

# FY 2008 Technology Fee Proposal

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Submitting Organization: Robinson College of Business  
Major Unit: Robinson College of Business  
Department: CIS and Marketing

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## 1. Project Short Title

5-8 Word Project Title
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Software to support Web-based surveys for students
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## 2. Total Requested

Fiscal Year 2008
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\$ 25,000
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## 3. Executive Summary

Project Description (three or four sentences)
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Many of our students use online questionnaires to gather the data for class projects and their dissertations (in the case of doctoral students). Tools that are available free-of-charge or at GSU (e.g., Zoomerang) are highly limited and do not provide all of the capabilities that are needed to gather this information. The software we would like to procure has many capabilities that will make the work of our students much easier. These include individual accounts for all users, experimental designs which require multiple surveys, complex graphics, complex filtering and conditional question jumping, and database creation in multiple formats.
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## 4. Project Description

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

Traditional data collection methods such as mail questionnaires are very expensive and have very low response rate. The future of primary data collection is going to be online. Many of our students use online questionnaires to gather the data for class projects and their dissertations (in the case of doctoral students). Tools that are available free-of-charge or at GSU (e.g., Zoomerang) are highly limited and do not provide all of the capabilities that are needed to gather this information. The use of GSU's Zoomerang, for example, requires a GSU IS&T staff member to set-up the student's survey and transfer data gathered back to this student. This is a very inefficient process that does not allow the user to readily make ad hoc, but needed changes to the instrument and then to monitor the data gathering to ensure

that the process is working well. In short, the entire process is intermediated by GSU staff, who have other priorities and job tasks. The process is so problematic that many students opt for the highly-limited but free online surveys (such as surveymonkey) rather than have to have their critical data collection be intermediated by GSU staff.

The software we would like to procure has many capabilities that will make the work of our students much easier. These include individual accounts for all users, experimental designs which require multiple surveys, complex graphics, complex filtering and conditional question jumping, and database creation in multiple formats.

Qualtrics is the industry leader in online surveys and has all of the above qualities. They will provide access to their software and support services for 5 years at a cost of \$25,000. This amount is their special academic pricing which is about 10% of the amount they charge their industry clients (90% discount). Qualtrics is currently used by leading academic institutions such as Wharton, UCLA, Northwestern, Emory, etc. All students and faculty of RCB will have access to Qualtrics. All of the approximate 7000 students (undergraduate, graduate, and doctoral) and 180 faculty members of RCB will have access to this product . Unlike Zoomerang (for which GSU has only one account), each student and faculty member will be able to create his/her own individual account and use Qualtrics.

It is important to recognize that the Qualtrics software is hosted off-site by the vendor and so there will be no additional hardware, system software, or networking software resources needed from GSU on-site computing resources. Students (and faculty and staff) will interact with the system over the Internet, but this will place no more demands on the overall GSU network than are currently being consumed in interacting with Zoomerang or other Internet-based, research-assistive software.

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

IS&T: IST08-033
Facilities: #14543-07

**6. Relevance to Regents Guidelines**

1. Online data collection is the future of all primary research. It is important that our students have familiarity and access to such a technology.
2. There will be sufficient licenses such that all students will be able to create their own accounts as needed.
3. This technology will make students productive in their research and class work.
4. All RCB students, faculty and staff will be able to use this technology.

5. This proposal does not require any new equipment/hardware, facilities, consumable supplies, or staffing.
6. The academic pricing offered by the vendor is less than 10% of the actual commercial price.

## **7. Relevance to Strategic Plan(s)**

7. Will enhance quality of academic work done by students
8. Will familiarize students with cutting edge technology and tools.
9. Will make the students more competitive in a technology driven society.
10. Will reduce reliance on environmentally unfriendly and inefficient ways of data collection and doing research.
11. Will enhance student research productivity.
12. Will make international research more feasible.

## **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.*

All of the approximate 7000 students of RCB will have access to this web-based survey tool 24 hours of the day with no additional investment in equipment, facilities, consumable supplies or staffing. Our best estimate is that about 10% to 20% of the students will use this tool. This number is likely to grow every year.

