BARUCH COLLEGE

STUDENT TECHNOLOGY FEE PLAN

2020-2021

Approved by the President’s Cabinet
May 26, 2020
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Introduction

Technology plays a critical role in Baruch College’s success as an engine of social mobility for its students. An extensive technology loan program and campus computer labs provide students with essential tools for their academic success that they cannot afford to purchase on their own. Students who work and have other obligations that limit their time on campus can use a variety of student support services and administrative systems remotely. The digital collections of the Newman Library are comparable to the e-resources available to students at major research universities. The incorporation of technology in the curriculum helps students acquire quantitative, communication, analytical, and geospatial skills. The application of technology by our career services staff links students with employers and gives students workplace skills that make them competitive job candidates. Technology enriches student life and promotes student retention through its use by student clubs, organizations, and athletics.

The Student Technology Fee Plan is only one part of the College’s ongoing technology planning and implementation effort that includes separately-funded initiatives such as capital projects, services of the Baruch Computing and Technology Center (BCTC), and investments by the three schools and administrative departments. This plan has been developed with attention to how student technology fees can be used most effectively to address needs that are not being met at this time by other technology initiatives. Planning efforts are guided by the Baruch College Strategic Plan 2019-2023 and informed by outreach to students, faculty, and staff regarding their needs and possible improvements to technology services. Other sources include formal needs assessments, such as the 2019 survey by the Faculty Committee on Educational Technology, and Technology Loan Service surveys.

The budget for 2020-2021 is based on projected revenue of $4,000,000 from the collection of student technology fees plus $315,000 that has been returned to the College from the CUNY Enterprise Technology Initiatives in FY2020.
Student Technology Fee Committee

Voting Members

- Marvin Argueta – Undergraduate Student Representative
- Carla Bellamy – Associate Professor, Weissman School of Arts and Sciences
- Tony Chen – Undergraduate Student Representative
- Anna D’Souza – Associate Professor, Marxe School of Public and International Affairs
- Arthur Downing (Chair) – Vice President for Information Services and Dean of the Library
- Allison Lehr Samuels – Lecturer, Zicklin School of Business and Director, Center for Teaching and Learning
- Geovanny Michaca – Undergraduate Student Representative
- Carlos Scuderi – Graduate Student Representative
- Damali Smith Tolson – Director of Student Life
- Dakshatha Daggala – Undergraduate Student Representative (President, USG)

The faculty members were chosen by the Baruch College Faculty Senate. The student representatives were selected in consultation with Undergraduate Student Government (USG) and Graduate Student Assembly (GSA). The members of the administrative staff were approved by the President’s Cabinet.

Non-Voting Members

- Jonathan Alarcon – Associate Director of Technology Services, Marxe School of Public and International Affairs
- Danilo Cayas – Technology Coordinator, Weissman School of Arts and Sciences
- Michael Richichi – Assistant Vice President for Information Technology
- Glova Smith – Director of Technology Services, Zicklin School of Business

The non-voting members serve as advisors and provide information to support the committee’s work and considerations. They are the technology leads of the three schools and the Baruch Computing and Technology Center (BCTC).

Students using a collaboration room in the Kaplan Center
Projects for 2020-2021

Technology Loan Service (2021-01) $411,736 Continuing Project

Dates: July 1, 2020 – June 30, 2021

Project Lead: Jeffrey Lynch, Manager of Technology Loan Services, Newman Library

Expenditure Category: J

Baruch College Strategic Plan: 2.2.1

Proposer: Students

Project Description:

This service provides Baruch students with short-term loans of many types of equipment, including laptops, iPads, video cameras, chargers, and calculators. The full list of items and loan periods are provided on the loan service web site: https://library.baruch.cuny.edu/students/borrowing-library-materials/technology-loan-service/. The loans are transacted in-person at the loan desks in the Newman Library, as well as via the self-service kiosks in the Newman Library and Vertical Campus.

In the Fall 2019 semester the loan service logged 44,294 over-the-counter laptop transactions and 16,206 transactions via kiosk. During this time we enrolled 1,487 new users to the service. We also loaned 700 calculators and many other devices for which loans were not counted by the library system.

Expenses:

- Annual Maintenance on Self-Service Loan Kiosks: $12,200
- Part-time Staff at Loan Desks: $205,950 ($185,000 + $20,950 fringe)
- Equipment for Loan: $193,586 (The list below is based on requests from students and replacement of units at end-of-life.

MacBook Air (w/Apple Care) (85) @ $1,248
Dell Latitude (25) @ $1,250
iPads (w/Apple Care) (10) @ $408
iPad pencils (10) @ $89
iPad covers (10) @ $100
Laptop bags for Dells (125) @ $30
Bags for MacBooks (145) @ $16
USB-A to Micro USB phone cables (50) @ $5
USB-A to lightning iPhone cables (150) @ $19
12w power adapters (25) @ $19
USB-A to USB-C phone cables (3-pack) 35 @ $10
HP10 –Bii financial calculators (25) @ $42
USB-C laptop adapters (20) @ $34
Financial calculators (300) @ $39
Fast charging wall chargers (50) @ $15
Power banks for phones 25 @ $35
Camera lenses (7) @ $298
Go Pro camera kit (5) @ $693
Logitech presenters (50) @ $39
Sony a6100 camera kits (15) @ $698
Noise-canceling headphones (25) @ $278
Wireless mice (15) @ $21

Note: Before the funds are spent the needs of the technology loan program will be reviewed to take into account the effects of the College’s COVID-19 response, which included a mass distribution of equipment to students on long-term loan and the need to limit face-to-face service interactions for at least the fall 2020 semester.
Assistive Technology Services (2021-02) $120,000 Continuing Project

Dates: July 1, 2020 - June 30, 2021

Project Lead: Ronald Bissessar, Assistive Technology Manager, Student Disability Services

Proposer: Students

Expenditure Category: B

Baruch College Strategic Plan: 4.2.2.3 and 5.1

Project Description:

Three percent of the student technology fee budget is allocated each year to help ensure that the College’s technology resources are accessible to all students. Students Disability Services (SDS) will identify the necessary assistive technology (AT) based on needs and requirements of the disabled student population identified at the start of each academic term. The funds are used to acquire equipment for the assistive technology lab and direct loan to students, support part-time staff, and maintenance contracts on equipment.

