Student Technology Fee Plan 2018-2019

Student Technology Fee Committee

- Isabel Arias, President of Undergraduate Student Government
- Boo Choi, Director of Administrative and Financial Services, Weissman School of Arts & Sciences
- Angelina Delgado, Senior Director of Operations and Finance, Marxe School of Public and International Affairs
- Arthur Downing, Vice President for Information Services & Dean of the Library (Chair)
- Derny Fleurima, Undergraduate Student Government Representative
- Radhika Kalani, Undergraduate Student Government Representative
- Allison Lehr-Samuels, Director, Center for Teaching & Learning
- Damali Smith, Director, Student Life
- Glova Smith, Director of Technology, Zicklin School of Business
- Frances Subervi, Undergraduate Student Government Representative
- Ryan Zhang, Undergraduate Student Government Representative

Priorities for 2018-2019

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

- CUNY Enterprise Technology Initiatives (25.2%)
- Staff for Student Technology Services (18.8%)
- Student Computer Upgrades (10.7%)
- Digital Library Services (10.0%)
- Faculty Development and Support (9.9%)
- Online Student Services (7.9%)
- Software for Student Use (7.0%)
- Student Scanning and Printing Services (4.0%)
- Student Training and Support (3.5%)
- Assistive Technology Improvements (3.0%)

Alignment with the Baruch College Strategic Plan

**The Student Technology Fee Plan 2018-2019 supports the achievement of all six goals
of the Baruch College Strategic Plan 2018-2023.**

Goal I: Uphold the College's long-standing commitments to excellent and effective teaching and learning

3. Strengthen academic support and effective resource allocation for the delivery of online and hybrid education.

3.2. Review and improve technology used to develop and host online courses.

- License WebEx for synchronous online instruction.

- Continue to fund the College's portion of the CUNY Blackboard license.

- Continue to fund the Microsoft Campus Agreement, which will provide additional options for faculty via Office 365 in 2018-2019.

3.3. Provide pedagogical support for the design, delivery, and assessment of online/hybrid courses while building an infrastructure for disseminating best practices.

- Fund 15 adjuncts to cover courses while full-time faculty participate in a semester-long seminar to help them convert a course to hybrid or fully online format.

- Fund 2 Ph.D. students as IT fellows to assist faculty to teach hybrid and fully online courses in the Zicklin School of Business.

- Fund part-time assistants in the Center for Teaching and Learning to support and continue to develop Blogs@Baruch and VOCAT (Video Oral Communication Tool).

- Fund an adjunct in the library to support faculty use of streaming multimedia in courses and also provide funding to support licensing fees for streaming content.

- Fund the licensing of music rights to support permissible incorporation of copyrighted music in web sites and student projects.

- Fund 4 adjuncts to allow the release of full-time faculty to develop virtual reality content for incorporation into their courses.

• Fund an IT fellow to work with faculty and students on the use of Excel in Zicklin School of Business courses to strengthen students' quantitative skills.

Goal II: Create a vision for, and initiatives and policies to support, outstanding scholarship, research, and discovery.

2. Support faculty research, scholarship and artistic creation by identifying internal and external funding and access to materials needed for those activities and streamlining funding-related processes.

2.1. Maximize student and faculty access to research materials, including data-sets, e-journals, research software, computer and laboratory facilities and other research - relevant infrastructure.

• Fund 2 lab assistants to support the use of GIS software and Geospatial Data.

• Fund the acquisition of digital collections by the Newman Library.

• Support the licensing of data resources and employment of part-time staff for the Subotnick Financial Services Center.

• License software (e.g., Stata, Microsoft Imagine, E-Views, Maplesoft, Mathworks) for use in the student labs and, whenever licensing permits, for student downloading or remote use.

• Fund the College's membership in Internet2.

2.2. Review and update plans for future facilities and other support needed for innovative research, scholarship, and artistic creation.

• Replace 200 lab desktop computers to maintain a 3-year refreshment cycle.

• Use the Student Technology Fee Committee as one forum for ideas, especially with regard to research activities that include students.

Goal III: Regularly review and renew the curriculum to ensure students are prepared to engage the challenges and opportunities of a changing world.

4. Increase experiential and inquiry-based learning opportunities to enable students to apply and deepen their in-classroom learning through disciplinary and inter-disciplinary research and robust learning experiences outside the classroom.

- Add new items to the technology loan service and update items in stock to support student work in the field.

5. Further advance progress in fulfilling the College's commitment to global perspectives, education and experiences, including through:

5.1. Faculty initiatives, such as participation in the Collaborative Online International Learning (COIL) Faculty Fellows Program, faculty-led, short-term study abroad opportunities, and globally themed sections of the First Year Seminar, Speech Communication, and the Feit Seminar.

- Support the license for Symplicity for use with managing internships and the study abroad program.

- Support 2 Ph.D. students as IT fellows to assist faculty in the COIL program.

5.3. Greater coordination of "Global Encounters" on campus, including deliberate opportunities that bring domestic and international students together in meaningful ways, and deeper engagement with New York City -based international organizations, such as the United Nations and international non -governmental organizations located in New York.

