Apple & iPods @ GCSU
GCSU Library & Instructional Technology Center

- New building opened last fall
- Units added this year:
  - Web Enabled Resources
  - Bobcat Media Productions
  - Instructional Technology Center
2001

- The iPod is invented
2001

- The iPod is invented
- GCSU iPod initiative launched
Founders

- Dr. Rob Viau
  - Course: Gothic Imagination
    - Music, art, architecture & literature
      - Lots of music
      - Wide variety of music
      - Later added images
Founders

• Dr. Hank Edmondson
  – Ethics & Society
    • Music & philosophy
      – Contemporary music reflects one ethical philosophy or another
  – Study abroad
    • iPods go on travel abroad
      – Prerecord lectures
      – Recordings from prior trips
      – Intro to artwork & museums
      – Audio books
      – Indigenous music
      – Language study
Method

- The “Mothership” model
  - Content was fairly standard
  - Load the iPods with content
  - Deliver to class loaded
Apple tunes in

- Apple web site
  - Profiles in success
- MacEnterprise
  - iPods in Education webcast
- MacWorld
  - University Finds innovative uses
- Apple Digital Campus Leadership Institute
Apple tunes in
Buzz Builds

- iVillage (now iColony)
  - Virtual learning community
- iDreamers
  - Faculty, staff & student brainstormers
- iPilots
  - Promising projects waiting in the wings
- iSolution?
  - Mothership model unsustainable
iSolution!

• Podcasting
  – No longer load iPods w/content
  – Faculty uploads content
  – Students download content
iSolution

• Continue to deliver iPods to the classroom
• iPods on reserve at the library
• We don’t provide ear buds
• We don’t provide battery chargers
• They get USB cable & an iPod in a tub!
iChallenges

- iTune & iPod updates
- 5 versions of iPods
- Video & audio recording
  - Peripherals!
  - Microphones
  - Cameras
- Copyright/DRM
Media

- The Chronicle of Higher Ed
- BBC
- USA Today
- Associated Press
  - NYTimes
  - LATimes
  - Chicago Tribune
  - & everywhere else!
Over 700 iPods!
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- Joe Windish