Student Technology Fee Plan 2014-2015

Student Technology Fee Committee

Glenn Albright, Associate Professor, Psychology
Connor Levens, Undergraduate Student Government Representative
Annie Sourbis, Undergraduate Student Government Representative
Boo Choi, Director of Administrative & Financial Services, Weissman School of Arts & Sciences
Shawn Jose, Student Representative
Arthur Downing, Vice President for Information Services & Dean of the Library (Chair)
Yvette Kelly, Director of Technology Services, School of Public Affairs
Christina Diggs, Assistant Director for Student Affairs
Peter Yip, Undergraduate Student Government Representative
Glova Smith, Director of Technology, Zicklin School of Business
James Wong, Student Representative

Priorities for 2014-2015

The Committee identified the categories listed below for the use of the student technology fee. 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 (22.9%)
- Staff for Student Technology Services (14%)
- Faculty Development and Support (16.1%)
- Digital Library Services (10%)
- Student Computer Upgrades (9%)
- Online Student Services (8.3%)
- Renovation of the Main Student Computing Lab (5%)
- Student Training and Support (4.4%)
- Software for Student Use (4.3%)
- Assistive Technology Improvements (3%)
- Student Scanning and Printing Services (3%)
Student Technology Fee Plan

College: Baruch

Project Name: Student Computer Upgrades

Expected Start Date: July 15, 2014  
Expected End Date: January 24, 2015

Person Responsible for Project: Edwin Melendez, Academic IT Director

Proposed Budget: $360,000

Description of Project

I. The desktop computers in the following student labs will be replaced at an estimated cost of $192,364. The total includes 284 PCs ($500 CPU only) and 36 Macs ($1,399).

- Main Student Computing Lab – Library Building 6th floor (115)
- Modern Languages – VC 6-120 (31)
- Modern Languages – VC 6-125 (37)
- Psychology – VC 8-140 (37)
- Communication Studies – VC 8-160 (33)
- Journalism – VC 8-165 (27)
- Statistics/CIS – VC 11-115 (31)
- MBA Program – VC 14-260 (9)

The computers removed from the 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.

This budget also includes the software license for Deep Freeze ($1,740) and supplies for the maintenance of all the campus student computing labs throughout the year (Home Depot, $14,371 and Staples, $16,610).

II. Upgrade of equipment for loan: 50 PC laptops ($834) and 35 Macbook Air ($949).

III. An additional laptop loan self-service kiosk ($60,000) to be placed in the Newman Vertical Campus.
Student Technology Fee Plan

College: Baruch

Project Name: Student Training and Support

Expected Start Date: July 1, 2014  Expected End Date: June 30, 2015

Person Responsible for Project: Edwin Melendez, Academic IT Director

Proposed Budget: $176,000

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 continue to offer students a series of workshops on IT skills that include beginner and intermediate sessions on Microsoft Office, Technology Resources at Baruch, WordPress, and digital moviemaking. The BCTC will also collaborate on training activities with the Apple Student Club and the CIS Society. No funds are requested from the student technology fee this year.

II. E-Learning – The College will renew its subscription to computer professional and office productivity software e-training accounts that the help desk issues to students for self-paced online training ($12,000).

III. Help Desk – Funds will continue to support two full-time positions ($122,700 including fringe benefits) and renewal of the software that handles ticketing, remote desktop support, and online software directory ($22,049).

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 student newspaper ($1,700). A student assistant will design multimedia materials for posting and distribution on social media sites ($12,551 salary and fringe).

V. Student Training Incentive Program – The student clubs will be encouraged to include technology training and awareness sessions as a part of their member programming by receiving an allocation of free printing in exchange for hosting a session on technology services ($5,000 for paper and toner).
Student Technology Fee Plan

College: Baruch

Project Name: Assistive Technology Improvements

Expected Start Date: July 1, 2014

Expected End Date: April 15, 2015

Person Responsible for Project: Barbara Sirois, Director of the Office of Services to Students with Disabilities

Proposed Budget: $120,000

Description of Project

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

College: Baruch

Project Name: Online Student Services

Expected Start Date: July 1, 2014
Expected End Date: June 30, 2015

Person Responsible for Project: Christina Diggs, Assistant Director for Student Affairs

