turning Point receiver	Over 100 clickers or three semester guarantee	Go to TACC to pick up your receiver one week after submitting your order to the bookstore
	If under 100 clickers and ordered through Turning Point – two weeks after order	If less than 100 clickers, look for your receiver in the mail within two weeks
Sign up for Turning Point Clicker Training	August and December 2009 See Registration site for dates/times.	Register for a Turning Point Clicker Training class at http://registration.ctle.utah.edu/
If you have questions about the Clicker Standardization Policy	Immediately	Submit questions to: clickers@lists.utah.edu or visit http://ims.utah.edu/clicker/
If you have a general question about what Clickers are and why/how they are used	At any time	Submit questions to CTLE: info@ctle.utah.edu or call 581-7597
If you wish to test out clickers before fully incorporating them into your classroom	Upon request	Go to: Lower campus - IMS Upper campus – Eccles Library or IMS

*Instructors that wish to have students purchase directly from the Turning Technologies online store instead of the bookstore, can direct students to: https://store.turningtechnologies.com. Students should enter the School Code of "**jo2S**" to ensure that the University's proper discount is applied.

Resources:

Name	Topic	E-mail/Website	Telephone
Turning Point	Problems with Use: student registration problems, clicker or receiver functionality problems	http://www.turningtechnologies.com/responsesystemsupport/	866-746-3015 Monday - Friday 7am - 9pm EST
Turning Point	Products, features and services overview or to	https://store.turningtechnologies.com	866-746-3015 Monday - Friday

	order products (use School Code jo2S)		7am - 9pm EST
Turning Point	Online training and tutorials and download of free software	http://www.turningtechnologies.com/audienceresponsecommunity/tutorials.cfm	
Turning Point Account Executive	To order clicker devices or kits directly from Turning Technologies	Michael Muntean at mmuntean@turningtechnologies.com	866-746-3015 ext. 6253
TACC	For Blackboard Vista integration questions To pick up free receiver/clicker if minimum order requirement is met	webct-admin@lists.utah.edu www.tacc.utah.edu	585-5959 (general) 585-0536 (clicker pick up)
CTLE	For teaching best practices training or questions	info@ctle.utah.edu www.ctle.utah.edu	801-581-7597
Bookstore	To order clickers or ask buyback questions	www.campusstore.utah.edu	
IMS	For Clicker Set check out services for lower campus (1 week maximum)	http://ims.utah.edu/clicker/ or www.ims.utah.edu	581-3170 or 581-6112
Eccles Library	For Clicker Set check out services for upper campus (1 week maximum)	julie.quilter@utah.edu	581-5534
Clicker Team	Other questions not addressed above	clickers@lists.utah.edu	N/A