Student Technology Fee Plan 2019-2020

Student Technology Fee Committee

- 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)
- Noah Epstein, Undergraduate Student Government Representative
- Radhika Kalani, President, Undergraduate Student Government
- Allison Lehr-Samuels, Director, Center for Teaching & Learning & Lecturer in the Management Department, Zicklin School of Business
- Karen Lopez, Undergraduate Student Government Representative
- Elizabeth Mak, Undergraduate Student Government Representative
- Damali Smith, Director, Student Life
- Glova Smith, Director of Technology, Zicklin School of Business

Priorities for 2019-2020

The student technology fee will be distributed across the categories listed below according to the percentages indicated. Details are in the appended project descriptions and spreadsheet. The budget is based on projected revenue of $4,000,000 from the collection of student technology fees plus $315,000 that was returned to the College from the CUNY Enterprise Technology Initiatives in FY2019. Items to be purchased using these one-time returned funds are listed with an asterisk in the project descriptions.

- CUNY Enterprise Technology Initiatives (23.4%)
- Part-Time Staff for Student Technology Services (20.1%)
- Digital Library Services (11.2%)
- Instructional Support (10.1%)
- Student Computer Upgrades (9.4%)
- Online Student Services (7.8%)
- Software for Student Use (6.0%)
- Student Scanning and Printing Services (3.9%)
- Student Training and Support (3.4%)
- Assistive Technology Improvements (3.0%)
- Extended Reality (XR) Initiatives (1.7%)

Approved by the President’s Cabinet on May 20, 2019.

Student representatives who are elected members of Undergraduate Student Government comprise 40% of the committee’s membership.
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.

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 a lab assistant 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 90 lab desktop computers.
- Equip a space in the main student computing lab to enable students to gain introductory hands-on experience with a range of XR technologies.
- 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.

• License a chatbot (ivy.ai) to improve the College’s responsiveness to students’ requests for information from service departments.

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 Health Care Center.

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

• Launch a full-semester training program in the 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 the scholarship management system.

• License a chatbot to improve responsiveness from administrative offices.

• 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, 2019  
Expected End Date: December 31, 2019

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

Proposed Budget: $406,145

Description of Project

I. Student Lab Computers ($109,180) – The computers in three student labs will be replaced:
   - Mathematics - NVC 6-130 (33 PCs @ $943 = $31,119)
   - English - NVC 6-160 (31 PCs @ $943 = $29,233)
   - Journalism and the Writing Professions - NVC 7-165 (26 Macs @ $1,878 = $48,828)

II. Technology Loan Service ($258,815) – The items listed below will be added to the lending collection. These are replacements of equipment at end-of-life and new items that have been requested by students.
   - 35 MacBook Air laptops @ $1,532 = $53,620
   - 120 Dell XPS 13 laptops @ $1,487 = $178,440
   - 5 Lightning to 3.5 mm Headphone Jack Adapters @ $9 = $45
   - 5 USB-C to 3.5 mm Headphone Jack Adapters @ $9 = $45
   - 5 MS Surface adapters @ $60 = $300
   - 5 Boom kits @ $165 = $825
   - 5 Power strips @ $20 = $100
   - 10 webcams @ $50 = $500
   - 10 Mobile phone tripods @ $21 = $210
   - 10 Dell XPS chargers @ $55 = $550
   - 10 Bluetooth keyboards @ $28 = $280
   - 15 battery packs for laptops @ $76 = $1,140
   - 20 USB-C cables @ $8 = $160
   - 20 basic calculators @ $5 = $100
   - 100 TI-89 calculators @ 176 = $17,600
   - 100 Financial calculators @ 39 = $3,900
   - 100 Lightning cables @ $10 = $1,000

III. Starr Career Development Center ($38,150)* – Funds will be used to replace the equipment in NVC 2-290, which the Center uses for student training and hosting events with recruiters. This will include a ceiling-mounted 5000 lumen laser projector, wall mounted screen, 65" 4K UHD displays for side walls, sound amplification from the lectern, as well as ceiling array microphones and wall-mounted cameras for streaming events.
Student Technology Fee Plan

College: Baruch

Project Name: Student Training and Support

Expected Start Date: July 1, 2019  Expected End Date: June 30, 2020

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

Proposed Budget: $144,844

Description of Project

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

I. Workshops – The classroom (H-656) in the 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 ($21,885).

III. Informing Students – A variety of methods will be used to inform students about IT services and resources. 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, 2019

