Student Technology Fee Plan 2017-2018

Student Technology Fee Committee

- Andrew Armoogan, Student Representative
- Joanne Beloy, Student Representative
- Boo Choi, Director of Administrative and Financial Services, Weissman School of Arts & Sciences
- Angelina Delgado, Senior Director of Operations and Finance, Marxe School of Public and International Affairs
- Daniel Dornbaum, Student Representative
- Arthur Downing, Vice President for Information Services & Dean of the Library (Chair)
- Sean Liu, Student Representative
- Allison Lehr-Samuels, Director, Center for Teaching & Learning
- Damali Smith, Director, Student Life
- Glova Smith, Director of Technology, Zicklin School of Business
- Nicole Zelenko, Student Representative

Priorities for 2017-2018

The use of the student technology fee will be distributed according to the categories listed below. The percentage of the projected total budget of $4,000,000 for each category is indicated. Details are provided in the appended project descriptions and budget spreadsheet.

- CUNY Enterprise Technology Initiatives (25.2%)
- Staff for Student Technology Services (17.8%)
- Faculty Development and Support (12.2%)
- Digital Library Services (10.0%)
- Student Computer Upgrades (9.5%)
- Online Student Services (7.9%)
- Software for Student Use (7.0%)
- Student Scanning and Printing Services (3.9%)
- Student Training and Support (3.5%)
- Assistive Technology Improvements (3.0%)
Alignment with the Baruch College Strategic Plan

The Student Technology Fee Plan 2017-2018 supports the achievement of the goals of the Baruch College Strategic Plan 2013-2018. There are three goals in the College’s Strategic Plan that are especially relevant to the initiatives funded in the student technology fee plan.

I. Enrich and Expand Academic programs

Strengthen the Foundations of Academic Excellence across the College

Upgrades to computer equipment used directly by students in labs, classrooms, and academic service areas or via loan account for 9.5% of the budget. Multiple items in the plan contribute toward a learning environment that includes the equipment, software (Adobe, MS, Mathworks, Maple), support staff, and accounts for online independent learning, as well as scanning, printing and multimedia services for sharing their work, and a MakerSpace for realizing their creative imagination. The academic programs of the College are enriched by the Subotnick Financial Services Center, which is supported through equipment, student staff, software and databases, including E-Views (statistical forecasting and modeling), Rotman Interactive Trader (stock exchange simulation), Crystal Ball (predicting modeling), CapitalIQ, and FactSet. The plan’s support for assistive technology ensures that all students are able to benefit from the IT resources at Baruch.

Expand Baruch College’s capacity for and Participation in Online Education

The plan includes 15 grants to faculty to encourage and support participation in online/hybrid instruction, along with two IT Fellows from the Graduate Center who will assist faculty engaged in online education in the Zicklin School of Business. There is support for platforms to deliver instruction (Blackboard, WebEx, Blogs@Baruch), and content (e.g., licensing for streaming films, digital collections, and online support services).

II. Enhance the Academic and Co-Curricular Experience

Increase the Academic Caliber of Baruch Students

Expand the non-classroom academic support, tutoring and instruction that aid students in acquiring advanced communication and quantitative skills and then in reinforcing and deepening those skills through their college experience.

The plan provides support for one IT Fellow from the Graduate Center to work with faculty and students in 7 courses to strengthen quantitative skills using Excel. Licenses are available to all students for Mathworks and Maple. Funds support a GIS lab assistant to assist with the use of geospatial data and software in courses. Students’ communication skills are developed through the College’s Video Oral Communication Tool (VOCAT), the Tools for Clear Speech Program and the license of NativeAccent, speech and pronunciation training software for English language learners.
Develop an immersive student life experience for all students
We are developing a stronger online community through the use of OrgSync, a student organization social network and reporting tool. Active data calendar allows students to know about events on campus through web sites and on mobile devices. The license for Hobsons Connect & Retain provides us with a CRM suite to support communication with students and aid in student retention. Thus year the Enrollment Management offices plan to use Mongoose SMS manager to notify students about critical dates.

III. Deepen Engagement with the World outside the Campus
Engage students in internships, service learning, faculty contract research and other projects that address real needs of New York City organizations, integrating such experiences with classroom pedagogy and curriculum and linking them to the College’s formal career advising.

The Starr Career Development Center is able to manage its internship opportunities through a license to NACELink (Symplicity), The Vault: Campus Edition, and funds for their technical support staff. They are also able to license Articulate|Storyline to create online tutorials and offer Focus 2, a career & education planning system for college students and staff. This year we will examine whether student employment may be structured as experiential learning opportunities that could serve as a bridge to formal or independent internships.

