FY05 Technology Fee Proposal

Submitting Organization: Robinson College of Business
Major Unit: Robinson College of Business
Department: Economic Forecasting Center
Contact Person: Kristin W. Diver
E-Mail: kwdiver@gsu.edu
Telephone: 404-651-3288

1. Project Short Title

Economic Forecast Software and Data Service

2. Total Requested

| Fiscal Year 2005 | $28,500 |

3. Executive Summary

<table>
<thead>
<tr>
<th>Project Description (three or four sentences)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The goal of this project is to provide at least 280 graduate business students with a solid knowledge of business economics free-of-charge through the production of economic forecast publications and quarterly forecast conferences. By attending the conferences and reading the publications, students learn how economic information impacts their decision-making process, thus providing them with the tools to become the better business leaders of tomorrow. To accomplish this goal, the Economic Forecasting Center requires technical software and a subscription to a macro data service to produce its forecast booklets and hold the Quarterly Robinson Economic Forecasting Conference.</td>
</tr>
</tbody>
</table>

4. Project Description

The Economic Forecasting Center produces three publications. The Forecast of the Nation and The Forecast of Georgia and Atlanta are published once a quarter and The Southeastern State Indicators is produced twice a year. The prices for these publications are $75, $50 and $150, respectively, but are provided free-of-charge to graduate students that request them. The publications are useful to graduate business students from various disciplines for class projects and general economic education. Throughout the year, the Center receives requests from at least 80 graduate students for copies of these publications, particularly from graduate students taking Real Estate courses.

The day that booklets are published, the Center hosts the Robinson Quarterly Economic Conference in the Student Center. This conference serves as a forum to present the forecast results to the business and academic community, and is often attended by President Patton and Chancellor Meredith. Each year, the conference is attended by at least 200 graduate business students free-of-charge (normal price is $95). These graduate students receive a packet of information with two forecast booklets and presentations from each speaker, and are given the opportunity to network with more than 220 business leaders.

To produce the timely analysis and subsequent forecast of hundreds of economic indicators that go into the publications, it is absolutely critical to have the latest and most accurate national,
regional and local data. In the past, the Center employed several GRA’s to contact various
government sources and manually enter the data into spreadsheets. This process was very time-
consuming, inefficient and prone to errors. Data collection company GLOBALINSIGHT has both
the technology to directly download the latest historical economic data from hundreds of data
sources and the software to analyze and forecast the data. The purchase of the Aremos forecast
software and macro data service is essential if the Center is to continue to produce publications
and conferences in a timely fashion and serve the needs of Robinson’s graduate business
students at no cost to the students.

5. Record the review numbers assigned by UCCS and Facilities. Their assessments must be included in
Sections 16 and 17.

<table>
<thead>
<tr>
<th>UCCS: # 05-017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities: #12211-04</td>
</tr>
</tbody>
</table>

6. Relevance to Regents Guidelines

[1] Technology fee revenues should be used primarily for the direct benefit of students to assist
them in meeting the educational objectives of their academic programs.

Through the products provided by the Economic Forecasting Center, many students fulfill
their economic research needs and obtain a better understanding of the economy in
general. This knowledge not only assists the students in their coursework, but gives them
the tools to be better prepared when entering the business world.

[2] Technology fee revenues should be used to assure that there are sufficient campus licenses
for primary productivity tools such as those found in the Microsoft Office product suites for
discipline specific software.

The purchase of Aremos software licenses is necessary to run the appropriate forecast
models.

[4] Technology fee revenues may be used for training of students and, to a lesser extent, staff
and faculty.

The Center’s Graduate Research Assistants are trained to run the analysis and collect
data by using the Aremos software. Over the last 3 years, up to 15 graduate business
students have been fully trained to extract macro data, write economic analysis reports
and assist in producing the forecast. They have tremendously aided the Center in
preparing the publications.

In addition to producing publications and conferences that benefit the economic education
of graduate students, the Economic Forecasting Center also welcomes staff and faculty to
participate in the conference and use the booklets free-of-charge. Over the past year,
over 100 GSU faculty and staff have attended the conference at no cost.