### 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
<b>Supplies</b> (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			
<b>Equipment</b>	Item 1			\$0.00
	Item 2, etc			
<b>Software</b> (Note: Include Vendor and Product Name.)	Quatrics web-based survey software (including support and service)			\$25000
	Item 2			
	Item 3, etc			
<b>Maintenance or Contractual Services</b>	Item 1			\$0.00
	Item 2, etc			
<i>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)</i>				
<b>Construction Services</b> (Requires review of Planning & Facilities)	Item 1			\$0.00
	Item 2			
	Item 3, etc			
<b>Network Connections and Infrastructure Costs</b> (Requires review of UCCS)	Item 1			\$0.00
	Item 2			
	Item 3			
	Item 4, etc			
<b>Physical Security</b> (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1			\$0.00
	Item 2			
	Item 3			
	Item 4, etc			
<b>Other Expenses</b> (explain)	Item 1			\$0.00
	Item 2, etc			
<i>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)</i>				
<b>Staff Salaries</b>	Item 1			\$0.00
	Item 2, etc			
<b>Fringe Benefits</b>	Item 1			\$0.00
	Item 2, etc			
		<b>Hours/wk</b>	<b>Hourly Rate</b>	
<b>Student Assistant Salaries</b>	Item 1			\$0.00
	Item 2, etc			
<b>Graduate Student Assistant Salaries</b>	Item 1			\$0.00
	Item 2, etc			
<b>TOTAL</b>				<b>\$25000</b>

The above amount (\$25000) will provide access to the software, support and service for 5 years. Partial funding will result in proportional reduction in time of access to the product and

services.

## **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.

**The above amount (\$25000) will provide access to the software, support and service for 5 years. Partial funding will result in proportional reduction in time of access to the product and services.**

Object of Expense	Itemized Descriptions		Quantity	Per unit price	Extended Total
<b>Supplies</b> (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				
<b>Equipment</b>	Item 1				\$0.00
	Item 2, etc				
<b>Software</b> (Note: Include Vendor and Product Name.)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
<b>Maintenance or Contractual Services</b>	Item 1				\$0.00
	Item 2, etc				
<b>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)</b>					
<b>Construction Services</b> (Requires review of Planning & Facilities)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
<b>Network Connections and Infrastructure Costs</b> (Requires review of UCCS)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
<b>Physical Security</b> (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
<b>Other Expenses</b> (explain)	Item 1				\$0.00
	Item 2, etc				
<b>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)</b>					
<b>Staff Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>Fringe Benefits</b>	Item 1				\$0.00
	Item 2, etc				
			<b>Hours/wk</b>	<b>Hourly Rate</b>	
<b>Student Assistant Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>Graduate Student Assistant Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>TOTAL</b>					<b>\$0.00</b>

**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.

**The above amount (\$25000) will provide access to the software, support and service for 5 years. Partial funding will result in proportional reduction in time of access to the product and services.**

Object of Expense	Itemized Descriptions		Quantity	Per unit price	Extended Total
<b>Supplies</b> (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				
<b>Equipment</b>	Item 1				\$0.00
	Item 2, etc				
<b>Software</b> (Note: Include Vendor and Product Name.)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
<b>Maintenance or Contractual Services</b>	Item 1				\$0.00
	Item 2, etc				
<b>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)</b>					
<b>Construction Services</b> (Requires review of Planning & Facilities)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
<b>Network Connections and Infrastructure Costs</b> (Requires review of UCCS)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
<b>Physical Security</b> (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
<b>Other Expenses</b> (explain)	Item 1				\$0.00
	Item 2, etc				
<b>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)</b>					
<b>Staff Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>Fringe Benefits</b>	Item 1				\$0.00
	Item 2, etc				
			<b>Hours/wk</b>	<b>Hourly Rate</b>	
<b>Student Assistant Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>Graduate Student Assistant Salaries</b>	Item 1				\$0.00
	Item 2, etc				
<b>TOTAL</b>					<b>\$0.00</b>

## 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:

- |  |         |
|--|---------|
| 13. Windows/Intel processors workstation, including monitor: | \$1,222 |
| 14. 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:

- 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.*
- 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.*

Not applicable

## 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.*

Not applicable

**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.*

Not applicable

**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](mailto:techfee@gsu.edu)):

**This project has no impact on facilities.**

**17. Impact on Computing/Networking/Information Security Infrastructure**

*Include the assessment response from the IS&T review that was **required** to be submitted by January 12, 2007.*

Information Security Review (Tammy Clark):

Impact: No  
Assessment:

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: Yes  
Assessment: Because this is an externally hosted application there will be impact on the campus edge connection. However, the impact should be minimal.

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

Impact: (No-CWH)  
  
Assessment:

Lab and Classroom Configurations (Joe Amador):

Impact: Yes/No NO  
Assessment:

## 18. Physical Security Needs

None

## 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).*

- a. availability of Qualtrics software
- b. usage of Qualtrics by students in class and research projects
- c. student satisfaction with Qualtrics

## **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