Expected End Date: April 15, 2020

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

Proposed Budget: $129,450

Description of Project

Students Disability Services 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, 2019
Expected End Date: June 30, 2020

Person Responsible for Project: Art King, Vice President for Student Affairs and Dean of Students and Mary Gorman, Vice President for Enrollment Management and Strategic Academic Initiatives

Proposed Budget: $335,519

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 ($215,519):

- Vault: Campus Edition – Provides career information, including Career Guidebooks, company profiles, career advice articles, and employer rankings ($2,500).
- Pave – Manages student disciplinary actions ($15,900).
- DegreeWorks – Degree audit system ($17,680)
- NACELink (Symplicity) – STARR Career Development Center online recruiting ($25,000)
- Focus 2 – Career & education planning system for college students ($1,364)
- SmartEvals – Student course & instructor evaluation system ($30,000)
- Hobsons 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
- 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. ($4,700)
- Scholarship Manager (Next Gen Web Solutions) ($13,500)
- Chatbot (ivy.ai) – For student services web sites ($21,000)

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. (salary: $106,200 fringe: $13,800)
Student Technology Fee Plan

College: Baruch

Project Name: Software for Student Use

Expected Start Date: July 1, 2019       Expected End Date: March 31, 2020

Person Responsible for Project: Arthur Downing, VP for Information Services and Dean of the Library

Proposed Budget: $257,451

Description of Project

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

I. Software renewals:
   - 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)
   - Foreign Language Instruction Software – Mango Languages ($10,200) & Rosetta Stone ($17,087)
   - NativeAccent – Speech and pronunciation training software for English language learners ($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)
Student Technology Fee Plan

College: Baruch

Project Name: Digital Library Services

Expected Start Date: July 1, 2019          Expected End Date: March 31, 2020

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

Proposed Budget: $485,000

Description of Project

I. The Newman Library will continue its subscriptions to digital collections and information services, including:

   ABI/INFORM  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  Safari
   Copyright Clearance Center  Sage Business cases
   Euromonitor GMID  Sage Journals
   FAITS Faulkner's Advisory  SourceOECD Statistics
   IBISWorld  Statistical Abstract
   Internet Securities – EMIS  Swank Films
   Kanopy  TAQ (Trade and Quote Database)
   Mergent Horizon  Wall Street Journal
   Moodys.com  WRDS (Wharton Research Data)
   Services

II. Self-Service Book Loan Kiosk ($85,000)* - Funds will support the acquisition of a kiosk that uses robotic technology to lend and accept returns of textbooks and other required reading in courses on a 24 x 7 basis. While the College is committed to the adoption of Open Educational Resources and enabling Zero Textbook Cost courses, there are still many courses that use print textbooks that are too expensive for students to purchase. The Library transacts an average of 8,000 textbook loans per month. However, the loan desk is not staffed all the hours that the library is open. Importantly, it is not staffed overnight when the weeks when the library is open 24 hours for mid-term and final exams. These are hours when the need for the use of textbooks is high. The loan kiosk will be located on the street-level of the Information Technology and Library building adjacent to the lounge cafeteria. Just as the laptop loan kiosks satisfied demand for laptops and chargers outside of the Library’s staffing hours, the book loan kiosk will give students access to their course materials at critical times around-the-clock.
Student Technology Fee Plan

College: Baruch

Project Name: Part-Time Staff for Student Technology Services

Expected Start Date: July 1, 2019  Expected End Date: June 30, 2020

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

Proposed Budget: $866,553

Description of Project

The allocation (salary $769,500 + fringe $100,053) will support part-time employment for technology support staff, including many Baruch College students and alumni, 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 $658,209
II. Marketing Lab $20,500
III. New Media ArtSpace $50,000
IV. Starr Career Development Center $54,100
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, 2019  
**Expected End Date:** June 30, 2020

**Person Responsible for Project:** Arthur Downing, VP for Information Services and Dean of the Library

**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, 2019  Expected End Date: June 30, 2020

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

Proposed Budget: $170,700

Description of Project

Funds will contribute to the operation of the scanning and printing services in the student computing labs and library. In the fall 2018 semester 14,684 students used the service and printed a total of 3,023,183 pages. Of that total, 73,689 color pages were printed by 4,095 students. Duplex (2-sided) printing, which is the default setting, was used by students for 56% of the prints. Mobile printing currently accounts for 14% of the print jobs. Additionally, students are able to print their résumés on high-quality bond paper at a designated printer with no deduction to their printing allocation. Poster-sized prints are provided in the main student computing lab for course-related assignments and presentations at events such as the College’s annual Creative Inquiry Day.

