

FY 2008 Technology Fee Proposal

Submitting Organization: Robinson College of Business
Major Unit: Graduate Student & Alumni Services
Department: Graduate Student Services

Contact Person: Diane M. Fennig
E-Mail: dfennig@gsu.edu
Telephone: 404.651.3859

1. Project Short Title

<i>Robinson College Graduate Student PhotoBook (FaceBook)</i>

2. Total Requested

Fiscal Year 2008

\$ 38,500 for custom package for development, maintenance, and hosting
--

3. Executive Summary

Project Description (three or four sentences)

The proposed FaceBook will be an on-line Directory of Robinson Graduate Students in the numerous MBA and Specialized Masters programs at Robinson. This customized FaceBook will be searchable by name, degree, concentration, functional area of interest, employer, and undergraduate degree and will assist the networking mission of our Graduate Programs. Current students and faculty would have password protected access. The Directory would require an e-mail as the contact resource. The System Administrator can access all registered within FaceBook and communicate with this group via e-mail.
--

4. Project Description

Provide a brief narrative description (not to exceed 300 words) of the proposed project or funding requirement.

The Robinson College of Business FaceBook would be an exclusive Directory for the graduate students across the College. This Directory would be password protected and would foster networking among the graduate students of the College. The Pictorial Directory would include, contact information of students (with e-mail as the minimum), a photo, employer, job title, functional area, and major/concentration. It would be possible to search each of these criteria. Potentially this Directory could also be searchable in the areas of undergraduate degree with major as well as hometown. This contact information would be searchable to help make more meaningful connections across the over 1800 current graduate students. These connections can work to form academic interest groups as well as foster employment possibilities. We currently "connect" students when they are interviewing with fellow students

that are employed at their company of choice. This connectivity also works well with Informational Interviews conducted with company insiders who are also student colleagues. This is a tool for current students to connect with other current students in our MBA or other Specialized Master's programs.

These directory and networking products such as PhotoBook and FaceBook are used at our competitor schools in our Part-Time MBA Rankings as well as the various MBA Programs in the Metro Atlanta Area. We need to provide this level of service to our graduate students to remain competitive in both markets. Feedback from employers/alumni is consistent that this is one of the weakest areas of the Robinson experience. The lack of networking programs, formal/organized networking activities, coupled with the nature of our students as "independent agents" as they pursue their individual degrees complicates these "connections". Our students often are first generation college students, just having earned their undergraduate degrees a few years ago. Often these students are not polished in the importance of networking and these important connections.

At Robinson, we work to overcome the "size" of this Graduate Program, and continually attempt to make this experience feel small and intimate. For the past five years, we have been collecting the business cards of our students and our young alumni. The Current Student Rolodex is very impressive and well utilized by our students. This on-line directory will foster this resourcefulness, without the need for staff intervention, and can be utilized 24/7 for immediate student results.

This proposal was designed with the consultation of Graduate Career Management. This innovative use of technology is very timely in our Metro-Atlanta area. This fall, The University of Georgia will now deliver a Part-Time MBA Program in Bulkhead and Georgia Tech will also start their first class of Part-Time MBA's in August. We have two new competitors in the marketplace this fall and the J.Mack Robinson College of Business needs to continue to differentiate ourselves from the competition even more in light of the area competition.

If this is a request for continued funding for a previous year's award, indicate the outcomes and results of the prior award(s).

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

IS&T: IST08-043
Facilities: #14547-07

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.

Technology fee revenues should be directed toward those needs that directly meet the educational value criterion established in the Chancellor's approval letters; i.e., the fees provide added value to the educational experiences of the students. The academic achievement and attainment of the MBA and Specialized Masters in Business is the major benefit of our program, but the ability to be in class with working professionals is the added edge at Robinson. This new academic credential, coupled with the strength of the student and alumni network would provide added value and service not only to our students and alumni, but our faculty as well.

This Directory of fellow students would complement the academic component of the program. The direct benefit is that students can conduct these searches in "real-time" as they need these important connections. These connections could be for team work in class or projects or these connections could involve employment opportunities and provide valuable "inside information" of the Atlanta companies in which many of our students work each and every day. This Directory would allow students to conduct these searches 24/7 without staff intervention. This project takes the Business Card Collection project from 2002 to a new level. Diane Fennig has been collecting the Business Cards of our students since the fall of 2002. Not a week passes that a student does not ask for a "connection" with current students or a Robinson Alumni.

