



the cage

Operations Summary 2014-2015

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Responsibilities

- Manage A-Level cage rental operations
- Provide technical support and consultation
- Complete equipment repairs and maintenance
- Actualize engineering and technology Integration
- Facilitate technology purchases
- Develop industry partnerships
- Satisfy institute requirements
- Ensure a safe working environment



Rentals

22,599 Equipment Kits and Area Rental Transactions

Fall 11,198

Spring 11,401

Record Checkouts:

Fall / **Week 12** / 1,086

Spring / **Week 11** / 1,016

Perspective: In 2014, SOFA community checked out equipment and area 24,938 times.



Most Rented

Location Equipment

Tripods	1,652
Headphones	1,119
HD Cameras	1,099
Sand Bags	941
Light Kits	883
Adapters	882
Sound kits	838
Ext. Cords	712
Boom Poles	587
XLR Cables	552
Microphones	548
Card Readers/flash media	515
Wacom tablets	509
DSLRs	459

Perspective: In 2014, Tripods had the most usage with 1,695.

Areas

Stop Motion & Crane	2,108
Edit Suites	1,343
Mix Theater/Control/Pro Tool Suites	967
Media Room B (small conference Rm)	367
MPS Imaging Lab	343
Sound Stage B	289
MPS Post Production Lab	261
Sound Stage A	229
Narration	154
Set and Prop	130
Foley	119
Grip Cage	82

Perspective: In 2014, Stop-mo/cranes rooms had most usage with 2,024



Lab and Software Use

Lab

Hours and Station Logins

Ranking

3DL	35,644 hrs with 11,358 logins	4 th most utilized in CIAS
Grad Animation	24,291 hrs with 5,198 logins	7 th most utilized in CIAS
HD Lab	14,291 hrs with 6,649 logins	14 th most utilized in CIAS
UnderGrad Anim.	6,723 hrs with 2,567 logins	26 th most utilized in CIAS
Stop-Mo/Cranes	5,152 hrs with 2,746 logins	30 th most utilized in CIAS
Edit Suites	2, 566 hrs with 954 logins	35 th most utilized in CIAS

Perspective: CIAS has 42 labs

Top 5 most utilized labs in CIAS:

1. SoD Graduate Visual Communication Design Lab with 48,938 hours
2. SoD 3D Digital Design Lab (3DW) with 40,767 hours
3. SoD New Media Design Lab (NML) with 39,905 Hours
4. SoD and SOFA 3D Lab with 35,644 Hours
5. SPAS ESP Lab with 31,248 Hours

Most launched applications in SOFA*

Maya 2015	6158
Adobe Premiere Pro	5993
Adobe Photoshop	5959
Adobe After Effects	4512
Adobe Acrobat	2198
Adobe Media Encoder	582
Adobe Illustrator	853
Adobe SpeedGrade	439
Adobe Flash	201
Adobe Audition	242
Adobe Indesign	124
Sketchup	95
Cinema 4D	42
Adobe Dreamweaver	35
Adobe Lightroom	53
Final Cut Pro 10.x	16
Nuke	16

*Incomplete data counts – omitted are SOFA Specific applications. Toon Boom, Dragon, Avid, Pro Tools etc.



Repairs

385 Repairs

Fall	285
Spring	100

Out of Service Average

36 days
12 days

For the entire academic year, out of service averaged 24 days to complete repairs and make available for checkout.

Last year, out of service averaged 28 days.



Reservations

899 Equipment and Area Reservations

Fall	405	(Equipment 301, Area 104)
Spring	494	(Equipment 311, Area 183)

Perspective: In 2014, total reservations accepted was 1,237.



Accountability

492 Late Equipment and Key Returns

Fall	227
Spring	265

Equipment Damage and Loss

35 invoices for \$1,164.84

2 unpaid invoices for \$37.30

Perspective: In 2014, total amount invoiced was \$3,594.22.

Docking -

Not returning equipment or keys on time, resulting in a penalty referred to as docking.



Fall Semester Cage Calendar

Monday, August 24 th	Open
Monday, September 7 th (Labor Day)	Closed
Monday, October 12 th (Columbus Day)	Open
Thanksgiving Holiday Break (November 25 th - 29 th)	Closed
Monday, November 30 th	Open
Friday, December 11 th (All equipment and area keys due by 5:00pm)	Open
Friday, December 18 th (Resume operations 1 st day of Spring Semester)	Closed



Challenges

1. Additional students, trending towards animation and specialization then live action
2. Facilities and technology infrastructure are now 8 years old. Seems fair to anticipate continued equipment downtime in theaters during the next academic year.
3. Limited capital funding for technology renewal and replacement (Cage resources, theaters, classrooms, specialty areas and labs)
4. Potential impact to community and facilities with proposed partnership with Magic Center
5. Infinite imagination with finite amount of resources. Striving to sensibly balance.
6. Sustaining industry sponsorship with equipment loans and donations
7. Sharing resources with CIAS colleagues without negatively impacting the SOFA creative and science learning community
8. Accelerated students and dual majors – Not knowing what SOFA year level they are
9. Continued outreach efforts to prospective students to sustain enrollment
10. Scheduling traditional studio/specialty spaces for classes (Studio B)
11. Keeping students safe while on location, in the studio, and the shop



Propositions

1. Discontinuance of the 16mm film editing practice altogether; including splicers, rewinds, viewers, bins, benches, portable editing kits, and flatbeds.
2. Only schedule sound classes in Mix Theater.
3. Schedule institute classrooms for SOFA classes to help relieve strain on theaters.
4. Develop 5-year capital plan. Determine and specify technology needs for every SOFA course.
5. Propose and secure annual uninterrupted funding for resources. The only time to leverage is during expansion/new building discussions. It's most important to obtain in writing.
6. Include hard deadlines within thesis contracts.
7. Please don't accept non-majors into required major classes with limited or restricted resources.
8. Commence Faculty productions during breaks, intercession and summer so not to compete with other classes and/or students using equipment during the semester.
9. Limit thesis films to 15 minutes in duration instead of 26 minutes.
10. Limit optional graduate student co-ops to one semester.
11. Please reserve studios for class demos early in semester, before students reserve at the cage.

Thank You !!!

How can we continue improving our service and support?