Student Technology Fee Plan 2012-2013

Student Technology Fee Committee

Glenn Albright, Associate Professor, Psychology
Antonio Alfonso, President, Undergraduate Student Government
Joseph Alshawish, Undergraduate Student
Boo Choi, Director, Administrative & Financial Services, Weissman School of Arts Sciences
Hiren Desai, Undergraduate Student
Arthur Downing, Chief Information Officer (chair)
Leon Fischman, President, Graduate Student Assembly
Ben Messner, Associate Director, Student Life
Yvette Kelly, Director of Technology Services, School of Public Affairs
Ramneet Sachdev, Undergraduate Student
Phyllis Zadra, Associate Dean, Zicklin School of Business

Priorities for 2012-2013

The Committee identified the categories listed below for the use of the student technology fee. The percentage of the total projected budget of $2,900,000 allocated to each category is indicated. Details are provided in the appended project descriptions and budget spreadsheet.

- Student Computer Upgrades (19%)
- CUNY Technology Initiatives (18%)
- Staff for Student Technology Services (18%)
- Faculty Development (11%)
- Digital Library Services (10%)
- Student Training and Support (6%)
- Online Student Services (4.4%)
- Software for Student Use (4%)
- Student Scanning and Printing Services (4%)
- Assistive Technology (3%)
- Classroom Technology Upgrades (2.6%)
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Student Computer Upgrades

Expected Start Date: July 1, 2012  Expected End Date: August 20, 2012

Person Responsible for Project: Christian Keck

Proposed Budget: $551,000 (19%)

Description of Project:

I. Lab Computers ($460,726): The desktop computers in the following student computing labs will be replaced at a cost of $834 per PC with iMac prices as listed below.

- Library Computer Lab (130 PC) = $108,420
- Main Student Lab (150 PC + 13 iMac with 27” screen @ $1,700) = $147,200
- Subotnick Financial Services Center (25 PC) = $20,850
- School of Public Affairs (30 PC) = $25,020
- NVC 6-130 – Mathematics (30 PC) = $25,020
- NVC 6-160 – Mathematics (26 PC) = $21,684
- NVC 7-130 – Graphic Arts (25 iMac with 27” screen @ $1,700) = $42,500
- NVC 7-160 – Journalism (25 iMac with 21.5” screen @ $1,200) = $30,000
- NVC 12-120 – Accountancy (48 PC) = $40,032

The computers removed from these labs will be reassigned to adjunct faculty members according to lists prepared by the technology coordinators of the School of Public Affairs, Weissman School of Arts and Sciences, and Zicklin School of Business. The student members of the technology fee committee notes that Baruch students’ successful use of technology in their coursework depends on the availability of desktop computers to their adjunct instructors.

II. Laptop Loan ($90,274): 120 units from the laptop loan program will be replaced at a cost of $752.29 per unit.
Project Name: Classroom Technology Upgrades

Expected Start Date: July 1, 2012  
Expected End Date: December 31, 2012

Person Responsible for Project: Christian Keck

Proposed Budget: $75,400 (2.6%)

Description of Project:

Funds will support the replacement of twelve-year old podium equipment in 10 classrooms. The estimated cost ($7,540) for each room includes:

- $5,275 – Equipment (Extron audio/video switchers, control processor, user interface, and connection for projector to switcher)
- $150 - Cat6E cabling between lectern and projector
- $75 – Podium light
- $250 – Podium microphone
- $100 – Connection plate
- $250 - Connections
- $1,440 – Labor per room (installation and programming)
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Assistive Technology

Expected Start Date: July 1, 2012  Expected End Date: April 15, 2013

Person Responsible for Project: Ron Bissessnar

Proposed Budget: $87,000 (3%)

Description of Project: The Office of Services to Students with Disabilities will recommend what is necessary to improve access to technology based on the needs and requirements of the disabled student population identified at the start of the academic year.
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Online Student Services

Expected Start Date: July 1, 2012  Expected End Date: April 15, 2013

Person Responsible for Project: Ben Messner

Proposed Budget: $127,600 (4.4%)

Description of Project:

I. Funds will support the continuation of the following services:
   - Student Voice/Collegiatelink – Manages student organizations ($20,000)
   - Pave – Manages student disciplinary actions ($12,154)
   - Mind Science – Manages access to the Counseling Center ($7,775)
   - Ad Astra – Plans course availability to match student needs ($7,500)
   - At Risk – Trains students to recognize peers in need of counseling ($7,092)
   - Degreeworks – License renewals and support ($12,000)
   - Active Data Calendar – Allows the College to offer its academic calendar and events in iCalendar format and push critical dates to students ($10,654)
   - Simplicity/NACELink – Manages student interaction with the Career Development Center ($21,115)
   - Nuesoft – Scheduling system for the Student Health Center ($2,500)

II. Replace the bulletin boards that are used to post print flyers outside the club office areas with 3 monitors for rotating digital announcements ($4,500).