In spring 2019 the Assistive Technology Computer Lab in the Student Disability Services Office logged 166 student visits as compared with 88 one year earlier. In addition, there were 14 consultations with faculty regarding AT issues. Sixty-two AT loans were made and 42 AT training sessions were conducted in the use of Live Scribe Pens, Kurzweil 3000, and Dragon Speech-to-Text. Forty-three students were trained in the use of Live Scribe Pens, Kurzweil 3000, and Sonocent Audio note taker software, which was a 16% increase over the prior year.

As of November 2019, eleven departments at Baruch have an UbiDuo, a communication device that enables Deaf, hard-of-hearing, and hearing-impaired people to communicate face-to-face without any barriers. SDS created a training video and staff in each department who interface with students were trained. UbiDuo’s are now in the Counseling Center, SACC, Security Desk (Vertical Campus), STARR, Dean of Students’ Office, Student Life, Testing and Evaluation, Undergraduate Admissions, Advisement, the Writing Center, and Student Disability Services.

Expenses:

- Software & Hardware: $55,611 (Identified each semester based on student needs)
- Part-time staff: $64,389 ($56,981 plus $7,408 fringe)
Printing and Scanning Services  (2020-03)  $119,600  Continuing Project

Dates:  July 1, 2020 - June 30, 2021

Lead:  John Chandler II, Director of Technology Support Services, BCTC

Proposer:  Students

Expenditure Category:  C  Baruch College Strategic Plan:  2.2.1 and 4.2.2.3

Project Description:

The funds will be used to provide students with access to a range of printing services to support their coursework, research, and career placement efforts. These services include:

- A semester printing allocation that can be used for free printing on black & white and color printers in computer labs, library, student organization area, and near elevators in the Newman Vertical Campus.
- Mobile printing options that allow students to submit print jobs from off-campus via a web portal or from their own mobile devices.
- A designated résumé printer in the Kaplan Computer Center provides prints on high-quality bond paper for use in job applications and on-campus career fairs.
- Poster-size printing for presentations in class, at conferences, and the poster sessions at the College’s annual Creative Inquiry Day.
- 16 scanners in the Library allow students to scan to email, a personal storage device, College-provided storage (Dropbox or OneDrive), or to a printer as an alternative to photocopying.

The printing service is used almost universally by Baruch students. In the Fall 2019 semester 15,094 students or 96% of the total student population used the printing service, which is a 3% increase from Fall 2018. There were 429,363 print jobs executed for a total of 2,649,830 pages. As part of the College’s commitment to sustainability, the default setting for prints is duplex and 58% of the jobs were printed double-sided, 2% more than the previous year. The BCTC’s joint work with Undergraduate Student Government to promote the mobile printing option succeeded as 49% of the print jobs were submitted via the web portal or a personal mobile device, as compared with only 13% one year ago. Students take advantage of the color printing option as their course assignments require it. There were 4,215 students (120 more than 2018) who used the color printing option for a total of 76,385 pages or 3% of the total printing activity.

Expenses:

- PaperCut release station license: $4,600
- Xerox contract: $98,500
- Paper: $16,000
- Supplies for the poster printer: $500
Project Description:

The funds will support the continued licensing of electronic databases, full-text digital collections, and 24x7x365 chat reference service. The use of these resources is integrated in student course work across the curriculum.

The specific resources are selected by the Collection Management Division of the Library to support student use in their coursework.

The Collection Management Division analyzes use data to ensure that student technology fee funds support heavily-used titles with broad relevance across the student population. Below are examples of use for the last full year.

- The JSTOR EBA collection gives us access to 85,000 books in digital format from academic presses. We are charged only for the titles that we use. There were 22,042 unique title requests for a per title view of $0.63. Users accessed 11,271 individual titles, which would have cost the Library a total of $813,766, if we had to purchase them individually in hard copy.
- Safari is a collection of 40,000 books in the field of information technology, including the O'Reilly series. In addition to its use by the general student population, faculty have incorporated content from Safari in their CIS courses. Over the past year 184,557 pages were read.
- Kanopy is a collection of streaming films that faculty use in their courses—often in lieu of assigning textbooks. In the past year there were 4,881 unique visitor sessions and 2,828 videos that played for a total of 80,949 minutes. This resulted in a cost per video of only $2.46.
- QuestionPoint is the digital reference service that enables students to get assistance via chat and email 24x7x365. This includes assistance from academic reference librarians around the country who participate in a consortium that provides chat coverage when our service desks are closed. Last year there were 1,951 questions answered via the service.
- Journal article collections: Sage Journals logged 31,228 article views. For ABI/Inform there were 28,166 articles viewed.
**Zero-Textbook-Cost Initiative (2021-05)**  
**Cost:** $81,663  
**New Project**

**Dates:** July 1, 2020 - June 30, 2021

**Lead:** Arthur Downing, Vice President for Information Services and Dean of the Library

**Proposer:** Staff

**Expenditure Category:** D  
**Baruch College Strategic Plan:** 1.3 and 4.2

**Project Description:**

The College has participated actively in the University’s efforts to eliminate the cost of course textbooks for our students. Removing the financial burden of purchasing expensive commercial textbooks helps students complete their degrees quickly and with low debt, thereby helping the College achieve its goals of promoting social mobility. With funding from the State of New York, for the past three years the University has provided financial support for an Open Educational Resources Initiative, which has supported faculty development. The universe of OER is still growing and many faculty do not have the instructional materials they need yet and do not have the time to develop them on their own.