I. Lease of Xerox equipment ($98,500)

II. Paper ($12,000)

III. Graphic Arts Lab ($6,000) – Replacement color printers (2) and toner for the Graphic Arts Lab.

IV. Additional Printing Locations* ($4,600) - At the request of Undergraduate Student Government a printer will be added near the elevators on the 5th and 8th floors of the Newman Vertical Campus. This request results from the success of the unit that BCTC placed near the elevator bank to support mobile printing on-the-go. Students are able to submit print requests from off campus and pick them up on their way to class without having to go to a lab or the library. The funds will be used to purchase additional print release station licenses.

V. Book Scanners* - 16 Book Scanners @ $3,100 = $49,600
These are replacements for the units that are at end-of-life after six years of heavy use. The scanners will be supplied and specially configured by the Academic Information Technologies department of Brooklyn College to support book scanning with a rapid start-up. The software they provide supports copyright compliance, has a simple user interface, and delivers files to printers, via email and to personal storage devices. The availability of free self-service scanning in the Library has been a no-cost alternative to printing which supports our sustainability goals.
Student Technology Fee Plan

College: Baruch

Project Name: Instructional Support

Expected Start Date: July 1, 2019  Expected End Date: June 30, 2020

Person Responsible for Project: Kevin Wolff, Instructional Technologist

Proposed Budget: $435,228

Description of Project

The faculty development program will consist of the following initiatives:

I. Lectern Computers* ($90,560) – Guided by the results of a faculty survey that was administered by the Committee on Educational Technology of the General Faculty, the College is upgrading the classroom presentation equipment across campus. Funds from the Student Technology Fee will be used to replace 98 lectern computers (@ $924/unit) that are at-end-of-life. The classroom audiovisual equipment, including projectors and sound amplification are being replaced using a different source of funds.

II. 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

III. 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).

IV. GIS Support ($13,560) – Funds will support a lab assistant to work with faculty on the use of GIS data and software in their courses, and visit courses to assist students with hands-on training (salary: $12,000 fringe: $1,560).

V. 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 a third-party hosting service ($17,000) and a part-time assistant to train and provide support to faculty and students (salary: $55,750 fringe:$7,250).

VI. Streaming Films ($59,163) – 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: $36,427 fringe: $4,736).

VII. Music Licensing - ($17,847) – Funds will support the licensing of music rights with four organizations: SESAC ($3,638), BMI ($5,292), Global Music Rights ($4,000 est.) 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.
Student Technology Fee Plan

**College:** Baruch

**Project Name:** Extended Reality (XR) Initiatives

**Expected Start Date:** July 1, 2019  
**Expected End Date:** June 30, 2020

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

**Proposed Budget:** $74,210

**Description of Project**

Several projects will build on the resources available in the Schindler Virtual Reality Lab and the Field Center’s MakerHub to increase faculty use of XR in instruction and provide the general student population with exposure to XR technologies.

I. Faculty VR Fellowships ($27,120) – Funds will support the hiring of four adjuncts to release faculty for one semester to use the 3D Lab to incorporate VR into their courses. The participating faculty will be required to develop one or two sessions for a course in the following academic year as an initial step toward developing a class that will make extensive use of VR. (salary: $24,000, fringe: $3,120).

II. Student Exploration Equipment* ($39,990) – Funds will be used to equip a space in the main student computing lab for students to gain hands-on experience using different types of XR technology from lab staff. The goal is to increase general student awareness of XR and provide a path for further exploration. Students who express an interest to will be referred to workshops offered in the lab, activities sponsored by the MakerHub, student organizations, and faculty members who have experience using the technology as a result of 2 rounds of VR fellowship funding. The specific equipment list will be developed over summer 2019.

III. Equipment for MakerHub ($7,100)* – Funds will be used to acquire the following:
   - VR and Modeling PC - Customized XPS 8930 ($2,100)
   - 3D Printer –Ultimaker 3 (3D Universe) with dual-extrusion capabilities, wifi and wired network connectivity, an onboard camera, automatic material detection, and active leveling. Includes some supplies. ($5,000)