

FY 2008 Technology Fee Proposal

Submitting Organization: Joint Proposal from the
Robinson College of Business & Student Affairs.

Major Unit: Robinson Career Management Center and
Department: University Career Services

Contact Person: Jason Aldrich, Director, Robinson Career Management
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1. Project Short Title

<i>5-8 Word Project Title</i>

24/7 Student Internet Access from any location on or off campus to Premier Career Management Resources

2. Total Requested

Fiscal Year 2008

\$ 59,605

3. Executive Summary

Project Description (three or four sentences)
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One of the serious ongoing concerns of our students is the relative lack of individual assistance with placement.

Providing <u>Georgia State University undergraduate and graduate students</u> with 24/7 access from any location on or off-campus, to the best career resources available will go a long way to meeting this challenge.

In order to achieve this goal, we ask for your support to utilize Tech Fee resources to purchase the site license access for all GSU students to the Career Management Resources identified in this proposal. Our request includes two *New* resources, continued funding of resources originally funded with Student Tech Fee dollars due to departmental budgetary constraints which still remain, and a request for 2 laptops.
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4. Project Description

Provide a brief narrative description (not to exceed 300 words) of the proposed project or funding requirement. If this is a request for continued funding for a previous year's award, indicate the outcomes and results of the prior award(s).

Software – Our goal is to provide Georgia State University undergraduate and graduate students with 24/7 on-line access to the best career resources available. In order to achieve this objective we are requesting funding to purchase site licenses to the following external Career Management databases listed below.

Interview Stream \$4,000
Simplicity \$18,750
Career Leader \$7,500

CareerBeam \$7,500
WetFeet.com \$1,995
Vault.com \$8,487

H-1 Base \$625
Career Search \$7,250
Total: \$56,107

Supplies – 2 laptops, at a cost of \$3,498, will enable our staff to provide students with a higher level of service when they are meeting with them at the multiple campus locations we now serve. In order to provide high quality student support, and quick turnaround time, it is critical for our staff to possess mobile technology.

Outcomes – The outcomes from the funding we received as a result of our joint proposal last year included the following.

Direct Results

- **Symplicity** – Significantly increased the number of students using Symplicity from under 2,000 during the previous year to over 6,000 this year. This is significant because Symplicity is our primary resource for providing students with access to job and internship postings, information sessions campus interviews, career fairs, and information about upcoming career events.
- **Career Leader** – The number of students taking this assessment has increased from less than 50 during the previous year, to over 200 this past year.
- **Vault, WetFeet, and H-1 Base** – Each of these career research oriented sites have seen an increase in GSU student traffic of more than 15% during the past year. Over 1,500 GSU students have accessed 1, or more, of these sites in the last year.
- **Student Feedback** – Both University Career Services and Robinson’s Career Management Center staff have consistently received positive feedback from students regarding the quality of the on-line resources we are now providing as a result of last year’s proposal. Feedback has been received via individual emails and through individual conversations. We plan to implement a formal survey during the next academic year in order to capture this feedback in a quantitative fashion.

Indirect Results

- By providing students with 24/7 access to high quality career management resources we have also significantly increased the number of students visiting both of our respective offices for individual appointments, walk-in assistance, and career resource center usage.
- Additionally, we have also seen a significant increase in the number of students attending the various workshops, seminars, and career fairs
- Based on my experience at other schools, and through our benchmarking efforts with other schools, raising the quality of the on-line resources is key to driving more students to our offices for individual assistance. We have seen the same effect here at GSU as a result of last year’s Tech Fee Proposal, and our goal is to build on the momentum we have gained with this year’s proposal. By providing high-tech solutions, we are also able to increase the high-touch service students also need while sending a positive message about GSU’s commitment to providing high-quality individual support as it relates to career management. Higher levels of student usage and engagement is the key to helping student maximize their own career development.

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

IS&T: IST08-052
Facilities: #14573-07

6. Relevance to Regents Guidelines

Identify specific Regents guidelines that justify this proposal's funding by the Technology Fee. Reference should be made to the specific enabling paragraph, if possible (see Attachment 1: Technology Fee Guidelines). An itemized listing of specific guidelines is sufficient.