The purpose of this initiative is to support the use of technology that helps the College offer Zero-Textbook-Cost courses when the necessary OER resources are not available. For example:

- Last year the College installed a robotic self-service book lending kiosks that holds over 200 of the most frequently borrowed textbooks so that they are available to students when the service desks are closed, including 24x7 during mid-term and final examination periods.
- Many faculty have chosen to use streaming films in their courses as an alternative to written texts. These films are provided through commercial streaming services or licensed directly from the rights holders.
- Course materials that are not in the public domain are digitized and made accessible to students as e-reserves through the payment of fees to the Copyright Clearance Center.

**Expenses:**

- Maintenance of the textbook loan kiosk: $12,500
- Streaming media specialist (part-time): $41,163 ($36,427 plus $4,736 fringe)
- Film licensing fees: $18,000
- Copyright Clearance Center fees: $10,000
Student Access to Software (2021-06) $314,451 Continuing Project

Dates: July 1, 2020 – October 31, 2020

Lead: John Chandler II, Director of Technology Support Services, BCTC

Proposer: Faculty

Expenditure Category: J  Baruch College Strategic Plan: 2.2.1

Project Description:

Funds are used to license software that is used by students in their courses. Access is provided in student computer labs and remote access is obtained whenever possible.

- Microsoft Azure Dev Tools for Teaching ($800)
- EViews - statistical forecasting and modeling ($2,410)
- Turnitin.com ($19,876)
- Crystal Ball – predictive modeling ($2,810)
- Qualtrics ($20,000)
- Netsupport -Classroom management of computers ($2,000)
- Language Learning
  - Mango Languages ($10,200)
  - Rosetta Stone($17,087)
  - NativeAccent ($4,450)
- CapitalIQ - Financial Information service for trading floor ($43,245)
- FactSet- Financial Information service for trading floor ($30,000)
- Maplesoft ($4,335)
- Mathworks ($14,523)
- Stata ($15,815)
- Bloomberg ($49,900)
- Top Hat - Classroom Response System ($20,000)
- Adobe Creative Cloud – ($57,000) Remote access for students in courses that require its use.
Improving Student Services  
(2021-07)  $227,040  Continuing

Dates: July 1, 2020 – December 31, 2020

Expenditure Category: D  Baruch College Strategic Plan: 4.2.2, 4.2.2.3 and 6.3.4

Leads: Mary Gorman, Vice President of Enrollment Management and Special Academic Initiatives; Art King, Vice President for Student Affairs and Dean of Students

Proposer: Students and Staff

Project Description:

Funds will support the continuation of the services listed below. In almost all cases they were selected as the result of students identifying the need to improve an administrative service at the College.

- Pave – Manages student disciplinary actions ($15,900).
- DegreeWorks – Degree audit system ($17,680)
- SmartEvals – Student course & instructor evaluation system ($30,000)
- Campus Management Connect & Retain – A CRM suite to support communication with students and student retention ($9,900)
- Campus Labs Baseline – A platform for assessment of student services ($24,800)
- Campus Labs Engage – Student organization social network and reporting tool ($18,000)
- Titanium – Health Center Management system ($1,375)
- JobX – Manages student job postings ($7,000).
- TimesheetX – Manages time sheets of students on work study ($6,000)
- Mongoose – SMS service for Enrollment Management offices only ($20,000)
- Scholarship Manager (Next Gen Web Solutions) – ($13,500)
- Chatbot (ivy.ai) – For student services web sites ($21,000)
- Kace – Ticketing system for IT help desk ($21,885)
- Student App – Revision of the Baruch College app developed by Undergraduate Student Government ($20,000)
Computer Lab Upgrades (2021-08) $248,760 Continuing Project

Dates: July 1, 2020 - December 31, 2020

Lead: John Chandler II, Director of Technology Support Services, BCTC

Proposer: Students

Expenditure Category: C Baruch College Strategic Plan: 2.2.1

Project Description:

The College will replace one-quarter of the computers in the student labs to maintain a four-year refreshment cycle. The 278 computers in the following rooms are scheduled for replacement at the cost of $870 per unit:

- Kaplan Center (Main Computer Lab) 235
- Mathematics Lab (B-6-145) 28
- 17 Lex Building Lab (A-1101) 15

Funds will also be used to renew the license for Deep Freeze, the software that is used to manage the image on all of the lab computers and the units in the equipment loan program ($6,900).
<table>
<thead>
<tr>
<th>Tools for Clear Speech</th>
<th>(2021-09)</th>
<th>$59,890</th>
<th>Continuing Project</th>
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</thead>
</table>

**Dates:** July 1, 2020 – June 30, 2021

**Lead:** DJ Dolack, Director, Tools for Clear Speech Program

**Proposer:** Staff

**Expenditure Category:** D  
**Baruch College Strategic Plan:** 4.2.2.3

**Program Description:**

The Tools for Clear Speech (TfCS) program ([https://tfcs.baruch.cuny.edu](https://tfcs.baruch.cuny.edu)) provides over 3,000 hours of instruction per year to over 300 students within Baruch’s large population of Non-Native English Speakers (NNES). This includes one-to-one, workshop, and other group instruction, as well as delivery/review of its Oral Communication Video Assessment (OCVA) and English for Teaching Assessment (EfTA). Funds will continue to provide support for the ongoing delivery and revision of these assessments, as well as to the development of mobile assessment initiatives that will allow the College to more effectively identify incoming NNES who could be served by the program. Funds will also continue to help develop and revise the program’s online learning site, Tools To-Go, and the instructional podcast, Just to Be Clear, both of which offer students distance learning opportunities to review lessons and continue autonomous practice.