Proposed Budget: $332,000

Description of Project

I. Funds will support the continuation of the following services:

- Campus Labs | Baseline – An assessment suite for higher education ($20,000)
- Pave – Manages student disciplinary actions ($14,000)
- Mind Science – Manages access to the Counseling Center ($8,000)
- Ad Astra – Plans course availability to match student needs ($7,500)
- DegreeWorks – License and support ($13,750)
- Active Data Calendar – Event calendaring and student room reservation system ($10,654)
- NACElink – STARR Career Development Center online recruiting ($25,000)
- Articulate | Storyline – To create online tutorials in Career Development Center ($699)
- Focus 2 – Career & education planning system for college students ($1,500)
- NUESOFT – Health Center management ($2,500)
- BaruchConnect.com – Student organizations’ social network ($4,000)
- SmartEvals – Student course & instructor evaluation system ($27,000)
- Hobsons Connect & Retain – A CRM suite to support communication with students and student retention ($9,000)

II. Redesign of the web pages for the Dean of Students service areas ($23,052).

III. Mobile Services – Funds will support the development of the next release of the College’s mobile apps ($22,000).

IV. JobX and TimesheetX - The Office of Financial Aid will use this software to eliminate the current manual campus work placement (JobX) and timesheet process (TimesheetX). It posts jobs online and allows for submitting timesheets electronically. CUNY colleges currently utilizing JobX and TimesheetX are BMCC, BCC, Hunter and City College. ($21,750 for a 3-year license)

V. E-Sports Association – Funds will be used to support the development of the student E-Sports Association, which is devoted to competitive gaming. The association has grown in membership
over the past two years while occupying a portion of a small computer lab during non-peak hours. The goal is to provide a facility that allows them to prepare for their competitive matches while not interfering with student access to computers for academic use. The association contributes to the sense of student community on campus and its members represent the College in tournaments. In addition to serving an important social purpose on our commuter campus, the members study the games they play as an art form while acquiring skills for strategic thinking. Funds will support computers and gaming peripherals ($30,000).

VI. Tools for Clear Speech Program – The Student Academic Consulting Center will expand its use of technology to improve the academic success of English language learners at Baruch. Funds will help the Center increase students’ guided use of NativeAccent software, as well as VOCAT and Skype.

- Student oral communication assessments - To improve oral communication clarity ESL students will be provided assessments using VOCAT. 100 students will receive 4 assessments during the year. Funds will cover 740 adjunct hours plus fringe. ($31,673)
- One-to-One Speech Lab Tutorials – Last year the Center provided 920 sessions. Funds will support an additional 1,400 hours of interaction with an adjunct instructor. ($59,922)
Student Technology Fee Plan

College: Baruch

Project Name: Software for Student Use

Expected Start Date: July 1, 2014          Expected End Date: June 30, 2015

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

Proposed Budget: $172,000

Description of Project

I. Software renewals:
   • MSDN (Microsoft Academic Alliance) - $800
   • SimStat, Wordstat, QDA Miner (Data analysis tools for business school students) - $12,000
   • E-Views (statistical forecasting and modeling) - $1,950
   • Rotman Interactive Trader (stock exchange simulation) - $11,000
   • Turnitin.com - $17,104
   • Crystal Ball (predicting modeling) - $2,810
   • Qualtrics (professional-level survey and analysis) - $13,721
   • Statistica Data Miner - $1,515
   • Netsupport Classroom management of computers - $3,100
   • Foreign Language Instruction Software – The faculty review and field testing of products to replace/supplement language lab software will continue - $40,000
   • NativeAccent – Speech and pronunciation training software for English language learners - $6,400

II. Additional software in the Subotnick Financial Services Center to be used in multiple courses and by the student Investment Management student group:
   • CapitalIQ - $31,600
   • FactSet - $30,000
Student Technology Fee Plan

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2014  Expected End Date: June 30, 2015

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

Proposed Budget: $400,000

Description of Project

I. The Newman Library will continue its subscriptions to 43 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
Bloomberg
WRDS
OECD
Credo Reference
Swank Film Streaming Service

II. Undergraduate Research Initiative in History - The library will add digital collections to support the
History Department’s undergraduate research experience initiatives. Specific full-text primary and
secondary resources will be licensed for incorporation in undergraduate courses and the research
seminar for History majors. ($30,000)
Student Technology Fee Plan

College: Baruch

Project Name: Staff for Student Technology Services

Expected Start Date: July 1, 2014  Expected End Date: June 30, 2015

Person Responsible for Project: Edwin Melendez, Academic IT Director

Proposed Budget: $560,000

Description of Project

The allocation 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 Artspaces, and other student service areas.
Student Technology Fee Plan

College: Baruch

Project Name: CUNY Enterprise Technology Initiatives

Expected Start Date: July 1, 2014  Expected End Date: June 30, 2015

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

Proposed Budget: $917,200

Description of Project

I. Funds will continue to support the following initiatives:
   - Blackboard - $56,693
   - Symantec - $17,683
   - 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