7. Relevance to Strategic Plan(s)

The Economic Forecasting Center provides an analysis of the economy, various industries,
international trade, as well as prices and interest rates to a local, regional and national audience,
as well to students and faculty. A clear understanding of the economy is crucial for our graduate
students to become capable future business leaders. By attending the Robinson Quarterly
Forecasting Conferences or reading the publications, graduate students learn which economic
indicators should affect their decision process, thus enabling them with the tools to become the
better business leaders of tomorrow. The purchase of the Aremos software license and data
service would ensure that these publications and conferences continue.
8. Impact on Students Served

Each year, the Center receives requests from at least 80 graduate students for copies of the forecast publications, which are valued at $75, $50 and $150, respectively, but are provided free-of-charge to graduate students who request them. The publications are useful to graduate business students in Real Estate and various other disciplines for their class projects and general economic education.

Every year, at least 200 graduate business students attend the Robinson Economic Forecasting conference free-of-charge (normal price is $95). These graduate students receive a packet of information with two forecast booklets and presentations from each speaker, and are given the opportunity to network with more than 220 business leaders.

Additionally, the Center’s GRA’s have gained a considerable advantage by learning how to use the software. Over the last 3 years, up to 15 graduate business students have been fully trained to use the software, extract macro data, write economic analysis reports and assist in producing the forecast.

9. Justification of Funding Requirements for Fiscal Year 2005

Provide a specific description of the funding requirements for FY 2005 in the Microsoft Excel spreadsheet below. Itemize and total the following categories of expense. If necessary, add lines to the table below corresponding to accounting objects of expense. Please note that any equipment items less than $4,999 should be categorized as “supplies.”

<table>
<thead>
<tr>
<th>Object of Expense</th>
<th>Itemized Descriptions</th>
<th>Quantity</th>
<th>Per unit price</th>
<th>Extended Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>AREMOS software</td>
<td>1</td>
<td>$4,000</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Maintenance or</td>
<td>U.S. Economic Short-Term Data Service</td>
<td>1</td>
<td>$11,500</td>
<td>$24,500.00</td>
</tr>
<tr>
<td>Contractual</td>
<td>U.S. Regional Data Service (Southeast)</td>
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<td>$8,000</td>
<td>$8,000.00</td>
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<tr>
<td>Maintenance or</td>
<td>U.S. Regional Historic Data Service</td>
<td>1</td>
<td>$2,500</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Contractual</td>
<td>U.S. Historic Data Service</td>
<td>1</td>
<td>$2,500</td>
<td>$2,500.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$28,500.00</strong></td>
</tr>
</tbody>
</table>

10. Consequences of Partial Funding

**Only 75% funded:**

<table>
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<td>$4,000.00</td>
</tr>
<tr>
<td>Maintenance or</td>
<td>U.S. Economic Short-Term Data Service</td>
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<td>Maintenance or</td>
<td>U.S. Regional Historic Data Service</td>
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<td>$2,500</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Contractual</td>
<td>U.S. Historic Data Service</td>
<td>1</td>
<td>$2,500</td>
<td>$2,500.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$21,375.00</strong></td>
</tr>
</tbody>
</table>
11. Standard Dollar Amounts

   Not Applicable

12. Standard Replacement Thresholds

   Not Applicable

13. Prerequisite, Non-Technology Fee Funding

   Not Applicable

14. Matching Funds

   The funding for this software was once provided by the Center’s GSU Foundation Account, which, over the past year, has been severely reduced by investment losses. This reduction has temporarily jeopardized the Center’s resources. In the future, as the investment market recovers, the Center expects the revenue from the Foundation Account to be sufficient enough to provide the necessary revenue to cover the cost of the Aremos software license and macro data service.

15. Staffing and Other Support Availability

   No additional staff is required to run the Aremos program.

16. Space Availability and Impact on Facilities

   See Attachment

17. Impact on Computing/Networking/Security Infrastructure

   See Attachment

18. Post-Project Assessment Criteria

   By providing the necessary software and data to produce the Center’s publications, more graduate students should be able to enjoy the conference and publications. We expect the number of students that attend the conference to increase to over 200 graduate students each year. We also expect the number of booklet requests for class research and general economic knowledge to increase to over 80 requests per year.

19. Review and Acknowledgements

   Not Applicable