In AY 2019-2020, TfCS reported gains in student learning outcomes and experience surveys across all cohorts served. Highlights include the Master of Financial Engineering cohort (n=26) demonstrating statistically significant gains in all three areas of speaking ability (phonological, grammatical, and pragmatic). Moreover, COM 1010-T participants (n=27) strongly agreed or agreed that TfCS has helped them to “Deliver oral presentations in English more clearly” (93%); “Communicate more effectively with other English speakers” (89%); “Use American English more appropriately” (85%); and “Become more confident speaking English overall” (81%). Finally, of the TfCS participants who completed an experience survey during Fall 2019 and Spring 2020, there has been a 98% satisfaction rate of TfCS services.

Their online “Tools to Go” is a set of practice exercises and online resources for remote access. From individual English sounds to overarching features like intonation and stress, these exercises are an excellent way to preview, practice, and maintain what is learned in face-to-face services.

**Expenses:**

Part-time Staff: $59,890 ($53,000 + $6,890 fringe = $59,890)
CUNY Enterprise Technology Initiatives (2021-10) $1,010,000 Continuing Project

Dates: July 1, 2020 – June 30, 2021

Lead: Arthur Downing, Vice President for Information Services and Dean of the Library

Proposer: Staff

Expenditure Category: K Baruch College Strategic Plan: 2.2.1 and 6.3.3

Program Description:

Funds will be used as part of Baruch College’s contribution toward the purchase of enterprise software, infrastructure upgrades, Internet2, new/improved services, and initiatives that are identified as strategically important for the CUNY campuses to pursue collaboratively.

In prior years the funds have been used to acquire and maintain software licenses and services that are administered at the University-level. Some examples are Blackboard, Adobe Creative Cloud, Microsoft Campus Agreement, and RefWorks.
Staff for Computer Labs

<table>
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<th>(2021-11)</th>
<th>$466,476</th>
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Continuing Project

**Dates:** July 1, 2020 – June 30, 2021

**Lead:** John Chandler II, Director of Technology Support Services, BCTC

**Proposer:** Staff

**Expenditure Category:** G  
**Baruch College Strategic Plan:** 3.4.1 and 4.2.2.3

**Program Description:**

The allocation will support one full-time lab manager who oversees the BCTC labs and library computers and printers, including the 400 seat Kaplan computer center. The allocation will also support part-time employment for technology support staff, including many Baruch College students and alumni, in 20 labs.

Funds also support the part-time student staff of the Subotnick Financial Services Center. Throughout the semester 75-minute workshops are held on Bloomberg I and II, FactSet I and II, Indexing, and Portfolio Analysis. These workshops consistently fill to capacity. The Center is also used by students who compete in prestigious investing competitions and have been amazingly successful. The Baruch team won the 2020 Rotman International Trading Competition held at the University of Toronto and included 47 academic institutions from Europe, North America, Asia, and Australia, such as MIT, Stanford, Duke, and Carnegie Mellon. This was its third win in five years

**Expenses:**

- Full-time lab manager: $94,588 ($62,641 plus $31,947 fringe)
- Part-time staff: $371,888 ($328,832 plus $43,056 fringe)
**Teaching Hybrid and Online Courses**  
(2021-12)  $183,962  Continuing Project

**Dates:** July 1, 2020 – June 30, 2021

**Leads:** Allison Lehr-Samuels, Director of the Center for Teaching and Learning, Lecturer, Management Department; Theodore Joyce, Professor, Bert Wasserman Department of Economics and Finance

**Proposer:** Faculty

**Expenditure Category:** E  
**Baruch College Strategic Plan:** 1.3, 1.32 and 1.33

**Program Description:**

- Faculty Hybridization Fellows Seminar – 15 grants will support the appointment of adjuncts or the use of stipends to enable faculty participation in a semester-long seminar to assist them with converting a course to a fully-online or hybrid format. The program is managed by the Center for Teaching and Learning. $67,800 ($60,000 + $7,800 fringe)
- 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. $71,112 ($35,556 x 2, fringe does not apply).
- Zoom ($45,050) –
  - Renewal of the enterprise license to support synchronous online instruction and upgrade to include webinar capability. ($40,000)
  - Part-time staff member in the Center for Teaching and Learning to assist faculty with use of Zoom for online instruction ($4,469 plus $581 fringe)
An IT Fellow, in collaboration with the 2 other Fellows listed under the Teaching Online and Hybrid Courses project, oversees the online Excel module that is part of five large introductory business classes: ACC 2101 (Principles of Accounting), ACC 2203 (Introduction to Managerial Accounting), CIS 2200 (Introduction to Information Systems and Technologies), FIN 3000 (Principles of Finance) and MGT 3121 (Service Operations Management). Total enrollment in the initiative for fall 2019 was 6,062 and in spring 2020 it is 5,167.

