Product Functionality/Performance/Impact
Techsmith Camtasia

Step 1a. for Accessible Materials Procurement Plan

What does this product/service do, and how will it be used?

Provide a brief description (at least 2 complete sentences)
Camtasia is a software suite, created and published by TechSmith, for creating video tutorials and presentations directly via screencast, or via a direct recording plug-in to Microsoft PowerPoint. Audio or other multimedia recordings may be recorded at the same time or added separately from another source.

Where will this product/service primarily be used? (answer all below)

Setting	Yes/No/NA	Comments
Individual Workstations (note quantity)	Yes	This is licensed on a cost-per-license basis, so only individuals will use it and then by approved request.
All employees in a Department, College or Division	No	
Computer Lab(s) (list specific lab)	Yes	This will be loaded on two machines in the Hodges North lab for students who need it for occasional project purposes.
Classroom(s)(quantity)	No	
Public Facing (elaborate in comments)	Yes	Though the software itself will not be public facing, products made with the software may commonly be, including marketing and advertising and publicly offered training modules.
Other (explain)	N/A	

Who will be using the product/service? (please consider the following)

Group	Estimated # of users (list 0 if none or N/A)	User Type (End user/ Admin User)	Comments
Students	10 per term	Author/Admin User	Authors create products using Camtasia.
Faculty (note if research or course development)	20+	Author/Admin User	Authors create products using Camtasia.
Staff	20+	Author/Admin User	Authors create products using Camtasia.
General Public/Visitors	0	n/a	
Other (explain)	2000+	End product consumer	Because this is an authoring tool, few people will act as authors (above) but many people in all categories may use the product created BY Camtasia.

List products reviewed as part of the selection process for this purchase.

1.	Techsmith Camtasia
2.	Articulate Storyline (alternative option)
3.	Articulate Rise (alternative option)