The first goal articulated in the University System of Georgia's vision, mission and goals statement is to **ensure access to academic excellence and educational opportunities for all Georgians** by educating graduates who are intellectually and ethically informed individuals with well-defined skills and knowledge who are capable leaders, creative thinkers, and contributing citizens."

Furthermore, the strategic plans of the university, college, and department(s) each include statements emphasizing the importance of preparing our students to **ultimately translate their academic preparation into rewarding professional careers.**

This proposal directly supports these common strategic initiatives by requesting funding to provide students with 24/7 access to the best career information and resources available in order to facilitate their efforts to find the professional career opportunities necessary to accomplish this shared goal. These resources will complement the individual service provided by University Career Services and the Robinson Career Management Center to GSU students.

7. Relevance to Strategic Plan(s)

Provide a brief explanation regarding how the proposed project or funding requirement is related to university, college, and/or departmental strategic plans.

As stated in Georgia State University's strategic plan, a key component of our mission is to **have our undergraduate, graduate and professional programs contribute to the economic vitality of the city, the state, and the region.** Assuming a primary educational outcome is for our students to support economic vitality through their professional careers, Career Center use of the student technology fee to provide students with 24/7 on-line access to the best career resources available directly supports this educational objective and directly supports the University System of Georgia Board of Regents guideline listed above.

Furthermore, the Robinson College of Business vision is "To move the J. Mack Robinson College from a leading institution to one of the world's premier business schools". As a result, the mission of the Robinson Career Management Center is to facilitate students' efforts to seek and secure employment opportunities with premier employers. University Career Services shares this desire and as a result, our joint proposal to leverage student technology fee resources in order to provide **all GSU students with access to the types of premier career resources** we have identified in this proposal would significantly enhance our ability to successfully prepare GSU students to compete for, and secure, premier employment opportunities.

8. Impact on Students Served

Provide a paragraph describing the number and types of students served or special audiences served. If appropriate, identify the number of hours in which the facility will be accessible to students, any restrictions regarding access, any accommodations needed for students with special accessibility needs, any special staff services that will be made available, or any specialized hardware or software that will be made available.

***New* InterviewStream** – InterviewStream is the leader in practice interviewing, and virtual interview assessment and screening software solutions. Students who utilize InterviewStream greatly enhance their communication ability and interviewing preparedness.

Student Impact = All students enrolled at GSU will have access to this system. Both University Career

Services and Robinson's Career Management System will dedicate a workstation in our existing career resource centers' to support this product in order to facilitate student access. However, students who already have a web camera of their own can also access this site remotely. Based on direct feedback from employers and students, interview preparation is proving to be the #1 opportunity area where GSU students can significantly improve their chances of securing employment. We estimate over 500 students will access this site annually.

Symplicity – This online system allows all GSU students and alumni to have 24/7 access to thousands of postings on internship and job opportunities, campus interviews, and career fair opportunities.

- **Student Impact** = Over **50,000** GSU students and alumni will be able to leverage this resource. Currently, over 15,000 students and alumni will access this site annually on a regular basis and we expect that number to grow by 15%.

Career Leader – This exceptional self-assessment tool, which was developed at Harvard, is delivered online and currently used by over 170 competitor business and MBA programs in the US and around the world.

- **Student Impact** = There are two versions of the assessment. One specifically designed for Undergraduates and one for Graduate Students. We are planning to offer the more than 6,500 Undergraduate and Graduate students in the Robinson College of Business access to this assessment. In addition, University Career Services will also offer undergraduates engaged in the career exploration. We anticipate that over 400 students will access this site to take the assessment annually.

Vault.com – One of most in-depth employer research websites available today, this on-line resource provides students is used by all of the competitor schools we benchmark against, and provides students with detailed industry and company profiles for use in interview preparation.

- **Student Impact** = All current GSU students will have access to this system. We estimate over 1000 students will access this site annually.

WetFeet.com – Job seekers utilize this unique website to help them research companies and industries and manage their careers. WetFeet is famous for their on-target company profiles and career advice.

- **Student Impact** = All current GSU students will have access to this system. We estimate that over 1,000 students will access this site annually.