Students in each class have to complete assignments using Excel. Students upload the assignment to the software (SAM) which scores the assignment and annotates any errors. Students can correct the mistakes and re-submit the assignment to improve their score. The IT fellows communicate directly with the students via a separate Blackboard course. They send out reminders regarding the due dates for each assignment. They staff an Excel helpdesk and they oversee all grading. At the end of the semester they provide the faculty in each section of their course with a spreadsheet of student grades for the assignments.

This program began in the Spring of 2014 with two courses and approximately 1,500 students. The online Excel module is now part of five courses with between 5,000-6,000 students per semester. Based on the results of an exit survey at the end of each semester, approximately 80 percent of students across all five courses agree or strongly agree that the Excel module is a valuable learning experience. This is a considerable achievement given that the module is a carveout from their regular class.

Expenses:

One IT Fellow from the Graduate Center: $35,556
Communication Skills (2021-14) $79,998 Continuing Project

Dates: July 1, 2020 – June 30, 2021

Lead: Allison Lehr Samuels, Director, Center for Teaching and Learning and Lecturer, Management Department

Proposer: Faculty

Expenditure Category: D  Baruch College Strategic Plan: 3.3a

Program Description:

Funds will support two technology-based initiatives that promote students’ development of oral and written communication skills.

- VOCAT is the College’s homegrown multimedia uploading and evaluation tool. Students can use Vocat to post presentation videos, screen captures, photographs, art projects, visual aids, or podcasts. Faculty can upload recorded lectures or review sessions, and Vocat also accepts YouTube videos so that both students and instructors can embed and annotate outside content relevant to the class.
  
  Since the revamped version launched in 2014, Vocat has served over 16,300 students and 420 faculty and staff members across 920 course sections. During the 2018-19 academic year, 3,125 users uploaded more than 4,900 media files across 148 sections on Vocat. There has been an increase in usage in the 2019-20 academic year, as 3,178 users have uploaded 3,730 media files across 133 sections (as of February 2020).

- Blogs@Baruch is an online publishing and academic networking platform for the Baruch College community. Since launching in 2009, Blogs@Baruch has been used by more than 37,000 students, faculty, and staff to create more than 7,600 sites. In AY 2018-19, 2,462 users and 876 sites were added; 2,224 users and 412 sites have been added thus far in 2019-20, as of February 2020.

Expenses:

- Part-time staff: $62,998 ($55,750 plus $7,248 fringe)
- Hosting fee: $17,000
### Geospatial Data Skills (2020-15) $25,493 Continuing Project

**Dates:** July 1, 2020 – June 30, 2021  
**Lead:** Frank Donnelly, Geospatial Data Librarian  
**Proposer:** Faculty  
**Expenditure Category:** E  
**Baruch College Strategic Plan:** 3.3b

**Program Description:**

Funds will be used to support activities that introduce students to the use of geospatial data and GIS in courses, including class sessions, and faculty training and support.

The geospatial services team operates out of the GIS Lab, located on the 9th floor of the Information Technology Building. Baruch students, faculty, and staff can meet with the Geospatial Data Librarian to discuss projects and get assistance, and can work independently on GIS or data-related projects in the lab with help nearby. Research consultations for census/demographic data and GIS are available by appointment. In-class lectures related to demographic data and mapping are provided upon request. The team offers a GIS Practicum, a day-long introductory GIS workshop using QGIS and prepares research guides for GIS, Census data, NYC data, and demography.

In the past year the GIS Practicum manual, *Introduction to GIS using QGIS*, has been viewed over 1,400 times. The team delivered class sessions for PAF 3375 (Housing and Community Development) and JRN 3200 (Business and Financial Writing) to provide students with an introduction to census data for NYC neighborhood research and created two videos for course-related lectures on census data for JRN 3200 and ENG 2150 (Writing II). Class visits on census data and GIS were also held for ENG 3900 (Topics in Journalism), PAF 9186 (Map Making for Public Policy), and DCP 80300 (Spatial Demography).

**Expenses:**

- **Part-time Staff (in GIS Lab, class presentations and one-to-one assistance):** $15,323 ($13,560 plus $1,763 fringe)  
- **Adjunct to release the Geospatial Data Librarian from general reference:** $10,170 ($9,000 plus $1,170 fringe)
Career Development Services (2021-16) $110,279 Continuing Project

Dates: July 1, 2020 – June 30, 2021

Lead: Ellen Stein, Director, Starr Career Development Center

Proposer: Staff

Expenditure Category: D

Baruch College Strategic Plan: 3.4.2, 4.2.2 and 4.2.2.3

Program Description:

The Starr Career Development Center supports student career readiness by providing opportunities to define career goals, engage in experiential learning, and gain professional experience. Each year 80% of undergraduates use the Center and employers post 8,700 jobs and internships. The Center helps students choose a major, build the skills they need to find internships/employment, connect with alumni and employers, and ultimately launch their careers. With the average starting salary of $53,224, the Center contributes to helping students achieve social mobility. Technology is a critical element in the successful student outcomes facilitated by the Center. Funds will be applied to ongoing IT support from part-time staff, use of a variety of services to support recruitment of students by employers, and communication tools to ensure that students are aware of the Center’s programs and services.