Make a global Perspective central to the Baruch experience
Capitalize on the extraordinary linguistic diversity of Baruch’s student body to reinforce and develop students’ proficiencies in languages other than English, creating innovative academic and co-curricular programming to do so.

The plan supports enterprise software licenses for two language instruction titles, Mango Languages and Rosetta Stone. Thus year the plan will support the license for GoinGlobal, which provides access to international job/internship postings and guides for international students to H-1B employers.
Student Technology Fee Plan

College: Baruch

Project Name: Student Computer Upgrades

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: John Chandler, Director of Technology Support Services

Proposed Budget: $377,418

Description of Project

I. Student Lab Computers - The computers in the following student labs, classrooms, and academic support spaces will be replaced. (186 PCs @ $904 + 36 iMacs @ $1,249 = $213,108)
   - Open Lab – 6-125 (38)
   - Psychology Lab – 6-140 (38)
   - Communication Studies Lab – 8-160 (34)
   - Statistics/CIS Lab – 11-115 (32)
   - Statistics/CIS Lab – 11-215 (35) – new teaching lab
   - MBA Lab – 14-260 (9)
   - Fine & Performing Arts Lab – 8-165 (36 iMacs)

The computers removed from the labs will be reassigned to adjunct faculty members according to lists prepared by the technology coordinators of the Marxe School of Public & International Affairs, Weissman School of Arts and Sciences, and Zicklin School of Business.

II. Technology Loan Service ($164,310)
   - 35 MacBooks (@$1,050) = $36,750
   - 50 Dell laptops (@$782) for over-the-counter loan + 30 for loan via kiosk = $62,560
   - Laptop Loan Self-Service Kiosk ($60,000)
   - Other portable devices request by students ($5,000) - Phone and laptop chargers, headphones, mice, cameras, and microphones.
Student Technology Fee Plan

College: Baruch

Project Name: Student Training and Support

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: John Chandler, Director of Technology Support Services

Proposed Budget: $140,000

Description of Project

The student education and support program will consist of the following initiatives:

I. Workshops – The Baruch Computing and Technology Center (BCTC) will offer students a series of workshops on IT skills that include beginner and intermediate sessions on technology resources available at the College and software licensed for student use. The BCTC will also collaborate on training activities with the Field Center for Entrepreneurship, which operates the MakerSpace, and student organizations such as the E-Sports Association and Hack for Baruch. Funds will support the purchase of supplies for providing the workshops, including materials for 3-D printing, production of handouts and training materials, and other supplies distributed to student learners ($5,000).

II. Help Desk – Funds will continue to support a full-time position (salary: $56,000, fringe: $28,560) and renewal of the software that handles ticketing, remote desktop support, and an online software directory ($9,691).

III. 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 student newspaper ($7,350). A part-time assistant will design multimedia materials for posting and distribution on social media sites (salary: $29,556, fringe: $3,843).
Student Technology Fee Plan

**College:** Baruch

**Project Name:** Assistive Technology Improvements

**Expected Start Date:** July 1, 2017  
**Expected End Date:** April 15, 2018

**Person Responsible for Project:** Ron Bissessar, Student Disability Services Manager

**Proposed Budget:** $120,000

**Description of Project**

The Office of Services to Students with Disabilities will identify the necessary assistive technology based on needs and requirements of the disabled student population identified at the start of each academic term.
Student Technology Fee Plan

College: Baruch

Project Name: Online Student Services

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: Damali Smith, Director of Student Life

Proposed Budget: $314,686

Description of Project

I. Funds will support the continuation or acquisition of the following services contingent upon favorable review by the Purchasing Department and BCTC ($194,686):