H-1 Base – World's largest portal dedicated to H1 community is a Solution Center for International Professionals seeking employment in the U.S.

- **Student Impact** = All international students enrolled at GSU will have access to this system. This site is of particular interest to our large international population and we estimate over 1,000 students will access this site annually.

Career Search – This proprietary database provides students with access to a powerful networking database of over **2 million companies** nationwide. The data is compiled from the most respected, industry-specific sources and allows students to search for information on a particular company, person, industry or location using a variety of search options.

- **Student Impact** = All Robinson College of Business students will have access to this system. We estimate over 500 students will access this site annually.

***New* CareerBeam** – CareerBeam would provide Robinson's Graduate Business students with a state-of-the-art online career technology solution. What makes this product unique is that by combining the best assessments, resume and cover letter development tools, search strategies and research databases and integrate them into one online portal. This product allows our staff to use the system in order to maintain an on-going "virtual career counseling" dialog with our students.

- **Student Impact** = Our graduate business students are highly mobile students and providing them

access to one of the most comprehensive and user-friendly programs on the market today will help us engage more of them in our services. We estimate over 500 students will access this site annually.

9. Justification of Funding Requirements for Fiscal Year 2008

Provide a specific description of the funding requirements for FY 2008 in the Microsoft Excel spreadsheet below. You must use the same terminology as in the Project Description (page 2, #4) to allow each itemized line to be traced back to the items and functionality appearing in the Project Description. Failure to do so will negatively affect consideration of your proposal. 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."

Supplies (Note: PCs under \$5,000 go here. Also, use standard dollar amounts and replacement thresholds from sections 11/12, or provide explanation in sections 11/12.)	Laptop			2	\$1,749.00	\$3,498.00
	Item 3					
	Item 4					
	Item 5					
	Item 6					
	Item 7					
Equipment	Item 1					\$0.00
	Item 2, etc					
Software (Note: Include Vendor and Product Name.)	Interview Stream				\$	4,000.00
	Symlicity					\$18,750.00
	CareerLeader					\$7,500.00
	CareerBeam					\$7,500.00
	H-1 Base					\$625.00
	WetFeet.com					\$1,995.00
	Vault.com					\$8,487.00
CareerSearch					\$7,250.00	
Maintenance or Contractual Services	Item 1					\$0.00
	Item 2, etc					
Board of Regents Guidelines state "In almost no cases should technology fee revenues be used for ... space renovation, or other items or activities that do not have a direct and immediate impact upon students instructional objectives." (See Attachment 1, #8)						
Construction Services (Requires review of Planning & Facilities)	Item 1					\$0.00
	Item 2					
	Item 3, etc					
Network Connections and Infrastructure Costs (Requires review of UCCS)	Item 1					\$0.00
	Item 2					
	Item 3					
	Item 4, etc					
Physical Security (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1					\$0.00
	Item 2					
	Item 3					
	Item 4, etc					
Other Expenses (explain)	Item 1					\$0.00
	Item 2, etc					
Board of Regents Guidelines state "Technology fee revenues may be used - with caution - for new staffing that is either temporary or ongoing." (See Attachment 1, #6)						
Staff Salaries	Item 1					\$0.00
	Item 2, etc					
Fringe Benefits	Item 1					\$0.00
	Item 2, etc					
			Hours/wk		Hourly Rate	
Student Assistant Salaries	Item 1					\$0.00
	Item 2, etc					
Graduate Student Assistant Salaries	Item 1					\$0.00
	Item 2, etc					
TOTAL						\$59,605.00

10. Consequences of Partial Funding

State what the consequences would be on the effectiveness and viability of the proposal if it were only funded in FY 2008 at the following percentages of the requested total:

Only 75% funded: State specifically whether or not the proposed project would remain viable. If the project would remain viable, itemize and total the following categories of expense at 75% funding in the Microsoft Excel spreadsheet below.