III. The re-design of student services web sites will continue with the pages for Student Life, Advisement and Orientation, and a new set of pages for student veterans. ($20,000 for an external web designer)

IV. Reserve funds to license a companion training simulation for At Risk that focuses on student veterans ($4,860).

V. License online tutorials to assist undergraduate students with learning concepts in financial analysis. The tutorials will be selected by a student investment club in consultation with the faculty of the Department of Economics and Finance ($2,550).
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Software for Student Use

Expected Start Date: July 1, 2012  Expected End Date: June 30, 2012

Person Responsible for Project: Christian Keck

Proposed Budget: $116,000 (4%)

Description of Project:

I. Software Renewals ($84,861): Funds will be provided to renew the following software that is installed in student computer labs and, when permissible, made available for download on student owned computers.
   - MSDN (Microsoft Academic Alliance) - $800
   - SimStat, Wordstat, QDA Miner (financial analysis tools) - $11,890
   - E-Views lab license (Economics and Finance) - $2,687
   - Adobe Connect (synchronous communication) - $20,000
   - Turnitin.com (anti-plagiarism) - $11,188
   - Crystal Ball (predictive modeling) - $2,810
   - Qualtrics (professional-level survey construction/administration) - $9,500
   - Rotman Interactive Trader (stock exchange simulation) - $7,000
   - Statistica Data Miner - $1,515
   - Foreign Language Instruction Software - $20,000 (est.) – This software will be selected by a committee by May 2012 per the Student Technology Fee plan 2011-2012.

II. New Software ($31,139): The Student Technology Fee Committee will review proposals submitted during the academic year.
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2012  Expected End Date: April 15, 2013

Person Responsible for Project: Michael Waldman

Proposed Budget: $290,000 (10%)

Description of Project:

The Newman Library will continue its subscriptions to databases, e-reserve services, and digital reference services including:

Accunet Associated Press Archive
America: History & Life
American Periodicals Series
Bloomberg
Copyright Clearance Center
CQ Encyclopedia of American Government
Credo Reference
Dismal Scientist
Ebrary
E-Res
Euromonitor
Faulkner's Advisory on Information Technologies
Gale’s Biography Resource Center
IBIS World
IT Pro
Oxford Language Dictionaries
MagillOnline
Mergent Horizon
Mergent Online
QuestionPoint
RefUSA
Serial Solutions
Source OECD
SWANK Film Streaming
Wharton Research Data Services
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Staff for Student Technology Services

Expected Start Date: July 1, 2012  Expected End Date: June 30, 2013

Person Responsible for Project: Arthur Downing

Proposed Budget: $522,000 (18%)

Description of Project:

The allocation will provide part-time employment for Baruch College students as technology support staff in 20 computer labs, the laptop loan desk, the Subotnick Financial Services Center, as well as part-time technology assistants for the Starr Career Development Center and other student service areas that use technology.

Beginning this year, the Baruch Computing and Technology Center will collaborate with the Starr Career Development Center and the CIS Department to model the management of the employment program after the College’s successful student internship program. Position descriptions will be developed to incorporate learning goals for skills based on consultation with prospective employers. Full-time staff who manage student staff will be instructed on their responsibility to train students with these goals in mind, just as employers who currently accept Baruch student interns are informed. The program will take into account the progressive development of skills (technical, analytical, communication, leadership, etc.) as students work year after year.
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: CUNY Technology Initiatives

Expected Start Date: July 1, 2012  Expected End Date: June 30, 2013

Person Responsible for Project: Arthur Downing

Proposed Budget: $522,000 (18%)

Description of Project:

I. Funds will continue to support the following CUNY technology initiatives (ETI/UTI):
   - Blackboard - $56,693
   - McAfee - $19,483
   - Optimal Resume - $7,497
   - UsableNet - $6,008
   - Refworks/Refshare - $8,232
   - Internet 2 - $16,750
   - Gartner - $4,894
   - Adobe - $46,810
   - Microsoft Campus Agreement - $62,633
   - SPSS Training - $3,000 (est.)

II. The College will reserve 10% of the total budget to support its potential participation in initiatives to be determined by the CUNY IT Steering Committee by October 30, 2012 ($290,000).
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Student Scanning and Printing Services

Expected Start Date: July 1, 2012  Expected End Date: June 30, 2013

Person Responsible for Project: Christian Keck

Proposed Budget: $116,000 (4%)

Description of Project:

Funds will support the scanning and printing services in the computer labs and the Newman Library.