II. The College will allocate $690,000 to cover its share of participation in the revised Enterprise Technology Initiative program.
Student Technology Fee Plan

College: Baruch

Project Name: Student Scanning and Printing Services

Expected Start Date: July 1, 2014  Expected End Date: June 30, 2015

Person Responsible for Project: Edwin Melendez, Academic IT Director

Proposed Budget: $118,800

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 - $98,582

II. Renewal of the 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, 2014  Expected End Date: June 30, 2015

Person Responsible for Project: Kevin Wolff, Instructional Technologist

Proposed Budget: $644,000

Description of Project

The faculty development program will consist of the following initiatives:

I. Teaching Hybrid and Online Courses
   a. Faculty Technology Grants – 15 grants will support faculty to begin teaching in a fully-online or hybrid format through course release or technology purchases. The proposals will be reviewed by a team organized by the Center for Teaching and Learning. ($75,000)

   b. Director of the Center for Teaching and Learning – Funds will support the salary and fringe benefits of the Director, who is the College’s lead with respect to faculty development toward achieving the strategic goal of having 20% of our courses taught in a hybrid or fully-online mode. The salary will be covered by the student technology fee for one year until the position is funded in the operating budget of the new Center. ($155,152)

   c. 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).

II. Improving Quantitative Skills via Excel – Two IT Fellows 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”. ($61,902)

III. 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, and visit courses to lecture and assist students with hands-on training ($13,200 salary and fringe).

IV. VOCAT – The College will continue to extend the use of its Video Oral Communication Tool (VOCAT). Funds will support a part-time assistant to train and provide support to faculty and students, maintain the student and scoring databases, assist with the provision to recording equipment to classes, customize the VOCAT interface for the needs of specific courses, analyze
VOCAT data and assist faculty with assessing student learning outcomes ($42,222 salary and fringe).

V. Virtual Enterprise – Funds will be applied to:
   - Redesign of the IVE web site - $22,938
   - Expansion of VE use by faculty through technical support from 10 undergraduate students who will serve as Virtual Enterprise Fellows - $154,000 ($14,000 per student plus fringe).
   - Server upgrade - $10,000

VI. Streaming Films – The BCTC will continue to expand 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 ($17,127 salary and fringe).

VII. Faculty Training – The College will continue to offer individual and group opportunities for faculty to acquire greater technology skills. Previous workshops included Introduction to Smart Lecterns, Surveys and Polls Using Qualtrics, Teaching with Blogs, and a variety of sessions on Blackboard tools. No funds are required from the student technology fee this year.

VIII. Maker Community – The Field Center for Entrepreneurship will assist faculty with the use of 3-D printing and other maker technologies in collaboration with the Bernard L. Schwartz Communication Institute. Funds will support the upgrade of the 3-D printers on campus, the evolving maker space in the Center for Entrepreneurship, as well as the continued use of a pop-up maker space that was tested last year ($12,557).
Student Technology Fee Plan

College: Baruch

Project Name: Renovation of the Main Student Computing Lab

Expected Start Date: January 15, 2015  Expected End Date: June 30, 2015

Person Responsible for Project: Edwin Melendez, Academic IT Director

Proposed Budget: $200,000

Description of Project

The College is working with the CUNY Office of Facilities Planning, Construction and Management to renovate the main student computing lab on the 6th floor of the Library and Technology Building. The North wall will be removed so that student seating extends to the window. Open collaboration spaces will be created on the South side of the lab along with six collaboration rooms. The help desk will be relocated to adjoin the corridor so that support may be provided when the full lab cannot be open. Funds are on-hand to cover the construction costs. The student technology fee will support the acquisition of new furniture.
### Staff Costs
(List each position, title, salary and fringes)

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<td>IT Support Assistant (Student Lab)</td>
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### Consulting

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<td>Mobile App Development</td>
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### Hardware, Networking, Peripherals

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<td>Gaming PCs &amp; Peripherals</td>
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<td>3-D Printers</td>
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### Software

(Provide product name and estimated cost, if known)

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<tr>
<td>Faculty Grants</td>
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<td><strong>Sub-Total</strong></td>
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<tr>
<td><strong>Miscellaneous</strong></td>
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<td>Ads in student newspaper</td>
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<td>Printer maintenance (paper + toner)</td>
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<td>Licensing fees for streaming films</td>
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<td>Supplies</td>
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<tr>
<td><strong>Enterprise Initiatives (Blackboard, Email, Academic Advisement, Etc.)</strong></td>
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<td>Microsoft Campus Agreement</td>
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<td>ETI (New)</td>
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<td><strong>TOTAL</strong></td>
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