- The Vault: Campus Edition - career information, including Career Guidebooks, company profiles, career advice articles, and employer rankings. ($5,800)
- Pave – Manages student disciplinary actions ($15,405)
- DegreeWorks – Degree audit system ($15,274)
- Active Data Calendar – Event calendaring and student room reservations ($10,654)
- NACELink (Symplicity) – STARR Career Development Center online recruiting ($22,770)
- Articulate |Storyline – To create online tutorials in Career Development Center ($2,377)
- Focus 2 – Career & education planning system for college students ($1,500)
- SmartEvals – Student course & instructor evaluation system ($29,700)
- Hobsons Connect & Retain – A CRM suite to support communication with students and student retention ($9,900)
- OrgSync – Student organization social network and reporting tool ($23,971)
- Titanium – Health Center Management system ($2,500)
- Titanium – Counseling Center Management system ($2,555)
- Haven & Alcohol.edu – Title IX and Alcohol Education system ($8,500)
- JobX and TimesheetX – Manages student job postings and time sheets ($7,750)
- Mongoose - SMS service for Enrollment Management offices only ($16,800)
- Going Global - Provides country specific career and employment information, Country/city career guides along with international job/internship postings, and guides for international students to H-1B employers. This had been managed by the Graduate Career Management Center ($4,230)
- Scholarship Management System – to replace our homegrown system ($15,000). The selection will be led by the Office of the VP for Enrollment Management.

II. Tools for Clear Speech Program ($120,000) – The program provides 2,000 one-to-one tutorial sessions with over 500 unique students and more than 1,000 instructional workshop hours provided. Over 200 unique students are assessed in the TFCS Oral Communication Video Assessment. Funds will continue students' guided use of NativeAccent software, along with
OCVA, VOCAT and Skype. Funds will support non-teaching adjuncts who provide student oral communication assessments using VOCAT and one-to-one speech lab tutorials.
Student Technology Fee Plan

College: Baruch

Project Name: Software for Student Use

Expected Start Date: July 1, 2017       Expected End Date: June 30, 2018

Person Responsible for Project: Arthur Downing, VP for Information Services

Proposed Budget: $277,700

Description of Project

I. Software renewals ($254,700):
   - Microsoft Imagine - $800
   - E-Views (statistical forecasting and modeling) - $2,500
   - Rotman Interactive Trader (stock exchange simulation) - $3,000
   - Turnitin.com - $19,876
   - Crystal Ball (predictive modeling) - $2,810
   - Qualtrics (professional-level survey and analysis) - $15,000
   - NetSupport Classroom management of computers - $3,100
   - Foreign Language Instruction Software – Mango Languages ($10,200) & Rosetta Stone ($17,806)
   - NativeAccent – Speech and pronunciation training software for English language learners ($3,450)
   - CapitalIQ - $41,000 – Financial Information service for trading floor
   - FactSet - $30,000 - Financial Information service for trading floor
   - Maplesoft - $4,335
   - Mathworks - $14,523
   - Stata - $1,300
   - Comscore - $39,000 – Digital audience measurement and analysis tool for courses in the Marketing Department. Previously managed by the department.
   - Bloomberg - $40,000

II. New Software ($23,000)
   - Analytic Problem Solver ($3,000) – This is an Excel-based optimization, decision analysis, and simulation tool. It is used across management science courses (3121/9702/9704, 3730, and 3500/9500), as well as quality control and supply chain courses in development.
   - Classroom Response System – To replace or extend the use of TurningPoint ($20,000). The selection will be managed by the Center for Teaching & Learning.
Student Technology Fee Plan

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: Michael Waldman, Head of Collection Management

Proposed Budget: $400,000

Description of Project

The Newman Library will continue its subscriptions to more than 40 online databases, e-reserve services, and digital reference services, including:

- Euromonitor
- World News Digest
- QuestionPoint
- Mergent Horizon
- Summon
- Moodys
- American Periodicals
- IBISWorld
- Gale's Biography
- Faulkner's Advisory
- MagillOnline
- OED
- Books 24x7
- Mergent Online
- America: History & Life
- WRDS
- OECD
- Credo Reference
- Swank Film Streaming Service
Student Technology Fee Plan

College: Baruch

Project Name: Staff for Student Technology Services

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: Mike Richichi, Assistant Vice President for Information Technology

Proposed Budget: $752,869

Description of Project

The allocation (salaries + fringe) will support part-time employment for at least 100 Baruch College students as technology support staff in 20 student computing labs, the laptop loan desk, Subotnick Financial Services Center, as well as part-time technology assistants for the Starr Career Development Center, the New Media Artspace, and other student service areas.

The BCTC works with offices that receive funding for student employment to explore whether work assignments may be structured as experiential learning opportunities. According to the definition applied by the university, campus-based work experience may serve as experiential learning when it involves productive work experience that enables students to acquire specialized skills through formal training and in a paraprofessional capacity.