- License Rosetta Stone and Mango Languages to support self-paced foreign language learning.

- License Going Global to provide students with access to international job opportunities.

Goal IV: Increase students' engagement, academic momentum, degree completion, and post -graduation success.

2. Ensure all Baruch students have access to the personal, academic and professional support services they need to thrive and be successful.

2.2. 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.

- License the components of a one-stop virtual service platform, including Degreeworks and Hobsons Connect and Retain.

- License Mongoose to improve communication to students regarding deadlines and requirements.

2.2.3. Ensure that resources —including staffing, funding, space, and technology —for student support functions, including Academic Advisement, the Counseling Center, Student Academic Consulting Center, and the Starr Career Development Center, are sufficient to provide access to services for all students

• Support the Tools for Clear Speech Program.

• Support a part-time IT assistant in the Starr Career Development Center.

• License Titanium for the Counseling Center.

Goal V: Embed the Principles of diversity, equity, inclusion, and cultural competency throughout he College.

• Allocate 3% of the budget to support assistive technology.

Goal VI: Enhance faculty and staff satisfaction and engagement.

3. Enhance resources, processes and systems to support faculty and staff.

3.3. 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.

• Establish a training program in the newly renovated classroom in the Kaplan Computing Center.

• Support a full-time staff member at the central IT help desk.

• License software to manage user support.

3.4. Simplify, improve, and streamline processes to reduce or remove bureaucratic impediments and frustrations.

• License a new scholarship management system.

• License Mongoose to improve communication regarding student administrative requirements.

• License OrgSync to improve management of services to student organizations.

• License JobX and TimesheetX to improve management of student employment.

College: Baruch

Project Name: Student Computer Upgrades

Expected Start Date: July 1, 2018   **Expected End Date:** December 31, 2018

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

Proposed Budget: $426,889

Description of Project

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

Vertical Campus – (146 PCs @ $1,187 = $173,302) and (54 iMacs @ $2,189 = $118,206)
- Open Lab 6-125 (38 PCs)
- English 6-165 (35 PCs)
- Psychology 8-140 (38 PCs)
- Communication Studies 8-160 (35 PCs)
- Graphics Lab 7-130 (27 iMacs)
- Graphics Lab 8-165 (27 iMacs)

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

II.   Technology Loan Service ($135,381)
- 49 MacBook Air laptops (@ $1,232) = $60,368
- 49 Dell Latitude Laptops (@ $1,290) = $63,210
- 49 laptop bags for Mac (@ $19) = $931
- 49 laptop bags for Dell (@ $23) = $1,127
- 5 digital camcorders (@ $698) = $3,490
- 5 digital audio recorders (@ $50) = $250
- 5 wireless lavalier microphone systems (@ $100) = $500
- 20 USB to lightning iPhone cables (@ $19) = $380
- 25 TI-84 scientific graphing calculators (@ $125) = $3,125
- 25 TI-30XII scientific calculators (@ $17) = $425
- 25 BA II Plus Professional financial calculators (@ $63) = $1,575

Student Technology Fee Plan

College: Baruch

Project Name: Student Training and Support

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $140,000

Description of Project

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

I.   Workshops – The classroom (H-656) in the newly renovated Kalpan Technology Center will host a program of ongoing learning opportunities for students that include beginner and intermediate sessions on technology resources available at the College and software licensed for student use. The BCTC will also collaborate on training activities with the Field Center for Entrepreneurship, which operates the MakerSpace, and student organizations such as the E-Sports Association and Hack for Baruch. Funds will support the purchase of supplies for providing the workshops, including materials for 3-D printing, production of handouts and training materials, and other supplies distributed to student learners ($5,000).

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

III.   Advertising – A variety of methods will be used to inform students about IT services and resources. Full page advertisements will appear in each issue of the student newspaper ($7,350). A part-time assistant will design multimedia materials for posting and distribution on social media sites (salary: $29,556, fringe: $3,843).

Student Technology Fee Plan

College: Baruch

Project Name: Assistive Technology Improvements

Expected Start Date: July 1, 2018   **Expected End Date:** April 15, 2019

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.

BaruchCOLLEGE
The City University of New York

Student Technology Fee Plan

College: Baruch

Project Name: Online Student Services

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $314,686

Description of Project

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

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

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

Student Technology Fee Plan

College: Baruch

Project Name: Software for Student Use

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $277,700

Description of Project

Funds are used to license software by students in their courses and/or in student computer labs.

