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Dear Conservatory Students and Parents,

Shenandoah Conservatory is a place where creativity, learning, performance, scholarship and excellence are equally valued. To better equip conservatory students with the necessary transferable skills to be creative arts leaders in the 21st century, we are instituting a Creative Learning and Expressive Technology (CLET) program that begins in fall 2008. All first-year incoming undergraduate students will receive a Mac Book Pro laptop computer, and be charged a technology fee of \$500 per semester for four years, that will be used for the development of essential communication skills, self-reflection of their own work as well as finding ways to share creative work with a wider audience.

After graduation, the computer becomes the student's property. All students at Shenandoah University will receive campus-wide wireless access (including the residence halls) at no additional cost. An additional fee will be charged every semester for four years and, after graduation, the computer becomes the student's property.

Here are some more FAQs about the Mac Book Pro laptop program that begins in 2008.

Why a laptop computer program? Aren't Conservatory students going to be teachers, performers, music therapists, and arts managers? Well, maybe. The world of the performing arts is morphing into a place where transferable skills are called for, a deeper level of self-reflection is necessary, and the ability to share one's creative skills and passion with a broader audience is required. For example, an on-line portfolio is becoming a requisite for all performing artists, teachers, therapists, and managers. That requires elements of video, audio, and graphic/digital design.

Why Apple? The creative software and operating systems that performing artists need are built into these machines. GarageBand, iMovie, iTunes, iDVD and iPhoto are all tools that advance opportunities for learning, expressive growth and skill development. An added plus is the intuitive nature of the OS X operating system and other software; it's basically plug and play.

What if I'm not into computers? The computer is only a tool that can assist learning and advance creativity. There will be plenty of students, faculty and staff to help you get going.

What are the recommended specifications? At least 1GB of memory; 2GB is much better, super drive (built into the unit) to burn CDs and DVDs, at least 250 gbs of hard drive space, a 17" screen for detailed viewing and demonstrating for small groups, and the capacity to drive an Apple 30" Cinema Display.

\$4,000 for a laptop computer? (\$500 per semester for 4 years). That figure not only represents a very powerful learning and communications tool, but dedicated technical support (permanent staff), Internet access, an extended repair/replacement plan, an insurance policy, and a base of very powerful software.

Will all students be required to enter the laptop program in 2008? No, just the entering first-

year students—and then the entering first-year students in subsequent classes.

We just bought a PC laptop. Now what do we do? You can do many practical things with PC laptops—especially in the business world. Creatives tend to use Apple computers, and programs such as QuickTime and iTunes have become ubiquitous (just watch any movie trailer on line, or visit [iTunes University in the iTunes Store](#)). Much of the software for composing music, editing video and audio, podcasting, and creating graphics—are native to Apple machines, but with additional software, you can also do many of those applications in a PC environment.

What about the technology fee for folks not enrolled in the 2008 Apple laptop program?

There is no small technology fee for conservatory students, not even a wireless fee. Only incoming freshman in the fall of '08 will be charged a technology fee and receive a laptop. Other students are able to purchase their own laptops and bring them to campus; however, they should also purchase their own warranty and insurance. SU will not be providing this coverage for personal laptops.


In Fall 2008, can other students (2nd, 3rd and 4th year) enroll in this program? It would be preferable and more cost-effective to just purchase a Mac Book Pro computer with the needed specifications and software.

Won't a laptop be obsolete in 2-3 years? Apple computers have a longer useful life than PCs. It is not uncommon to have Macintosh computers still functioning effectively four years and beyond.

Is a Mac Book Pro powerful enough for leading edge creativity and higher-end applications such as digital video? The answer is yes, but to do extensive video editing and other higher-end applications there is a new Apple lab for learning and creativity in Ruebush Hall, Rm. 111. That will provide a prime location for realizing advanced student projects and also serve as a base for training.

We hope that this helps, and thank you for choosing Shenandoah Conservatory!

Very sincerely,



Laurence Kaptain, Dean
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