

Bridgewater State College Web-Conferencing Grant Proposal

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Qualifications of the Organization

The Teaching and Technology Center provides faculty with resources and services for integrating information and instructional technology to support and enhance the College's teaching and learning mission. Training, support, and production services are available to assist faculty with classroom technology, web based instruction, and various teaching and research projects. The Teaching and Technology Center (TTC) promotes participatory local and regional creative activities and operational support services for projects for effective use of instructional technology in teaching.

The TTC provides both peer faculty support and professional staff support with projects involving best practices for integrating technology into teaching and learning, classroom technology, locating, evaluating and implementing various instructional applications, exploring technology and pedagogical options, and instructional design. The TTC also provides:

- *training for applications and classroom practices
- *project production assistance
- *web page development
- *course management system support
- *assistance with student training

Resource: <http://it.bridgew.edu/support/ttc/Mission.cfm>

Program Goals

- Implement new technology tools to facilitate teaching and learning activities in and outside of the classroom
- Train and support Faculty so that they can effectively utilize technology in their courses
- Develop learning applications with Faculty to enhance teaching and learning activities
- Improve distance learning methods by researching and implementing new video and web conferencing technologies and locate ways to increase the effectiveness of current course management systems in distance learning modes
- Work cooperatively with the Information Technology division, the Center for the Advancement of Research and Teaching (CART), the Graduate and Continuing Education office, and the Academic Affairs office to promote, expand, and support the College's notebook initiative, e-learning initiatives, and distance learning programs

Objectives and Action Plans

1. Implement a web-conferencing solution at Bridgewater State College to handle distance learning and meeting needs for Faculty, Staff, and Students
 - a. Form a project team to research web-conferencing solutions for use in the Fall of 2004
 - b. Locate a web-conferencing tool that will integrate with Blackboard, allowing for seamless use by Faculty, Staff, and Students
 - c. Locate hardware to support a web-conferencing solution
 - d. Appropriate funds to purchase necessary hardware and software
 - e. Train support staff to manage the web-conferencing server and support the user interface
 - f. Train Faculty, Staff, and Students to use the web-conferencing solution
 - g. Using surveys, analyze use of the solution post-Fall 2004 to determine if the following items were addressed: Was communication enhanced? Were teaching and learning activities enhanced? Was the web-conferencing tool easy to use?
2. Increase the number of distance learning/web course offerings to decrease problems with classroom space on campus
 - a. Bridgewater State College classroom space is at a premium. During "prime time" (9 a.m. to 1 p.m.), BSC classrooms are 96% full. Overall, BSC's classroom utilization rate is 78%. Benchmarks for classroom utilization at colleges and universities like Bridgewater State

College range from 68% to 75%. (Source:
<http://www.bridgew.edu/MajorDocs/Vision/Facilities.cfm>)

- b. Train and support the English and Psychology programs as they implement courses utilizing notebook computers and web-based instruction
 - c. Co-sponsoring with CART, the Teaching and Technology Center will offer Faculty-led sessions that highlight the effectiveness of student use of notebook computers in the classroom and web-based instruction. These sessions will be open to all Faculty and Administrators and will be used to emphasize the growing need for these types of technologies for enhancing teaching and learning activities and for growing new distance learning programs
3. Increase usage and understanding of the Blackboard course management system.
 - a. Increase the number of full-time/part-time Faculty who utilize Blackboard. The TTC is looking to eclipse the two hundred mark by the end of Fall 2004. The TTC will increase the current numbers through:
 - i. Increases in Distance Learning programs. Faculty primarily deliver course content in DL programs through Blackboard
 - ii. Offer Blackboard training workshops to Faculty
 - iii. Through the purchase of new hardware (to take place in Summer 2004), IT will increase the stability of the system. This should increase Faculty faith in the system as well.
 - iv. Update the Blackboard system to version 6.1. This update offers many new tools, such as a built-in WYSIWYG editor, which should increase Faculty interest.
 4. Implement a Weblog pilot program
 - a. Using the Movable Type weblog system (<http://www.movabletype.org>), a weblog pilot program will be initiated during the Fall 2004 semester.
 - i. Weblogs, a form of online journals, will be used as a collaborative discussion/writing tool for an English Writing I course.
 - ii. Upon completion of the course, Writing 1 students and the instructor will be surveyed as to the effectiveness of the weblog tool. If successful, the TTC wishes to expand the program for the Spring 2004 semester.
 5. Application development
 - a. Using Macromedia Flash and various programming languages (JavaScript, ColdFusion), the TTC will develop learning applications for Instructors and students within the Chemistry department.
 - i. Chemistry Faculty provide the TTC with their learning application needs. TTC staff develop simulations based on provided mathematical/formulaic data.
 1. These learning simulations will be used by Chemistry students in Fall 2004.
 - ii. If the program is successful, the TTC hopes to become involved with other disciplines in Spring 2004.
 6. Training
 - a. Several week of technology training will be offered to Faculty and Staff during the summer months to boost their technology skills and understanding
 - i. Summer months are typically easier periods for Faculty/Staff involvement due to the lower number of courses being offered
 - ii. First week of training – June 21-25
 - iii. Second week of training – August 2-6
 - b. Training will encompass:
 - i. Macromedia Dreamweaver – web-page building
 - ii. Adobe Acrobat – document delivery
 - iii. Microsoft Office 2003 – intro to the latest edition of this office suite
 - iv. Notebook Computers – tips and tricks on notebook maintenance
 - v. Roxio CD Burning – how to backup data onto CD
 - c. Evaluation
 - i. Faculty/Staff will be surveyed post-training to determine the effectiveness of the training.