Examples of the searches requested include: A current student has been approached by The Home Depot to interview for a position in their Strategic Planning Group. This current student can search the PhotoBook Directory for which Robinson Classmates are currently working at The Home Depot to get any inside information about the position or the Strategic Planning Group at The Home Depot. Another example, a student is analyzing a CASE featuring the NewellRubbermaid group and wants to know if there are any current GSU students employed at the now Atlanta based NewellRubbermaid group. A third example, a current student is investigating opportunities at SunTrust, and would like to ask a classmate about the bank and how their advanced degree is perceived at the organization.

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.

Our goal is to continue to build a sense of community among the graduate students of Robinson. This is sometimes a challenge at one of the largest Graduate Business Programs in the country. We always market that the benefits of the Robinson degree include; our excellence in teaching, quality students with professional work experiences that add to the richness of the class discussions, which finally yields the quality of the impressive alumni network built while at Robinson. See examples noted above.

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.

This technology environment would be available 24/7. This Directory would give students access to a search-engine that is unique to Robinson and the robust search options that would help them connect based on academic profiles, names, and places of employment. This secure, low cost tool technology tool would assist in important soft skill development in the networking arena.

This virtual Directory could also be of use to our faculty and staff as an added benefit as we welcome new students to the J. Mack Robinson College of Business. In our program, we welcome over 700 students annually in our fall, spring and summer terms. This is a tool to add value to the vast work experience of our students. At any given time, we have over 1800 graduate students in the J. Mack Robinson College of Business.

At this point, this pilot would be limited to the graduate students of Robinson College of Business, but this could be expanded to the undergraduates of the College. The scope of this project is with current graduate students, but the addition of other parties such as undergraduates and your alumni could be evaluated at a later point in the project.

This PhotoBook System can systematically request updates on a regular basis to keep the data current.

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.”

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			
	Item 2, etc			
Software (Note: Include Vendor and Product Name.)	Item 1 FACEBOOK -			\$29,000.00
	Item 2			
	Item 3, etc			
Maintenance or Contractual Services	Item 1			\$9,500.00
	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				\$38,500.00

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.

This project would not be viable at 75% funding.

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
TOTAL					\$0.00

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.

This project would not be viable at 50% funding.

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:

- | | |
|---|---------|
| 1. Windows/Intel processors workstation, including monitor: | \$1,222 |
| 2. 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

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

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

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.*

For CBSAC and Planning & Facilities Use Only:

CBSAC and Planning & Facilities Assessment of Space Availability and Impact on Facilities (this information is also transmitted to techfee@gsu.edu):

This project does not impact facilities.

17. Impact on Computing/Networking/Information Security Infrastructure

<p><u>Information Security Review (Tammy Clark):</u> Impact: yes Assessment: Security review required</p> <p><u>Wireless and Network Ports Review (Mark Roberson):</u> Impact: No Assessment:</p> <p><u>Server Connections (Charles Hollingsworth, Tammy Clark, Keith Campbell):</u> Impact: (No-CWH) , No impact – KEC Assessment:</p> <p><u>External Connections (Charles Hollingsworth):</u> Impact: (No-CWH) Assessment:</p> <p><u>DVR Installations (Mark Roberson, Tammy Clark, Charles Hollingsworth):</u> Impact: (No-CWH), No-MR Assessment:</p> <p><u>Lab and Classroom Configurations (Joe Amador):</u> Impact: Yes/No NO Assessment:</p>

Here are some responses to the security issues last year. These responses are from Noel Coleman @ PhotoBooks

The database will be accessible only from behind the firewall on the Intranet. This will keep this tool private to only those with access currently. In addition, only basic information will be required (such as name, email address, employer, etc.) Private information like address, phone number, etc. will be optional on the students' part. If they would prefer for that information to not be available, then they simply don't enter it. **Only authorized users will have access to this information.**

18. Physical Security Needs

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).

- I. Number of registered students on the Directory Site – students cannot search the site without being registered.
- II. Number of hits to the site over the academic year of its implementation.
- III. Student satisfaction survey with the Directory using Survey Monkey. Call for improvements/updates.

20. Review and Acknowledgements

Attach electronic notes or documentation showing that the following units or administrators have reviewed or acknowledged this proposal:

- Matching funds commitment from appropriate fiscal officer