I. Maintenance of Equipment (including toner, maintenance kits, and service for both b&w and color printers) = $74,000

II. Paper - This includes paper for the standard printers, bond paper for resume printers, and oversize paper rolls for the plotters. = $42,000
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: User Education and Support Program

Expected Start Date: July 1, 2012  Expected End Date: August 20, 2012

Person Responsible for Project: Christian Keck

Proposed Budget: $174,000 (6%)

Description of Project:

The User Education and Support Program will consist of the following initiatives:

I. Help Desk – Funds will continue to support two full-time positions (salary + fringe = $122,707) and the renewal of the ticketing software ($9,000).

II. E-Learning – The College will renew its subscription to computer professional and office productivity e-training accounts that the help desk issue to students for self-paced online training ($10,000).

III. Student Training Incentive Program – Student clubs will receive access to a club printing account after they have hosted a technology awareness session for their members ($5,000 for paper and toner).

IV. Advertising – A variety of methods will be used to inform students about IT services and resources. Full page advertisements will appear in each issue of the weekly student newspaper ($3,293). The student staff of the Marketing Department’s Marketing Lab will be engaged to develop and implement a year-long direct marketing campaign that will include the use of social media sites ($24,000).

V. Workshops – The Baruch Computing and Technology center (BCTC) will continue to offer orientation sessions and a series of workshops on IT skills that include beginner and intermediate skills in Microsoft Office, Technology resources at Baruch, WordPress and digital moviemaking. The BCTC will also collaborate on training sessions with the Apple Student Club and the Computer Information Systems (CIS) Society. There is no cost to the student technology fee.
Student Technology Fee Plan 2012-2013

College: Baruch

Project Name: Faculty Development

Expected Start Date: July 1, 2012    Expected End Date: June 30, 2013

Person Responsible for Project: Arthur Downing

Proposed Budget: $319,000 (11%)

Description of Project:

The User Education and Support Program will consist of the following initiatives:

I. Faculty Technology Grants – The Instructional Technology division of the BCTC will manage fifteen grants to faculty members to support projects that advance the use of technology in instruction. Preference will be given to projects that result in a large-enrollment course being taught in online or hybrid mode. The maximum amount for each grant will be $5,000.

II. Blogs@Baruch – The College’s blogging site is administered by the Bernard L. Schwartz Communication Institute as part of the support for writing across the curriculum. There are currently over 9,500 users. Funds will support a one-year extension of the support for the salary of a director (salary + fringe = $101,996).

III. Online and Hybrid Course Support – Two IT Fellows from the Graduate Center will assist faculty with redesigning courses to be delivered in a fully online or hybrid format ($61,902).

IV. Virtual Enterprise – The Instructional Technology division of the BCTC will assist faculty members in the Management Department and the Entrepreneurship Program with the use of the CUNY Institute for Virtual Enterprise in their courses. Funds will support a part-time technical support assistant ($15,551 salary + fringe).
V. GIS – Funds will support an adjunct to release the Geospatial Data Librarian to work with faculty on the use of GIS data and software in their courses, visit classes to present and assist students with hands-on training, and provide open workshops ($13,200 salary + fringe).

VI. Streaming Films – The BCTC will continue to expand the use of streaming commercial, full-length films in courses. Funds will support licensing fees ($15,224) and a part-time technical assistant to support faculty and handle permissions from rights holders ($17,127 salary + fringe).

VII. VOCAT – Funds will support a part-time assistant to support faculty use of the College’s Video Oral Communication Tool (www.baruch.cuny.edu/vocat) ($17,500 salary + fringe).

VIII. Faculty Training – The College will continue to provide individual and group opportunities for faculty to increase their skills in the use of technology. The allocation of $1,500 will be applied toward promotional and training materials for a set of offerings that will be determined in consultation with the General Faculty’s standing Committee on Educational Technology. Previous workshops included Introduction to Smart Lecterns, Surveys and Polls Using Qualtrics, Teaching Using Blogs, Using Clickers in the Classroom, Creating Digital Movies, and a variety of sessions on Blackboard.
### Staff Costs
(List each position, title, salary and fringes)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Support Assistant (Student Lab)</td>
<td>38,021</td>
<td>38,021</td>
<td>38,021</td>
</tr>
<tr>
<td>IT Assistant (Help Desk)</td>
<td>54,009</td>
<td>54,009</td>
<td>54,009</td>
</tr>
<tr>
<td>Higher Education Associate (Blogs@Baruch)</td>
<td>76,829</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>IT Fellows (2 PhD students via GSUC)</td>
<td>61,902</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>College Assistants/IT Hourly/Adjuncts</td>
<td>552,945</td>
<td>552,945</td>
<td>552,945</td>
</tr>
<tr>
<td>Fringe Benefits (Full Time)</td>
<td>55,399</td>
<td>30,676</td>
<td>30,676</td>
</tr>
<tr>
<td>Fringe Benefits (Part Time)</td>
<td>53,159</td>
<td>53,159</td>
<td>53,159</td>
</tr>
</tbody>
</table>