Expenses:

- Symplicity – branded as Starr Search, is the career management system currently utilized by the Starr Career Development Center. Of the 3,772 seniors who completed the post-graduate outcomes survey in 2019, 82.58% had logged into Starr Search; 61% used it to identify and apply for jobs; 57.66% used it to learn about and sign up for Events; and 46.79% used it to sign up for Career Counseling. ($25,000)
- FOCUS 2 - an online portal that enables students to take and receive feedback on vocational assessments, research majors and explore occupations 24/7. Last year 702 users logged in 2,415 times and 540 users completed at least 1 module in that time frame. ($1,389)
- GoinGlobal - an online portal that aggregates jobs across the globe and provides up-to-date country and city guides with location/country-specific advice that can help both international and domestic students apply for opportunities in their home country or abroad. There were a total of 1,561 visits, with 19,201 page views focused mostly on job search (3,866 views), internship search (2,573 views), and 888 views of H1-B visa information. ($4,700)
- Career Eco – a platform to run online job fairs. Cost is based on 4 fairs that involve 50 companies ($18,000).
- Elevate – The Center uses Elevate to offer online Myers Briggs Type Indicator Assessments and Strong Interest Inventory Vocational Testing to help undecided students identify majors as well as to assist undecided students identify career pathways. ($2,890)
- Powtoon – a software tool that enables users to easily create innovative cartoon videos and allows for integration of photos and simple distribution. ($400)
- Canva – a tool to design digital announcements ($120)
- Constant Contact – for newsletters and announcements ($3,540)
- Part-time IT staff – $54,240 ($48,000 plus $6,240 fringe)
New Media ArtSpace (2021-17) $72,489 New Project

Dates: July 1, 2020 - June 30, 2021

Lead: Katherine Behar, Associate Professor, Fine and Performing Arts

Proposer: Faculty and Students

Expenditure Category: J Baruch College Strategic Plan: 1.3 and 4.2

Project Description

The New Media Artspace is a teaching exhibition space in the Department of Fine and Performing Arts. Housed in the Newman Library, the New Media Artspace showcases curated experimental media and interdisciplinary artworks by international artists, students, alumni, and faculty. Student Technology Fee funds primarily support the hiring of student docents who participate in the installation of the multimedia art exhibitions, monitor the performance of the equipment in the exhibition spaces, update the website with new content from the exhibitions (http://www.newmediartspace.info), lead educational tours and programs for visitors to the exhibition spaces, use social media to publicize event, and design and deliver events. This is intended to be a co-curricular, experiential learning opportunity for docents, as well as an opportunity for them to gain technical experience that will help with a future career in the digital arts. Docents are typically selected from the students who are pursuing a minor in New Media Arts, but applications are open to any Baruch student with a demonstrated interest in working in a digital art exhibition space and learning about exhibition content. Docents have basic skills with digital media presentation equipment, graphic design and web design.

Funds also support the hiring of an adjunct to release the time of the faculty member to serve as director of the initiative and curator of the exhibitions. The budget includes funds to upgrade the multimedia presentation equipment in the exhibition spaces.

Since opening in 2013, the New Media ArtSpace has hosted 34 exhibitions, including an exhibition of the student capstone projects in late spring. This has allowed the students to work directly with artists such as Stephanie Rothenberg, Peggy Ahwesh, Lily Benson, Andrew Demirjian, Richard Jochum, Carla Gannis, Elise Rasmussen, Nicholas O’Brien, Jenny Perlin, Marina Zurkow, Ben Kauffman, Lynn Sullivan, Jillian McDonald, and Ira Eduardnova. In addition, the docents have set up their own pop-up exhibitions and complementary interactive events during club hours when there is heavy student traffic. Docents have also developed and delivered peer-learning workshops on topics that included the foundations of the Processing language to create a piece of interactive art, a beginner's tutorial for video game development using Unity, and the basics of Premier Pro.

The Office of Alumni Relations hosts an annual reunion of the docents to enable alumni from the program to inform current student-docents about the transition to careers after graduation.

Expenses:

- Docents: $52,319 ($46,300 plus $6,019 fringe)
- Adjunct to support release of $9,720 ($9,000 plus $1,170 fringe)
- Equipment upgrades: $10,000
E-Sports Association (2021-18) $40,000 New Project

Dates: July 1, 2020 – December 31, 2020

Lead: Arthur Downing, Vice President for Information Services and Dean of the Library

Proposer: Students

Expenditure Category: I

Baruch College Strategic Plan: 4.3.1

Program Description:
Funds will support the replacement and upgrade of the gaming PCs and peripherals used by the Baruch Student E-Sports Association. The E-Sports Association is a large student organization with an active membership. They meet formally on Tuesdays during club hours and informally throughout the week in a space that adjoins the main student computing lab. Their funding allocation as a club is not sufficient for them to purchase the gaming PCs that they need for their club activities and the tournaments they sponsor. Their most recent event was on March 6, 2020 when they held a Super Smash Bros. Ultimate Spring Tournament.

Expenses:
15 Gaming Computers and peripherals: $40,000
**MakerHub** (2021-19) $99,920 Continuing Project

**Dates:** July 1, 2020 – March 31, 2021

**Lead:** Marlene Leekang, Director, Lawrence N. Field Center for Entrepreneurship

**Proposer:** Faculty

**Expenditure Category:** I

**Baruch College Strategic Plan:** 4.3.1

**Program Description:**

The MakeHub is the College’s makerspace for technology, design and entrepreneurship, located in the Field Center for Entrepreneurship. There is a satellite Pop-Up Makerspace that it operates in the College’s main student computing lab. It is a place to learn, make, and play through robotics, circuit technology, 3D printing, as well as low-tech creative methods and tools.

Baruch students of all skill levels, majors and backgrounds participate in workshops and receive assistance with course-related or personal projects in consultation with a MakerHub specialist. Consultation hours are held every Wednesday 1:00-4:00. The staff have posted original short tutorials on the MakerHub website (blogs.baruch.cuny.edu/fieldcenter/makerhub) about 3D Design & Printing (6 lessons) and Interactive Electronics (5 lessons). The next topic will be Extended Reality.