Needs Assessment

Major changes in the technology needs of Bridgewater State College Faculty, Staff, and Students arise as we move forward towards the Fall 2004 semester - the Psychology program is preparing to go online for the Fall, the College's notebook computer requirement goes into effect, and the English department looks to incorporate notebooks into classroom teaching for many Freshmen level writing classes.

Although BSC Faculty use the Blackboard course management system for putting their course materials online, providing message board space for discussions, and creating online exams, there is a growing need for furthering the means of communication outside of the classroom.

Faculty and Students are looking for ways to hold synchronous discussions outside of the classroom. BSC staff have similar needs for holding online meetings with off-campus participants. Blackboard does offer a synchronous Virtual Classroom tool for online chat discussions and whiteboard functionality, but folks have found the tool to be quite limited and not capable of handling voice over IP needs, application sharing needs, instant surveying, and video streaming. Faculty, Staff, and Students are looking for a tool that will increase their ability to communicate and share ideas.

Methodology

I. Assemble a Research Team

- a. *August, 2003*: A team was formed to research web-conferencing solutions and related hardware to determine which solution best fit the needs of Bridgewater State College Students, Faculty, and Staff looking to enhance communication and teaching and learning activities through the internet.
 - i. The team was comprised of a Faculty member, a technical member of IT who had a background in server/networking issues, the VP of Academic Affairs, a Teaching and Technology Faculty Fellow, and two members of the Teaching and Technology Center staff.
 - ii. The team would be working for a Fall 2004 implementation. The team would need to make the appropriate purchases of the solution and related hardware for June 2004 so that necessary setup, testing, and training could commence.
- b. *September, 2003*: The Research Team was told to review various web-conferencing applications through known vendors and search engine queries. The team was given one month to review various products. The following criteria were used as factors:
 - i. Does the web-conferencing solution integrate with the Blackboard course management system?
 - ii. Does the web-conferencing solution offer ease of use for Faculty, Students, and Staff, as well as support staff?
 - iii. Cost
 - iv. Impact on the network – will IT's network be able to support the increased network traffic that the web-conferencing solution will impose?
 - v. Longevity – Is the web-conferencing software vendor stable? Has the company been around for some time?
 - vi. Support – What kinds of technical support does the web-conferencing vendor offer?
 - vii. Does the web-conferencing solution have application sharing?
 - viii. Does the web-conferencing solution have video-conferencing?
 - ix. Does the web-conferencing solution have instant polling?
 - x. Will the web-conferencing solution integrate with our Microsoft Exchange system so that the College community can use their BSC and/or Blackboard user accounts for authentication?
- c. *October, 2003*: The Research Team reconvened. The web-conferencing solutions were rated, and the team composed a list of the top three solutions. Each of the top three web-conferencing vendors were invited to the College Campus to provide demonstrations of their products for the Research Team.
 - i. Upon the completion of the three demonstrations, the Research Team met and determined that HorizonLive was the solution that best fit their criteria.