The funds will be distributed as follows:

I. General Labs and Library: $641,525

II. Marketing Lab: $21,500

III. New Media ArtSpace: $50,000

IV. Starr Career Development Center: $54,000

V. Subotnick Financial Services Center / Wasserman Trading Floor: $85,844
Student Technology Fee Plan

College: Baruch

Project Name: CUNY Enterprise Technology Initiatives

Expected Start Date: July 1, 2017  
Expected End Date: June 30, 2018

Person Responsible for Project: Arthur Downing, VP for Information Services

Proposed Budget: $1,009,892

Description of Project

I. Funds will continue to support the following initiatives:
   - Blackboard - $99,953
   - McAfee - $48,518
   - Optimal Resume - $7,497
   - UsableNet (or its replacement) - $9,844
   - Reffworks/Refshare - $9,952
   - Internet 2 - $16,750
   - Gartner (student access portion) - $5,124
   - Adobe - $59,621
   - Microsoft Campus Agreement - $62,633

II. The College will allocate $690,000 to cover its share of participation in other university-wide technology initiatives.
Student Technology Fee Plan

College: Baruch

Project Name: Student Scanning and Printing Services

Expected Start Date: July 1, 2017  
Expected End Date: June 30, 2018

Person Responsible for Project: John Chandler, Director of Technology Support Services

Proposed Budget: $159,223

Description of Project

Funds will contribute to the operation of the scanning and printing services in the student computing labs and library.

I. Maintenance of equipment, including toner, maintenance kits, and service for b&w and color printers - $139,005

II. License for the print management software - $20,218
Student Technology Fee Plan

College: Baruch

Project Name: Faculty Development and Support

Expected Start Date: July 1, 2017  Expected End Date: June 30, 2018

Person Responsible for Project: Kevin Wolff, Instructional Technologist

Proposed Budget: $448,212

Description of Project

The faculty development program will consist of the following initiatives:

I. Teaching Hybrid and Online Courses ($165,591)
   a. Faculty Hybridization Fellows Seminar – 15 grants will support the appointment of
      adjuncts to enable faculty participation in a semester-long seminar to assist them with
      converting a course to fully online or hybrid format. The program is managed by the
      Center for Teaching and Learning. ($60,000)

   b. Two IT Fellows from the Graduate Center will be assigned to the Online Learning and
      Evaluation program in the Zicklin School of Business to support faculty teaching hybrid
      and online classes there ($61,902 plus fringe: $8,047).

   c. WebEx License ($35,642) – renewal of license to support synchronous online instruction

II. Improving Quantitative Skills via Excel ($34,975) – One IT Fellow from the Graduate Center will
    work with faculty and students in BUS 1000, STA 2000, FIN 3000, ACC 2101 and 2103, MGT 3120,
    and MKT 3000 on customized Excel assignments and provide support through a “help desk” (salary:
    $30,951, fringe: $4,024).

III. GIS Support ($9,040) – Funds will support a part-time graduate assistant to work with faculty on
     the use of GIS data and software in their courses, and visit courses to assist students with hands-on
     training in the GIS lab (salary: $8,000, fringe: $1,040).

IV. VOCAT and Blogs@Baruch ($80,000) – The College will continue to extend the use of its Video Oral
    Communication Tool (VOCAT) and the platform for student blogging. Funds will support two part-
    time assistants to train and provide support to faculty and students.

V. Streaming Films ($52,606) – The College will continue to increase the use of streaming commercial,
    full-length films in courses. Funds will support licensing fees ($18,000) and a part-time technical
    assistant to support faculty and handle permissions from rights holders (salary: $30,625, fringe:
    $3,981).
VI. MakerHub ($85,000) – Funds will support the interim maker space outside the main student computing lab, which is a joint initiative of the Field Center for Entrepreneurship, Department of Fine and Performing Arts, and BCTC. The Makerhub has three part-time IT Assistants: Technology Facilitator, Creative Facilitator, and MakerHub Coordinator.

VII. Journalism Initiatives ($61,000) – Equipment will be purchased for use by students and faculty in specific courses. Audio-recorders and related equipment (microphones, tripods, headphones, etc.) will be loaned to students in a new course in podcasting ($27,000). Videorecorders (with lenses, tripods, lens hoods, etc.) will be loaned to students in a course in multimedia reporting ($34,000).
Baruch College  
Student Technology Fee Plan 2017-2018  

<table>
<thead>
<tr>
<th>Staff Costs</th>
<th>(List each position, title, salary and fringes)</th>
<th>2017/2018</th>
<th>2018/2019</th>
<th>2019/2020</th>
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| Consulting | | | | |
| **Sub-Total** | | 0 | 0 | 0 |

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<th>Hardware, Networking, Peripherals</th>
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