During the past year a faculty member on course release has provided training workshops on 3D design/printing and AR/VR development to students and instructors in the following courses: ART 3056 (Typography: History and Application), CHM 4010 (Medicinal Chemistry), MGT 4967 (Technology, Innovation, and Design in Entrepreneurship), ART 4900 (New Media Arts in Theory and Practice), ART 2050 (Introduction to New Media Arts), ART 3041 (Special Topics in Art Studio), IDC 4050 (Feit Interdisciplinary Seminar), MGT 9963 (Researching and Developing Entrepreneurial Ventures), and COM 1010 (Speech Communication).

One indication of the impact of the MakerHub on student learning is the appearance of its logo as an acknowledgement on posters at the annual Creative Inquiry Day in May, where Baruch undergraduates showcase their research projects. One recent example is “Modernizing Pill Bottles: Child-Proof and Accessible,” which was designed using TinkerCad with assistance from the MakerHub staff (https://blogs.baruch.cuny.edu/onlinecid/?page_id=106.)

**Expenses:**

- Part-time staff: $84,750 ($75,000 plus $9,750 fringe)
- Adjunct to provide release for faculty member to teach workshops, work with students and provide consultations with faculty who want to teach with technologies. $10,170 ($9,000 plus $1,170 fringe)
- Supplies for the 3D printers: $5,000
<table>
<thead>
<tr>
<th><strong>Music Licenses</strong></th>
<th><strong>(2021-20)</strong></th>
<th><strong>$17,847</strong></th>
<th><strong>Continuing Project</strong></th>
</tr>
</thead>
</table>

**Dates:** July 1, 2020 – September 30, 2020

**Project Lead:** Arthur Downing, Vice President for Information Services and Dean of the Library

**Proposer:** Students

**Expenditure Category:** I

**Baruch College Strategic Plan:** 4.2

**Program Description:**

Funds will support the licensing of music rights with four organizations through agreements already executed by the University:

- SESAC ($3,638),
- BMI ($5,292)
- Global Music Rights ($4,000 est.)
- ASCAP ($4,917)

The licenses are essential to support the operation of WBMB Baruch College radio, which streams from wbmbbiz.com. WBMB also uses them to provide music via their DJs to over 100 different college events each year. Beyond the use by the radio station the licenses allow students and faculty to incorporate music on web sites within the Baruch domain with legal compliance. The College is exploring the additional use by students in educational projects that involve music (e.g., over public address systems and telephone hold queues) within the terms of the agreements.
Upgrade of Classroom D-301  
(2021-21)  
$162,000  
New Project

Dates: July 1, 2020 – June 30, 2021

Lead: Jonathan Alarcon, Associate Director of Technology Services, Marxe School of Public and International Affairs

Proposer: Staff

Expenditure Category: H  
Baruch College Strategic Plan: 1.3

Program Description:

Funds will be used to install audiovisual equipment in Classroom D-301 to make it available for in-person classes and also enable it to be used for online education. Room D-301 had been on the scheduling grid to hold 75 students, but the challenges inherent to the space have made it unusable. The shape of the room and the placement of columns obstruct sight lines and pose acoustical problems. These problems can be remediated with the installation of a proper sound, video projection, and lighting systems specifically designed for the space. The equipment will be integrated with videoconferencing and recording systems to support hosting synchronous instruction sessions and recording sessions for online courses. This project will help to address the pressing need for classroom space on campus as well as the need to provide greater support for online instruction.
**Instructional Lab Upgrade**  
(2021-22)  
$27,840  
New Project

**Dates:** July 1, 2020 – October 31, 2020

**Lead:** Joe Albanese, Manager of Instructional Spaces, BCTC

**Proposer:** Staff

**Expenditure Category:** A  
**Baruch College Strategic Plan:** 6.3.3

**Program Description:**
The desktop computers will be replaced in teaching lab H-656 after four years of use.

**Expenses:**
Desktop Computers (32) @ $870 per unit
Appendix A – Explanation of Codes

<table>
<thead>
<tr>
<th>Student Technology Fee Policy - Expenditure Category Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
</tr>
<tr>
<td>B</td>
</tr>
<tr>
<td>C</td>
</tr>
<tr>
<td>D</td>
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<tr>
<td>E</td>
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<tr>
<td>F</td>
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<tr>
<td>G</td>
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<tr>
<td>H</td>
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<tr>
<td>I</td>
</tr>
<tr>
<td>J</td>
</tr>
<tr>
<td>K</td>
</tr>
</tbody>
</table>