- d. *November, 2003*: TTC staff along with the IT specialist reviewed various server solutions that would properly support a web-conferencing solution.
 - i. A dell rack server configuration was selected off of the Dell web site.
 - 1. Factors for determining a solution included:
 - a. Hard drive space and speed
 - i. RAID configuration
 - b. Processor speed and number of processors
 - c. RAM configuration
 - d. Network card configuration
 - e. Cost
 - f. Ability to upgrade
 - 2. <http://www.dell.com>
 - ii. The configuration was sent to the College's Dell representative for a higher education quote.
 - iii. TTC staff and the IT specialist received a quote and presented the information to the Research Team.
 - iv. The Research Team agreed upon the solution.

II. **Writing the Grant**

- a. *December, 2003*: The team wrote a grant to secure funds for this project through the Massachusetts Department of Education *Enhancing Education Through Technology* Grant Program. The proposal included both the web-conferencing solution costs for one academic calendar year (July 1, 2004 to June 30, 2005) and the server costs. The grant proposal was turned in prior to the December 30th deadline.
 - 1. <http://www.sun.com/products-n-solutions/edu/promotions/grants/>
- b. *April, 2004*: The Research Team received word from the Department of Education that the Grant was approved.
- c. *May, 2004*: Once the funds were received, the Research Team made the appropriate purchase of web-conferencing/server software and hardware.

III. **Assemble the Implementation Team**

- a. *June, 2004*: An Implementation Team was formed to setup the server, test the solution, monitor server activities, and prepare appropriate training for August of 2004.
 - i. The Implementation Team was comprised of an IT server administrator, an IT network specialist, a TTC Faculty Fellow, and two members of the TTC support staff.
 - ii. The IT staff installed the server and the web-conferencing solution.
 - iii. The Implementation Team tested the web-conferencing solution from various locations both on and off-campus. Additional student staff was brought in to assist with testing.
 - 1. Testing was successful.
 - iv. The TTC Faculty Fellow and the two members of the TTC support staff developed Faculty, Staff, and Student training.
 - 1. Each training exercise was developed as a one-hour model.
 - 2. Web-based documents and instructions were created as additional support materials.

IV. **Training**

- a. *July, 2004*: IT user support staff was trained on the use and support of the web-conferencing solution. Upon the completion of the training, e-mail announcements were sent to Faculty regarding two weeks of August web-conferencing training.
- b. *August, 2004*: Interested Faculty were trained on use of the web-conferencing solution.
 - i. Faculty were notified that in-class support was available if they chose to use the web-conferencing solution in computer classrooms.
 - ii. Faculty were notified that both Technology HelpDesk and Teaching and Technology Center staff would be available for support as Faculty used the web-conferencing solution throughout the Fall 2004 semester.
- c. *September, 2004*: Student training of the web-conferencing solution was advertised and offered to students during the first three weeks of the Fall 2004 semester.

V. **Evaluation**

- a. *January, 2005*: Upon the completion of the Fall 2004 semester, an evaluation of the value and effectiveness of the web-conferencing solution was conducted by members of both the Research and the Implementation Teams. The following items were evaluated:

- i. Stability of web-conferencing solution
 1. Server
 - a. Information Technology server support staff will monitor usage of the server hosting the web-conferencing solution. Was the server capable of handling the usage by Faculty, Students, and Staff during the semester? Did the server go down at any time? Was server RAM, hard drive space, and processing speed sufficient enough to sufficiently handle the needs of the College community?
 2. Network
 - a. Information Technology network staff will monitor the increase in network traffic that will occur as Faculty, Students, and Staff utilize the web-conferencing solution. Was the network capable of handling the increased traffic? Will the network be capable of handling future load increase (2-3 years ahead) as the web-conferencing solution gains popularity?
 3. Web-cams
 - a. Teaching and Technology Center staff will need to determine that if web-cams were used by web-conferencing users, were certain brands more effective than others? What brands offered the best value?
 4. Software
 - a. Information Technology support staff will need to determine if the web-conferencing software was stable. Were constant updates required? Did the web-conferencing software have security holes? If performance suffered, was it due to the software rather than network/hardware issues? How well did the solution integrate with the Blackboard course management system?
- ii. Value of web-conferencing solution
 1. Faculty
 - a. Teaching and Technology Center staff will survey all Faculty who utilized the web-conferencing solution to determine the effectiveness of the technology. This survey will be sent via e-mail to Faculty and will be available via the College web page. Faculty will be surveyed on various subjects: Did the web-conferencing solution enhance communication; teaching and learning activities; group project work; distance learning course work?
 2. Students
 - a. Teaching and Technology Center staff will survey all Students who utilized the web-conferencing solution to determine the effectiveness of the technology. This survey will be sent via e-mail to Students and will be available via the College web page. Students will be surveyed on various subjects: Did the web-conferencing solution enhance communication; teaching and learning activities; group project work; distance learning course work? Was the solution easy to use? How did the solution compare to standard communication tools (Blackboard virtual classroom, discussion boards, e-mail, etc.)?
 3. Staff
 - a. Teaching and Technology Center staff will survey all Staff who utilized the web-conferencing solution to determine the effectiveness of the technology. This survey will be sent via e-mail to Staff and will be available via the College web page. Staff will be surveyed on various subjects: Did the web-conferencing solution enhance department communication? Was the solution easy to use? How did the solution compare to standard communication tools (Blackboard virtual classroom, discussion boards, e-mail, etc.)?
- iii. Training

1. Web-conferencing training was provided to Faculty, Staff, and Students. Did Faculty, Staff, and Students find the training to be useful for learning how to use the web-conferencing solution? Did more training sessions need to be offered?
- iv. Budget
 1. Beyond grant funds obtained to implement the solution, were additional funds required for maintaining the web-conferencing solution? If so, did these additional costs fit within the IT budget?
- v. Post-Evaluation
 1. Upon the completion of evaluations and surveys contained within sections I-IV, can it be determined that the program was effective? In what ways can the program be improved? Do additional hardware, software, and staff need to be added to the IT budget to support the web-conferencing solution in future semesters?
 2. All evaluation and post-evaluation materials and summations will be shared with the Chief Information Officer of Information Technology, as well as the Center for the Advancement of Research and Teaching, the Graduate and Continuing Education office, and the Office of Academic Affairs.

Outcome Evaluation Plan

Upon the completion of the Fall 2004 semester, the following items will need to be evaluated to determine the value and effectiveness of Bridgewater State College's new web-conferencing solution:

- I. Stability of web-conferencing solution
 - a. Server
 - i. Information Technology server support staff will monitor usage of the server hosting the web-conferencing solution. Was the server capable of handling the usage by Faculty, Students, and Staff during the semester? Did the server go down at any time? Was server RAM, hard drive space, and processing speed sufficient enough to sufficiently handle the needs of the College community?
 - b. Network
 - i. Information Technology network staff will monitor the increase in network traffic that will occur as Faculty, Students, and Staff utilize the web-conferencing solution. Was the network capable of handling the increased traffic? Will the network be capable of handling future load increase (2-3 years ahead) as the web-conferencing solution gains popularity?
 - c. Web-cams
 - i. Teaching and Technology Center (TTC) staff will need to determine that if web-cams were used by web-conferencing users, were certain brands more effective than others? What brands offered the best value?
 - d. Software
 - i. Information Technology support staff will need to determine if the web-conferencing software was stable. Were constant updates required? Did the web-conferencing software have security holes? If performance suffered, was it due to the software rather than network/hardware issues? How well did the solution integrate with the Blackboard course management system?
- II. Value of web-conferencing solution
 - a. Faculty
 - i. Teaching and Technology Center staff will survey all Faculty who utilized the web-conferencing solution to determine the effectiveness of the technology. This survey will be sent via e-mail to Faculty and will be available via the College web page. Faculty will be surveyed on various subjects: Did the web-conferencing solution enhance communication; teaching and learning activities; group project work; distance learning course work?
 - b. Students
 - i. Teaching and Technology Center staff will survey all Students who utilized the web-conferencing solution to determine the effectiveness of the technology. This

survey will be sent via e-mail to Students and will be available via the College web page. Students will be surveyed on various subjects: Did the web-conferencing solution enhance communication; teaching and learning activities; group project work; distance learning course work? Was the solution easy to use? How did the solution compare to standard communication tools (Blackboard virtual classroom, discussion boards, e-mail, etc.)?