- ***At 75% funded, this project would remain viable, however, student access would be limited and the number of quality on-line resources available to GSU students is reduced.***

Supplies (Note: PCs under \$5,000 go here. Also, use standard dollar amounts and replacement thresholds from sections 11/12, or provide explanation in sections 11/12.)	Laptop				
	Item 3				
	Item 4				
	Item 5				
	Item 6				
	Item 7				
	Equipment	Item 1			
	Item 2, etc				
Software (Note: Include Vendor and Product Name.)	Interview Stream				\$ 4,000.00
	Symlicity				\$18,750.00
	CareerLeader				\$6,000.00
	CareerBeam				\$7,500.00
	Vault.com				\$8,487.00
Maintenance or Contractual Services	Item 1				\$0.00
	Item 2, etc				
Board of Regents Guidelines state "In almost no cases should technology fee revenues be used for ... space renovation, or other items or activities that do not have a direct and immediate impact upon students instructional objectives." (See Attachment 1, #8)					
Construction Services (Requires review of Planning & Facilities)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
Network Connections and Infrastructure Costs (Requires review of UCCS)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
Physical Security (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
Other Expenses (explain)	Item 1				\$0.00
	Item 2, etc				
Board of Regents Guidelines state "Technology fee revenues may be used - with caution - for new staffing that is either temporary or ongoing." (See Attachment 1, #6)					
Staff Salaries	Item 1				\$0.00
	Item 2, etc				
Fringe Benefits	Item 1				\$0.00
	Item 2, etc				
			Hours/wk	Hourly Rate	
Student Assistant Salaries	Item 1				\$0.00
	Item 2, etc				
Graduate Student Assistant Salaries	Item 1				\$0.00
	Item 2, etc				
TOTAL					\$44,737.00

Only 50% funded: State specifically whether or not the proposed project would remain viable. If the project would remain viable, itemize and total the following categories of expense at 50% funding in the Microsoft Excel spreadsheet below.

- **At 50% funded, this project would not remain viable.**

Object of Expense	Itemized Descriptions	Quantity	Per unit price	Extended Total
Supplies (Note: PCs under \$5,000 go here. Also, use standard dollar amounts and replacement thresholds from sections 11/12, or provide explanation in sections 11/12.)	Item 1			\$0.00
	Item 2			
	Item 3			
	Item 4			
	Item 5			
	Item 6			
	Item 7			
Equipment	Item 1			\$0.00
	Item 2, etc			
Software (Note: Include Vendor and Product Name.)	Item 1			\$0.00
	Item 2			
	Item 3, etc			
Maintenance or Contractual Services	Item 1			\$0.00
	Item 2, etc			
Board of Regents Guidelines state "In almost no cases should technology fee revenues be used for ... space renovation, or other items or activities that do not have a direct and immediate impact upon students instructional objectives." (See Attachment 1, #8)				
Construction Services (Requires review of Planning & Facilities)	Item 1			\$0.00
	Item 2			
	Item 3, etc			
Network Connections and Infrastructure Costs (Requires review of UCCS)	Item 1			\$0.00
	Item 2			
	Item 3			
	Item 4, etc			
Physical Security (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1			\$0.00
	Item 2			
	Item 3			
	Item 4, etc			
Other Expenses (explain)	Item 1			\$0.00
	Item 2, etc			
Board of Regents Guidelines state "Technology fee revenues may be used - with caution - for new staffing that is either temporary or ongoing." (See Attachment 1, #6)				
Staff Salaries	Item 1			\$0.00
	Item 2, etc			
Fringe Benefits	Item 1			\$0.00
	Item 2, etc			
		Hours/wk	Hourly Rate	
Student Assistant Salaries	Item 1			\$0.00
	Item 2, etc			
Graduate Student Assistant Salaries	Item 1			\$0.00
	Item 2, etc			
TOTAL				\$0.00

11. Standard Dollar Amounts

In constructing the budgetary requests in Sections 9 and 10 above, computer workstations should be budgeted at the following levels:

The following desktop systems are the standard technology for Student Technology Fee purposes. Desktop systems exceeding this capability and price must be specifically justified:

- a. Windows/Intel processors workstation, including monitor: \$1,222
- b. Apple Macintosh models: \$1,376

The following types of equipment require justification over and above desktop systems. The following prices and configurations are standard for these types of equipment. Any deviation from these standards must be further justified:

1. Windows/Intel processors laptop: \$1,749
2. Apple Macintosh laptop: \$1,382
3. Personal Digital Assistant (PDA): \$ 472
4. Tablet computer: \$1,984

Provide any justification narrative of programmatic requirements here.