I. Software renewals ($274,700):
   - Microsoft Imagine - $800
   - E-Views (statistical forecasting and modeling) - $2,500
   - Rotman Interactive Trader (stock exchange simulation) - $9,000
   - Turnitin.com - $19,876 (iParadigms)
   - Crystal Ball (predictive modeling) - $2,810
   - Qualtrics (professional-level survey and analysis) - $15,000
   - Netsupport Classroom management of computers - $3,100
   - Foreign Language Instruction Software – Mango Languages ($10,200) & Rosetta Stone ($17,806)
   - NativeAccent – Speech and pronunciation training software for English language learners ($3,450)
   - CapitalIQ - $41,000 – Financial Information service for trading floor
   - FactSet - $30,000 - Financial Information service for trading floor
   - Maplesoft - $4,335
   - Mathworks - $14,523
   - Stata - $1,300
   - Comscore - $39,000 – Digital audience measurement and analysis tool for courses in the Marketing Department. Previously managed by the department.
   - Bloomberg - $40,000
   - Classroom Response System – renewal of Top Hat or a similar system ($20,000)

II. New Software ($3,000)
   - Analytic Problem Solver ($3,000) – This is an Excel-based optimization, decision analysis, and simulation tool. It is used across management science courses (3121/9702/9704, 3730, and 3500/9500), as well as quality control and supply chain courses in development.

Student Technology Fee Plan

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2018   **Expected End Date:** March 31, 2019

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 online databases, e-reserve services, and digital reference services, including:

ABI/INFORM	Mergent Horizon
Adam Matthew Digital Collections	Moodys.com (formerly Dismal Scientist)
Alexander Street Press Videos	MSCI Ratings
Alt Press Watch	Oxford University Press
American Periodicals Series Online	PAO Collections
American Psychiatric Association DSM	QuestionPoint
ARTSTOR	RefUSA
Business Monitor	RELX (Corporate Relations)
Cambridge Companions	Sage Journals
CCH ARM	Statistical Abstract
Euromonitor GMID	Swank Films
FAITS Faulkner's Advisory	TAQ (Trade and Quote Database)
IBISWorld	Waldners
Internet Securities – EMIS	Wall Street Journal
Kanopy	WRDS (Wharton Research Data Services)
Mergent FISD	

Student Technology Fee Plan

College: Baruch

Project Name: Staff for Student Technology Services

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $752,582

Description of Project

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

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

The Funds will be distributed as follows:

I.	General Labs and Library	$541,508
II.	Marketing Lab	$ 21,500
III.	New Media ArtSpace	$ 50,000
IV.	Starr Career Development Center	$ 54,000
V.	Subotnick Financial Services Center/ Wasserman Trading Floor	$ 85,844

Student Technology Fee Plan

College: Baruch

Project Name: CUNY Enterprise Technology Initiatives

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $1,009,892

Description of Project

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

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

Student Technology Fee Plan

College: Baruch

Project Name: Student Scanning and Printing Services

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

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

Proposed Budget: $161,020

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 -$139,000

II.   License for the print management software (Papercut) - $21,000

III.   Kaplan Center - 12 Flatbed Scanners @ $85 = $1,020

Student Technology Fee Plan

College: Baruch

Project Name: Faculty Development and Support

Expected Start Date: July 1, 2018   **Expected End Date:** June 30, 2019

Person Responsible for Project: Kevin Wolff, Instructional Technologist

Proposed Budget: $397,231

Description of Project

The faculty development program will consist of the following initiatives:

I. Teaching Hybrid and Online Courses ($139,131)
    a. Faculty Hybridization Fellows Seminar – 15 grants will support the appointment of adjuncts to enable faculty participation in a semester-long seminar to assist them with converting a course to fully online or hybrid format. The program is managed by the Center for Teaching and Learning. ($60,000)

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

    c. WebEx License ($9,242) – renewal of license to support synchronous online instruction

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

III. GIS Support ($21,912) – Funds will support two lab assistants to work with faculty on the use of GIS data and software in their courses, and visit courses to assist students with hands-on training in the GIS lab (salary: $19,920, fringe: $1,992).

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

V. Streaming Films ($52,606) – The College will continue to increase the use of streaming commercial, full-length films in courses. Funds will support licensing fees ($18,000) and a part-time technical assistant to support faculty and handle permissions from rights holders (salary: $30,625, fringe: $3,981).

VI.   Music Licensing - ($13,847) – Funds will support the licensing of music rights with three organizations: SESAC ($3,638), BMI ($5,292) and ASCAP ($4,917) through agreements already executed by the University. This will allow students and faculty to incorporate music on public web sites, including the student radio station, WBMB.   This will also enable the faculty to engage students in educational projects that involve the innovative use of music (e.g., over public address systems and telephone hold queues) within the terms of the agreements.

VII.   Laptops for Natural Sciences ($28,300) – Four members of the Natural Sciences faculty will incorporate the use of shared laptops in their classroom instruction. This project builds on the success of a previous initiative with the Information Systems faculty. The funds will be used to purchase a laptop cart ($1,900) and 22 laptops (@ $1,200 = $26,400).

VIII.   Virtual Reality ($26,400) – Funds will support the hiring of four adjuncts to release faculty to use the recently established 3D Lab to incorporate VR into their courses. The participating faculty will be asked to develop one or two sessions for a course in the upcoming fall as an initial step toward developing a class that will make extensive use of VR. (salary: $24,000, fringe: $2,400).