### Consulting

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Redesign</td>
<td>20,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Extron Installation/Programming</td>
<td>14,400</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Hardware, Networking, Peripherals

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Computers/Servers/L</td>
<td>439</td>
<td>366,126</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>iMacs</td>
<td>63</td>
<td>94,600</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Laptops</td>
<td>120</td>
<td>90,274</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Servers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projection Device</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printers/Scanners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Routers/Hubs/Wiring</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wiring</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistive Technology</td>
<td></td>
<td>87,000</td>
<td>87,000</td>
<td>87,000</td>
</tr>
<tr>
<td>Podium Equipment</td>
<td>10</td>
<td>61,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Monitors</td>
<td>3</td>
<td>4,500</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Software
(Provide product name and estimated cost, if known)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Voice/CollegiateLink</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Pave</td>
<td>12,154</td>
<td>12,154</td>
<td>12,154</td>
</tr>
<tr>
<td>Mind Science</td>
<td>7,775</td>
<td>7,775</td>
<td>7,775</td>
</tr>
<tr>
<td>Ad Astra</td>
<td>7,500</td>
<td>7,500</td>
<td>7,500</td>
</tr>
<tr>
<td>At Risk</td>
<td>7,092</td>
<td>7,092</td>
<td>7,092</td>
</tr>
<tr>
<td>Degreeworks</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Active Data Calendar</td>
<td>10,654</td>
<td>10,654</td>
<td>10,654</td>
</tr>
<tr>
<td>Simplicity/NACELink</td>
<td>21,115</td>
<td>21,115</td>
<td>21,115</td>
</tr>
<tr>
<td>Nuesoft</td>
<td>2,500</td>
<td>2,500</td>
<td>2,500</td>
</tr>
<tr>
<td>Veterans on Campus</td>
<td>4,860</td>
<td>4,860</td>
<td>4,860</td>
</tr>
<tr>
<td>Financial Analysis Tutorial</td>
<td>2,550</td>
<td>2,550</td>
<td>2,550</td>
</tr>
<tr>
<td>MSDN</td>
<td>800</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>SimStat/Wordstat/QDA</td>
<td>11,890</td>
<td>11,890</td>
<td>11,890</td>
</tr>
<tr>
<td>E-Views</td>
<td>2,687</td>
<td>2,687</td>
<td>2,687</td>
</tr>
<tr>
<td>Adobe Connect</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Turnitin.com</td>
<td>11,188</td>
<td>11,188</td>
<td>11,188</td>
</tr>
<tr>
<td>Crystal Ball</td>
<td>2,810</td>
<td>2,810</td>
<td>2,810</td>
</tr>
<tr>
<td>Qualtrics</td>
<td>9,500</td>
<td>9,500</td>
<td>9,500</td>
</tr>
<tr>
<td>Rotman Interactive</td>
<td>7,000</td>
<td>7,000</td>
<td>7,000</td>
</tr>
<tr>
<td>Statistica</td>
<td>1,515</td>
<td>1,515</td>
<td>1,515</td>
</tr>
<tr>
<td>e-Learning Accounts</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>
Kace  9,000  9,000  9,000  
Foreign Language Learning  20,000  20,000  20,000  
To Be Determined  31,139  0  0  

Library Electronic Databases
Various (see plan)  


290,000  290,000  290,000  

Furniture  


Construction  


Faculty Development and Training
Faculty Grants  15  
Training/Promotional Materials  


75,000  75,000  75,000  
1,500  0  0  

Miscellaneous
Supplies  
Toner/Maintenance Kits  
Paper for Lab Printers  44,000  0  0  
Ads in Student Newspaper  3,293  0  0  
Licensing Fees for Streaming Films  11,224  0  0  


77,000  77,000  77,000  

Enterprise Initiatives (Blackboard, Email, Academic Advisement, Etc.)
Blackboard  
McAfee  
Optimal Resume  
UsableNet  
RefWorks/RefShare  
Internet2  
Gartner  
Adobe  46,810  46,810  46,810  
Microsoft Campus Agreement  62,633  62,633  62,633  
SPSS Training  3,000  3,000  3,000  
ETI (new)  290,000  29,000  29,000  

56,693  56,693  56,693  
19,483  19,483  19,483  
7,497  7,497  7,497  
6,008  6,008  6,008  
8,232  8,232  8,232  
16,750  16,750  16,750  
4,984  4,984  4,984  

TOTAL  2,900,000  1,733,490  1,733,490  