References to the Baruch College Strategic Plan 2018-2023

1.3 | Strengthen academic support and effective resource allocation for the delivery of online and hybrid education. |
1.3.2 | Review and improve technology used to develop and host online courses. |
1.3.3 | 1.3.3. Provide pedagogical support for the design, delivery, and assessment of online/hybrid courses while building an infrastructure for disseminating best practices. |
2.2.1 | Maximize student and faculty access to research materials, including datasets, e-journals, research software, computer and laboratory facilities, and other research-relevant infrastructure. |
3.2.3 | Develop creative curricular innovations and programs, and build faculty expertise to develop students’ capacity to address critical and emerging issues, such as: Digital and technological information competencies, including the application of emerging tools to the changing nature of work |
3.3a | Integrate the development of certain core competencies, such as those listed below, throughout the curriculum as informed by academic best practices, research, and feedback from professional associations, employers, and alumni. (Oral, digital, and written communication skills) |
3.3b | Integrate the development of certain core competencies, such as those listed below, throughout the curriculum as informed by academic best practices, research, and feedback from professional associations, employers, and alumni. Critical thinking, analytical, and problem-solving skills |
3.4 | Increase experiential and inquiry based learning opportunities so students can apply and deepen their classroom learning through disciplinary and interdisciplinary research, as well as robust learning experiences outside the classroom. |
3.4.1 | Expand students’ opportunities for service learning, civic engagement, professional development, and on-campus leadership opportunities. |
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4.2</td>
<td>Enhance relationships with companies and organizations in the New York City area to expand the number of relevant and purposeful paid or credit-bearing internships for Baruch students.</td>
</tr>
<tr>
<td>4.2</td>
<td>Ensure all Baruch students have access to the personal, academic, and professional support services they need to thrive and be successful.</td>
</tr>
<tr>
<td>4.2.2</td>
<td>Create a seamless student support experience through the integrated use of in-person and technology-based support services, including the development of a virtual “One Stop” shop for student services such as advising, career services, and financial aid.</td>
</tr>
<tr>
<td>4.2.2.3</td>
<td>Ensure that resources—including staffing, funding, space, and technology—for student-support functions such as academic advisement, the Counseling Center, the Student Academic Consulting Center, and the SCDC, are sufficient to provide access to services for all students.</td>
</tr>
<tr>
<td>4.3.1</td>
<td>Develop a broad range of opportunities and enhanced physical space to strengthen engagement of undergraduate and graduate students with the College and with each other.</td>
</tr>
<tr>
<td>5.1</td>
<td>Create and coordinate campus wide programming, resources, and educational opportunities regarding issues of diversity, inclusion, and cultural competence.</td>
</tr>
<tr>
<td>5.2.4</td>
<td>Provide support to faculty and departments in meeting the learning needs of a diverse, multilingual, global student body.</td>
</tr>
<tr>
<td>6.3.3</td>
<td>Leverage the College’s existing technology resources to better support faculty and staff; provide training and support where needed to make full and efficient use of technology.</td>
</tr>
<tr>
<td>6.3.4</td>
<td>Simplify, improve, and streamline processes to reduce or remove bureaucratic impediments and frustrations.</td>
</tr>
</tbody>
</table>

![Instructional Lab in the Information Technology Building](image1)

![Working with Electronics in the MakerHub](image2)

![An Exhibition in the New Media Artspace](image3)

![E-Sports Association Tournament](image4)
# Appendix B – Budget Spreadsheet

## APPENDIX B: Baruch College 2020-2021 TECH FEE PROJECTS MASTER LIST

<table>
<thead>
<tr>
<th>Project Number</th>
<th>Project Name</th>
<th>New [?] or Continuing [?]</th>
<th>N or C</th>
<th>Tech Fee Funds Devoted to Project</th>
<th>FG Cost</th>
<th>Fringe</th>
<th>TFTFE Cost</th>
<th>Expenditure Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Technology Loan Service</td>
<td>C</td>
<td>$451,250</td>
<td>$180,000</td>
<td>$205,286</td>
<td>J</td>
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<tr>
<td>2</td>
<td>Assistive Technology Services</td>
<td>C</td>
<td>$120,000</td>
<td>$56,081</td>
<td>$55,611</td>
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<tr>
<td>3</td>
<td>Printing and Scanning Services</td>
<td>C</td>
<td>$119,000</td>
<td>-</td>
<td>$115,850</td>
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<td></td>
<td>C</td>
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<tr>
<td>4</td>
<td>Digital Library Resources</td>
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<td>$400,000</td>
<td>-</td>
<td>$400,000</td>
<td>F</td>
<td></td>
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<tr>
<td>5</td>
<td>Zero Textbook Cost Initiative</td>
<td>N</td>
<td>$81,483</td>
<td>$23,427</td>
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<td>7</td>
<td>Improving Student Services</td>
<td>C</td>
<td>$227,040</td>
<td>-</td>
<td>$227,040</td>
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<tr>
<td>8</td>
<td>Computer Lab Upgrades</td>
<td>C</td>
<td>$246,760</td>
<td>-</td>
<td>$246,760</td>
<td>C</td>
<td></td>
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<td>9</td>
<td>Tools for Clear Speech</td>
<td>C</td>
<td>$58,800</td>
<td>$5,000</td>
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<td>10</td>
<td>CUNY Enterprise Technology Initiatives</td>
<td>C</td>
<td>$1,013,000</td>
<td>-</td>
<td>$1,013,000</td>
<td>K</td>
<td></td>
<td>J</td>
</tr>
<tr>
<td>11</td>
<td>Staff for Computer Labs</td>
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<td>$39,173</td>
<td>$39,173</td>
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<td>K</td>
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<tr>
<td>12</td>
<td>Teaching Hybrid &amp; Online Courses</td>
<td>C</td>
<td>$183,562</td>
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<td>Quantitative Skills</td>
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<td>Communication Skills</td>
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<td>Gameplay Data Skills</td>
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<td>18</td>
<td>E Sports Association</td>
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<td>19</td>
<td>MakerHub</td>
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<tr>
<td>20</td>
<td>Music License</td>
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<td>I</td>
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<tr>
<td>21</td>
<td>Upgrade of Classroom D-301</td>
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<td>$160,000</td>
<td>-</td>
<td>$160,000</td>
<td>H</td>
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<td>22</td>
<td>Instructional Lab Upgrade</td>
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<td>$27,840</td>
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<td><strong>Total</strong></td>
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<td><strong>4,315,680</strong></td>
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<td><strong>157,480</strong></td>
<td><strong>280,480</strong></td>
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