- c. Staff
 - i. Teaching and Technology Center staff will survey all Staff who utilized the web-conferencing solution to determine the effectiveness of the technology. This survey will be sent via e-mail to Staff and will be available via the College web page. Staff will be surveyed on various subjects: Did the web-conferencing solution enhance department communication? Was the solution easy to use? How did the solution compare to standard communication tools (Blackboard virtual classroom, discussion boards, e-mail, etc.)?
- III. Training
 - a. Web-conferencing training will be provided to Faculty, Staff, and Students. Did Faculty, Staff, and Students find the training to be useful for learning how to use the web-conferencing solution? Did more training sessions need to be offered?
- IV. Budget
 - a. Beyond grant funds obtained to implement the solution, were additional funds required for maintaining the web-conferencing solution? If so, did these additional costs fit within the IT budget?
- V. Post-Evaluation
 - a. Upon the completion of evaluations and surveys contained within sections I-IV, can it be determined that the program was effective? In what ways can the program be improved? Do additional hardware, software, and staff need to be added to the IT budget to support the web-conferencing solution in future semesters?
 - b. All evaluation and post-evaluation materials and summations will be shared with the Chief Information Officer of Information Technology, as well as the Center for the Advancement of Research and Teaching, the Graduate and Continuing Education office, and the Office of Academic Affairs.

Budget Expenses

LINE ITEM	COST	GRANT REQUEST	IN-KIND
Installation of server and appropriate software by BSC Network Administrators. (40 man hoursX\$25/hour)	\$1000		\$1000
Server for use with software (see Appendices for complete quote)	\$6,770	\$6,770	
HorizonLive server software (Included 25 licenses)	\$15,000	\$15,000	
PC cameras to use with software (25 camerasX\$50/camera)	\$1,250	\$1,250	
Training expense for a HorizonLive rep to come in for two days (\$500/dayX2days)	\$1000	\$1000	
Resource books on HorizonLive software	\$200	\$200	
Photocopying of training material	\$120	\$120	
TOTAL	\$25,340	\$24,340	\$1000

Future Funding

- Annual fees
 - Will depend on the success of the program. We have a one year license at \$15,000 for 25 licenses. If the program grows we will have to buy additional licenses for additional users.
- Server hardware
 - As with annual fees, if the program grows we may have to buy additional servers to handle the workload.
 - We will also have to look into planned obsolescence in which we will need to upgrade the server in 4 to 5 years to keep up with technology.
- Webcams and microphones
 - If the program grows we will have to buy additional webcams and microphones.
 - We will have to look into planned obsolescence for the webcam and microphone equipment as technical equipment ages.
- Impact on the network
 - If the program grows we will have to purchase more bandwidth from our I.S.P.
- Dedicated IT staff person
 - If the program grows we will have to hire more IT staff to administer the program.

Appendices

Dell Server Quote for Web-Conferencing Solution

DELL

QUOTATION

QUOTE #: 153126863

Customer #: 39564184

Quote Date: 5/3/04

Date: 5/3/04 2:36:25 PM

Customer Name: AMARAL JOE

TOTAL QUOTE AMOUNT:	\$7,284.91	ESTIMATED MONTHLY PAYMENT:	\$191.49
Product Subtotal:	\$6,938.00	Amount Leased:	\$6,938.00
Tax:	\$346.91	Business Lease (months):	48
Shipping & Handling:	\$0.00		
Shipping Method:	Ground	Total Number of System Groups:	2

