Student Technology Fee Plan 2016-2017

Student Technology Fee Committee
Andrew Armoogan, Student Representative
Joanne Beloy, Student Representative
Danny Cayas, Technology Coordinator, Weissman School of Arts & Sciences
Angelina Delgado, Director of Operations and Finance, School of Public Affairs
Daniel Dornbaum, Student Representative
Arthur Downing, Vice President for Information Services & Dean of the Library (Chair)
Sean Liu, Student Representative
Kannan Mohan, Professor and Interim Director, Center for Teaching & Learning
Damali Smith, Acting Director, Student Life
Glova Smith, Director of Technology, Zicklin School of Business
Nicole Zelenko, Student Representative

Priorities for 2016-2017

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 (25.3%)
- Staff for Student Technology Services (17.4%)
- Faculty Development and Support (14.4%)
- Student Computer Upgrades (11.0%)
- Digital Library Services (10.0%)
- Online Student Services (7.4%)
- Software for Student Use (4.3%)
- Student Scanning and Printing Services (3.9%)
- Student Training and Support (3.3%)
- Assistive Technology Improvements (3.0%)
Alignment with the Baruch College Strategic Plan

The Student Technology Fee Plan 2016-2017 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 account for 11% 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 Institute for Virtual Enterprise, which includes 10 undergraduate Virtual Enterprise Fellows, and 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 two IT Fellows 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 the participation of the Geospatial Data librarian in courses and part-time support for GIS lab assistants. 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.

**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 (Simplicity) 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.
Student Technology Fee Plan

College: Baruch

Project Name: Student Computer Upgrades

Expected Start Date: July 1, 2016               Expected End Date: June 30, 2017

Person Responsible for Project: Edwin Melendez, Director of Client Services

Proposed Budget: $440,000

Description of Project

I. Student Lab Computers - The computers in the following student labs, classrooms, and academic support spaces will be replaced.

Library Building – (214 PCs @ $883 and 13 iMacs @ $1,258) = $205,316
  • Classroom 130 (21 PCs)
  • Classroom 135 (20 PCs)
  • Library 2nd Floor (112 PCs)
  • Main Student Computing Lab 6th Floor (61 PCs and 13 iMacs)

Vertical Campus – (13 PCs @ $883, 226 PC CPUs @ $647, and 25 MacBooks @ $2,052 = $209,001
  • Mathematics Lab – 6-145 (25 CPUs)
  • English Lab – 6-150 (25 CPUs)
  • English Lab – 6-155 (25 CPUs)
  • Communication Studies Lab – 8-170 (27 CPUs)
  • Statistics/CIS Lab – 11-125 (45 CPUs)
  • Statistics/CIS Lab – 11-170 (31 CPUs)
  • Accountancy Lab – 12-120 (48 CPUs)
  • Journalism Lab – 7-165 (25 MacBooks)
  • SACC (Tutoring) Center – 2-116 (13 PCs)

Undergraduate Honors Labs (10 PCs @ $883, and 1 iMac @ $1,258) = $10,088
  • Lexington Building Honors Lounge (4 PCs)
  • Annex Building Honors Lounge (6 PCs and 1 iMac)

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.

Support will also cover the license for Deep Freeze ($1,740) and supplies for the maintenance of all the campus student computing labs throughout the year ($13,855).
Student Technology Fee Plan

College: Baruch

Project Name: Student Training and Support

Expected Start Date: July 1, 2016  Expected End Date: June 30, 2017

Person Responsible for Project: Edwin Melendez, Director of Client Services

Proposed Budget: $132,000

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 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. 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 a full-time position (salary: $52,776, fringe: $22,694) and renewal of the software that handles ticketing, remote desktop support, and an online software directory ($12,115).

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 ($2,844). A part-time assistant will design multimedia materials for posting and distribution on social media sites (salary: $26,169, fringe: $3,402).
Student Technology Fee Plan

College: Baruch

Project Name: Assistive Technology Improvements

Expected Start Date: July 1, 2016  Expected End Date: April 15, 2017

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, 2016       Expected End Date: June 30, 2017

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

Proposed Budget: $296,000

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 ($175,526):

- Campus Labs | Baseline – An assessment suite for higher education ($20,000)
- Pave – Manages student disciplinary actions ($15,405)
- DegreeWorks – Degree audit system ($15,274)
- Active Data Calendar – Event calendaring and student room reservation system ($10,654)
- NACElink (Symplicity) – STARR Career Development Center online recruiting ($25,440)
- 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)

II. Tools for Clear Speech Program ($120,474) – With support provided last year the program achieved record student participation in all services and continued development of its technological innovations. There were more than 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 were assessed in the TfCS Oral Communication Video Assessment. Funds will continue students’ guided use of NativeAccent software, along with OCVA, VOCAT and Skype.

