Date: March 23, 2011
To: Provosts/Vice Presidents, Academic Affairs
From: Dr. Ephraim P. Smith
Executive Vice Chancellor and Chief Financial Officer

Subject: Campus plans for improving affordability of clickers for students

Student engagement is an important factor for student success and the use of personal response systems or “clickers” in the classroom has been one methodology selected by faculty and supported by many campuses in recent years to improve student engagement in learning. The recent California State Students Association (CSSA) resolution on clickers identifies a consequence placed on students with the growing use of clickers: many students have to purchase multiple clickers at a substantial student cost without a clear benefit from using different devices. Resolving these student challenges was affirmed by Chancellor Reed as well the Academic Technology Steering Committee and the Academic Technology Advisory Committee.

This memo provides guidance for campuses to develop their plans for supporting the use of clickers on their campuses that are both effective and affordable and requests that campuses provide a report on their plans to the Office of the Chancellor and CSSA by June 1, 2011.

Supporting Your Campus Developing Your Plan: Many CSU campuses and a number of institutions across the United States have already developed and deployed policies and practices for standardizing clicker use as their strategy to improve the effectiveness and affordability of clickers.

A collection of these recommended practices has been organized for easy access to support your campus planning at http://dat.cdl.edu/csu-initiatives/clickers. There are publications by EDUCAUSE which provide guidance for standardization of clicker use. The website also includes an inventory of current policies and practices that are in place in the CSU. We anticipate that these resources can provide your campus some models that align with your campus’ priorities, culture, and practices. Finally, a workgroup of the Directors of Academic Technology (DATs) is a...
conducting a product evaluation of clickers this spring. We will be sharing the results of these product reviews as well as sharing campus exemplary practices and policies and clicker-product reviews in webinars to be scheduled in April and May 2011. Presenters will be campus staff and faculty with experiences and expertise in the use of clickers.

**Developing Your Plan:** If your campus already has a plan for your campus’ strategy for using clickers, you are welcome to submit your existing plan. If your campus does not already have a clicker plan or if your campus is considering revising its plan, we recommend that the report on your campus clicker plan for the effective and affordable use of clickers address the following topics:

- Description of your campus’ goals for its clicker strategy. For example:
  - Improved affordability for students
  - Reduce costs for institutional support for the effective use of clickers
  - Improved effectiveness in using clickers to improve student learning outcomes

- Description of your campus’ process for developing and implementing your clicker strategy. Consultation with campus stakeholders strongly recommended. Including the Academic Senate, Associated Students, information technology and academic technology leaders, campus faculty development leaders, centers for students with disabilities, and bookstore managers in the development of your campus strategy should help the resulting strategy be acceptable and sustainable.

- Timeline for campus implementation of your clicker strategy

- Campus contact person for your clicker strategy

As clicker strategies on individual campuses develop, we will be able to identify opportunities for cooperation across campuses when they share common goals and strategies. These opportunities could include contracts with vendors that provide volume discounts for devices, training, and support.

Please send your plan for your campus clicker strategy in an electronic form (Word, PDF, or URL to a campus website) to Gerry Hanley at the CSU Office of the Chancellor (ghanley@calstate.edu) by June 1, 2011. If you have questions about these guidelines or about the reporting process, please contact Gerry Hanley (562-951-4259).

Thank you in advance for your campus’ efforts to improve the success of our educational processes with more affordable strategies for our students.