GROUP: 1	QUANTITY: 1	SYSTEM PRICE: \$6,770.00	GROUP TOTAL: \$6,770.00
Base Unit:	PowerEdge 2600 2.8GHz/512K 533MHz FSB Xeon (462-2354)		
Processor:	2nd Processor 2.8GHz/512K 533MHz FSB Xeon, PowerEdge 2600 (462-3116)		
Memory:	2GB DDR SDRAM 266MHZ (4X512) PowerEdge (311-2733)		
Keyboard:	No Keyboard Option (310-3281)		
Monitor:	No Monitor Option (320-0058)		
Hard Drive:	3 X 36GB 10K RPM Ultra 320 SCSI Hard Drive (340-7314)		
Hard Drive Controller:	50% OFF! PERC4/Di 128MB (2 Internal Channels) - Embedded Raid (460-5760)		
Floppy Disk Drive:	Floppy Drive,1.44M,F3,NBZL TEAC2 (340-3640)		
Operating System:	W2K3 Server Standard Edition 32-bit (462-5463)		
Mouse:	Mouse Option None (310-0024)		
TBU:	PowerVault 100T,DDS4,20/40G, Tape Backup,Controller Included,Internal (340-7157)		
CD-ROM or DVD-ROM Drive:	24X IDE CD-ROM (313-1281)		
Speakers:	1X6 Backplane,PE2600 (311-1839)		
Documentation Diskette:	Electronic Documentation on CD (310-0438)		
Factory Installed Software:	Veritas Server,Power Suite (420-2833)		
Feature	MR5/N, Drives attached to PERC4/Di (340-6472)		
Feature	Tower Chassis Orientation,P260 (310-1720)		
Service:	Premier Enterprise Support - Advanced Software Support Quantity 3 Resolutions (950-0227)		
Service:	Premier Enterprise Silver Spt.Level Two Technician Server 1-866-410-3355 Three Years (960-4119)		
Service:	Type 2 Contract Same Day 4 HR Parts and Labor On-Site Response , One Year (902-4700)		
Service:	Type 2 Contract Same Day 4 HR Parts and Labor On-Site Response , Two Years (902-3322)		
Installation:	On-Site Installation Declined (900-9997)		
Misc:	Redundant Power Supply, 125V with Y-cord for PE2600 (310-1726)		
	TSR Tracking Sku (462-3969)		

GROUP: 2	QUANTITY: 1	SYSTEM PRICE: \$168.00	GROUP TOTAL: \$168.00
Base Unit:	PowerConnect 2324 Unmanaged Switch, 24 Port Fast Ethernet with 2 GigE Ports (221-4731)		
Service:	Type 11 Contract - Next (950-1560)		
Service:	Type 11 Contract - Next (950-1562)		

Service:	DECLINED CRITICAL BUSINESS CRITICAL SERVER OR STORAGE SUPPORT PACKAGE-CALL YOUR DELLSALES REP IF UPGRADE NEEDED (960-1305)

SALES REP:	BRADLEY HOWARD	PHONE:	800-456-3355
Email Address:	Bradley_Howard@Dell.com	Phone Ext:	43920

Interested in leasing Dell equipment? Please contact your sales representative to find out your monthly lease payment.

Business Lease arranged by Dell Financial Services L.P., an independent entity, to qualified customers.

Lease payments based on 48 month FMV purchase option lease, and do not include taxes and fees, or shipping charges.

Subject to credit approval and availability. Lease terms and pricing subject to change without notice.

For your convenience, your sales representative, quote number and customer number have been included to provide you with faster service when you are ready to place your order. This quote is subject to the terms of the agreement signed by you and Dell, or absent such agreement, is subject to the applicable Dell terms and conditions agreement. Prices and tax rates are valid in the U.S. only and are subject to change. **Sales/use tax is a destination charge, i.e. based on the "ship to" address on your purchase order. Please indicate your taxability status on your PO. If exempt, please fax exemption certificate to Dell Tax Department at 512-283-9273, referencing your customer number. If you have any questions regarding tax please call 800-433-9019. All product and pricing information is based on latest information available. Subject to change without notice or obligation. LCD panels in Dell products contain mercury, please dispose properly. The Priority Build program is limited to qualifying orders and assumes timely approval of your selected payment method. The fee associated with the program can be refunded, if the eligible system is not shipped by the first business day following approval of your order's payment method. In order to receive the refund for the expedite charge you must contact Dell Customer Service, please visit our website at support.dell.com and choose Customer Care for instructions. The Priority Build program covers the manufactured system only, and does not apply to any peripheral products you may have ordered, which will be shipped separately. The information provided to you as part of the Priority Build program does not alter or replace your separately provided estimated ship date, which may be given to you at time of purchase, in a confirming email, on order documentation, and on our online shipping status tool.