- Student oral communication assessments – To improve oral communication clarity ESL students will be provided assessments using VOCAT. Funds will cover 740 adjunct hours ($28,794) plus fringe ($3,743)
- One-to-One Speech Lab Tutorials – Funds will provide 2,000 hours of interaction with an adjunct instructor. ($77,820) plus fringe ($10,117)
Student Technology Fee Plan

**College:** Baruch

**Project Name:** Software for Student Use

**Expected Start Date:** July 1, 2016  
**Expected End Date:** June 30, 2017

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

**Proposed Budget:** $172,000

**Description of Project**

1. Software renewals:
   - MSDN (Microsoft Academic Alliance - DreamSpark) - $799
   - E-Views (statistical forecasting and modeling) - $2,100
   - Rotman Interactive Trader (stock exchange simulation) - $11,000
   - Turnitin.com - $19,876 (iParadigms)
   - Crystal Ball (predicting 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 - $37,000
   - FactSet - $30,000
   - Maplesoft - $4,336
   - Mathworks - $14,523
Student Technology Fee Plan

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2016  Expected End Date: June 30, 2017

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
Bloomberg
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, 2016  
Expected End Date: June 30, 2017

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

Proposed Budget: $694,935

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 will work 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. Toward this goal, BCTC will work with the Starr Career Development Center to identify how to plan for work experience to serve as a bridge to formal or independent internships. The student staff positions for immediate consideration will include the docents in the New Media ArtSpace, senior lab technicians, and student interns in the Office of Communications and Marketing who will engage in digital multimedia production.
Student Technology Fee Plan

College: Baruch

Project Name: CUNY Enterprise Technology Initiatives

Expected Start Date: July 1, 2016  Expected End Date: June 30, 2017

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 equivalent) - $9,844
   - Refworks/Refshare - $9,952
   - Internet 2 - $16,750
   - Gartner - $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, 2016  
Expected End Date: June 30, 2017

Person Responsible for Project: Edwin Melendez, Manager of Client 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. Renewal of the license for the Pharos print management software - $20,218
Student Technology Fee Plan

College: Baruch

Project Name: Faculty Development and Support

Expected Start Date: July 1, 2016  Expected End Date: June 30, 2017

Person Responsible for Project: Kevin Wolff, Instructional Technologist

Proposed Budget: $576,000

Description of Project

The faculty development program will consist of the following initiatives:

I. Teaching Hybrid and Online Courses ($165,591)

   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. ($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 ($69,949) – 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 plus fringe: $8,047)

III. GIS ($33,499) – 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 (salary: $11,484, fringe: $1,716), and 2 part-time assistants to work
      in the GIS lab (salaries: $17,964, fringe: $2,335).

IV. VOCAT ($60,077) – 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 (salary: $52,267, fringe:
    $7,810).

V. Institute for Virtual Enterprise ($188,200) – Funds will continue to support the CUNY Institute for

   Virtual Enterprise (IVE) at Baruch (www.ive.cuny.edu). Activities will include:
• Redesign of the IVE web site (postponed from FY2016) - $30,000
• Expansion of IVE use by faculty through technical support from 10 undergraduate
  students who will serve as Virtual Enterprise Fellows – (salary: $140,000, fringe:
  $18,200)

VI. Streaming Films ($35,127) – 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: $14,900, fringe:
$2,227).

VII. MakerSpace ($23,557) – Funds will support the interim MakerSpace 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. A lab assistant will help faculty with the use of 3-D printing
and other maker technologies in their instruction, as well as assist students with their projects. The
lab assistant will also help with demonstrations in the main student computing lab during weekly
club hours. Staff (salary: $10,925, fringe: $1,632), equipment ($7,000) and supplies, such as
filament ($4,000).
### Baruch College
### Student Technology Fee Plan 2016-2017

#### Staff Costs
(List each position, title, salary and fringes)

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#### Consulting

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#### Hardware, Networking, Peripherals

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

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</tr>
<tr>
<td>Maplesoft</td>
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<tr>
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<td>20,218</td>
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<tr>
<td>WebEx</td>
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<td>35,642</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>429,191</strong></td>
<td><strong>429,191</strong></td>
<td><strong>429,191</strong></td>
</tr>
</tbody>
</table>

**Library Electronic Databases**

| Various (see plan)                        | 400,000     | 400,000     | 400,000     |

| **Sub-Total**                             | **400,000** | **400,000** | **400,000** |

**Furniture**

| 0                                         | 0           | 0           |
| **Sub-Total**                             | 0           | 0           | 0           |

**Construction**

| 0                                         | 0           | 0           |
| **Sub-Total**                             | 0           | 0           | 0           |

**Faculty Development and Training**

| Faculty Grants                           | 60,000      | 0           | 0           |

| **Sub-Total**                             | 60,000      | 0           | 0           |

**Miscellaneous**

| Supplies for Labs & Makerspace           | 17,855      | 0           | 0           |
| Ads in Student Newspaper                 | 2,844       | 0           | 0           |
| Printer Maintenance (paper + toner)      | 139,005     | 0           | 0           |
| Licensing Fees for Streaming Films       | 18,000      | 0           | 0           |

| **Sub-Total**                             | 177,704     | 0           | 0           |

**Enterprise Initiatives (Blackboard, Email, Academic Advisement, Etc.)**

| Blackboard                               | 99,953      | 99,953      | 99,953      |
| McAfee                                   | 48,518      | 48,518      | 48,518      |
| Optimal resume                           | 7,497       | 7,497       | 7,497       |
| Useablenet                               | 9,844       | 9,844       | 9,844       |
| Refworks/Refshare                        | 9,952       | 9,952       | 9,952       |
| Internet 2                               | 16,750      | 16,750      | 16,750      |
| Gartner                                  | 5,124       | 5,124       | 5,124       |
| Adobe                                    | 59,621      | 59,621      | 59,621      |
| Microsoft Campus Agreement               | 62,633      | 62,633      | 62,633      |
| Other Enterprise Initiatives             | 690,000     | 690,000     | 690,000     |
| **Sub-Total**                            | **1,009,892** | **699,109** | **699,109** |
| Unassigned Funds                         | 0           | 1,009,892   | 1,009,892   |

**TOTAL**

| 4,000,000 | 4,000,000 | 4,000,000 |