12. Standard Replacement Thresholds

All equipment being requested due to obsolescence or inadequacy of existing equipment must be itemized on the form provided in Attachment 3: Itemization of Equipment to be Replaced. Each item for which replacement funding is being requested will be in one of the following two categories:

- a) *If the equipment to be replaced is less than Pentium® 4 processor speed, this equipment is considered obsolete due to a university-wide standard. This standard of minimum performance has been set based on requirements for operating the current operating systems and office suites. The proposal submitter must state that the university minimum performance criteria are being used.*
- b) *If the equipment to be replaced exceeds the university minimum of Pentium® 4, the proposal submitter is required to document specific quantitative performance requirements that warrant the replacement of such equipment. The equipment's inability to perform specific functions must be identified. Also, a statement is required explaining why the performance of such functions is critical to the continued functioning of the facility in which the equipment is located. See Attachment 4: Equipment Exception Replacement Form, which must be completed for all replacement equipment that exceeds the university standard threshold of Pentium® 4.*

13. Prerequisite, Non-Technology Fee Funding – **Not Applicable**

Identify any non-technology fee prerequisite funding this proposal is dependent upon. Document that these prerequisite funds are available, should this proposal be funded.

14. Matching Funds – **Not Applicable**

Describe any additional funds that have been committed and will be provided to this project from other sources. These funds should be those that would more effectively leverage the technology fee funding, if approved. Specify whether or not these matching funds are available for a limited time.

15. Staffing and Other Support Availability – **Not Applicable**

If appropriate, describe the specific staff and other continuing fiscal resources required to maintain the proposed project. Justify the use of and the hours worked by graduate student assistants and student assistants. Also, justify any consulting/contracting work.

For staff requirements, identify the current unit and supervisor of staff required to support the related technology. Refer Regents Guideline #6 for guidance on the appropriate use of technology fee funding for new staff requests. However, the FY 2007 STF Committee feels, as did the FY 2006 STF Committee, it is very unwise to rely on technology fees and an annual review by STF subcommittees

to maintain staff positions. Accordingly, expect requests for staff funding to be approved with caution and reluctance and with the understanding that these proposals are unlikely to be supported in subsequent years.

16. Space Availability and Impact on Facilities

Include the assessment response from the CBSAC and Planning & Facilities review that was **required** to be submitted by January 12, 2007.

CBSAC Assessment: This project has no impact on facilities.

17. Impact on Computing/Networking/Information Security Infrastructure

Information Security Review (Tammy Clark):

Impact: Yes

Assessment: Ensure that AV/ISS Proventia desktop software is installed on all computers—contact security@gsu.edu for instructions.

Wireless and Network Ports Review (Mark Roberson):

Impact: No

Assessment:

Server Connections (Charles Hollingsworth, Tammy Clark, Keith Campbell):

Impact: (No-CWH) , No impact – KEC

Assessment:

External Connections (Charles Hollingsworth):

Impact: (No-CWH)

Assessment:

DVR Installations (Mark Roberson, Tammy Clark, Charles Hollingsworth):

Impact: (No-CWH), (MR-No_)

Assessment:

Lab and Classroom Configurations (Joe Amador):

Impact: Yes/No NO

Assessment: GX 520 have been replaced by Optiplex GX745

18. Physical Security Needs – Not Applicable

If you are requesting any physical security funding, provide the rationale for these needs here.

19. Post-Project Assessment Criteria

Identify one or more milestones and/or expected project outcomes that indicate project progress and completion. These items should be chosen to facilitate independent evaluation of project success, and should be referenced in the Status Report due on January 31, 2008, and in the Project Final Report due on October 1, 2008. (See Attachment 5 for a copy of the form to be used for both reports).

- **Meet or exceed projected GSU student usage rates.**
- **Assess student satisfaction with on-line career management tools by implementing an on-line survey using Survey Monkey.**

20. Review and Acknowledgements – Not Applicable