Submitting Organization(s)

Major Unit: Robinson College of Business
Department: Institute of International Business
Contact Person Name: Karen D. Loch
Contact Person Email: kloch@gsu.edu
Contact Person Phone: 404-651-4095

1. Project Short Title

5-8 Word Project Title
RCB’s International Innovations Communications & Awareness Program

2. Total Requested Amount (reference to funding for “Years Following” removed)

Fiscal Year 2003
$9,524.95

3. Executive Summary

Project Description (Three or four sentences)
IIB showcases and promotes international efforts for the Robinson College of Business in many forums, such as information sessions for college-sponsored study abroad programs, MIB energizer, annual career panel, mentor program, speakers’ forums, other special events. The audience is prominently student-oriented but will include as well significant interaction with the business community. The requested equipment provides IIB with the ability to more effectively and efficiently deliver awareness and promotion campaigns to our students, faculty, and the business community.

4. Project Description

IIB and faculty throughout the college who are associated with various international initiatives frequently produce promotional materials to increase awareness of opportunities to students, faculty, and the local community. For students, opportunities range from study abroad programs, annual mentor program, the International Business Alliance student group, career panel, speakers’ forums, company visits, the MIB energizer, and the like. It is a focused effort to assist students in creating a portfolio of classroom and outside complementary experiences that prepare them for the competitive workplace and stand out from the crowd. For faculty, the opportunities are teaching and research exchanges, typically through partner institutions, or support when serving as a study abroad program director. For the local community, it is a two-
way effort. Representative faculty make presentations in such locals as the World Trade Center or at a company site to share what GSU and the business school is doing in the international domain that may likely be of interest to them. This includes such efforts as developing internship relationships and promoting our students as prospective employees. Additionally, we share with the companies what RCB has to offer in terms of intellectual capital that may be of value to them in their competitive environment.

Problem: We frequently encounter the scenario where the venue, on-campus conference room or off-campus site, does not have the capability to provide or support multimedia needs, or it can but at a significant cost such that the delivery mechanism is changed, thereby reducing its impact. In addition, preparation of attractive flyers, brochures, and other types of printed materials is cumbersome due to price considerations and lead times.

Solution: This request addresses these challenges specifically, affording IIB, and its associated faculty and programs, the ability to more effectively and efficiently deliver awareness and promotional campaigns to our students, faculty, and the business community.

5. Relevance to Regents Guidelines

This request for fees matches Regents Guideline #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 program.

This request is consistent with the stipulation that they be directed toward those efforts that provide added value to the educational experiences of the students. Funding this proposal provides this added value to our students, faculty, and our business community by creating ready and economically viable access to productive tools such as a color laser printer for production of materials, laptop and video-projector for portability to deliver key messages to the target audiences. Students who are more aware of programmatic opportunities (study abroad, MIB energizer, other degree-program options), and supplemental opportunities (mentor program, speakers’ forums, company visits, career panel), will be better equipped to enter the job market.

6. Relevance to Strategic Plan(s)

The proposed project supports the University, the Robinson College of Business, and the Institute of International Business strategic plan in the collective ongoing efforts to internationalize the student body, the faculty, and respective programs. Furthermore, a primary and intended benefit of the proposal is its portability—which allows us to reach our audience independent of location and without added costs.

6.7 Impact on Students Served

The students served are at both the undergraduate and graduate level. Program
offerings such as speakers’ forums, company visits, and the career panel are open to all interested students. The MIB Energizer is limited to MIB degree candidates. The Mentor Program is open to all business students with a programmatic interest in building a career path in international business. As an example, we recently mailed 2500 packets to students to promote study abroad programs. The equipment would be available to all faculty and staff who are formally part of an effort on behalf of the Institute or College related to international.

7-8. Justification of Funding Requirements for Fiscal Year 2003

Provide a specific description of the funding requirements in FY2003. 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 $1000 SHOULD BE CATEGORIZED AS “SUPPLIES”**.

<table>
<thead>
<tr>
<th>Object of Expense</th>
<th>Itemized Descriptions</th>
<th>Quantity</th>
<th>Extended $ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Salaries</td>
<td>Item 1</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td>Fringe Benefits</td>
<td>Item 1</td>
<td></td>
<td>$</td>
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<tr>
<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td>Student Salaries</td>
<td>Item 1</td>
<td></td>
<td>$</td>
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<tr>
<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Equipment (Note: Use standard dollar amounts and replacement thresholds from sections 10/11, or provide explanation in sections 10/11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>174626-001 – Video Projector (1)</td>
<td>1</td>
<td>$2,850.00</td>
<td></td>
</tr>
<tr>
<td>HP color laserjet 4550n series (2)</td>
<td>1</td>
<td>$2,359.00</td>
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<tr>
<td>Dell Latitude C840 (3)</td>
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<td>$3,154.00</td>
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<tr>
<td>Software</td>
<td>Item 1</td>
<td></td>
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<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td>Maintenance or Contractual Services</td>
<td>Item 1</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td>Supplies</td>
<td>Compaq: lamp replacement for supl mp 16 (4)</td>
<td>2</td>
<td>$ 674.00</td>
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<tr>
<td></td>
<td>Printer cartridge replacements Black (1), color cyan, magenta, yellow (1 or each) (5)</td>
<td>1 each</td>
<td>$ 409.96</td>
</tr>
<tr>
<td></td>
<td>Printer drum kit (6)</td>
<td>1</td>
<td>$ 77.99</td>
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<tr>
<td>Construction Services (Requires review of Planning &amp; Facilities)</td>
<td>Item 1</td>
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<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td>Network Connections and Infrastructure Costs (Requires review of UCCS)</td>
<td>Item 1</td>
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<td>Item 2</td>
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<td></td>
<td>Item 3, etc</td>
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<tr>
<td>Other Expenses (explain)</td>
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<td></td>
<td>Item 2, etc</td>
<td></td>
<td>$</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$9,524.95</strong></td>
</tr>
</tbody>
</table>

1. Video projector: very light weight, portable with high quality
2. HP color laserjet: excellent quality, reasonable speed to meet needs
3. Dell latitude Pentium 4 processor, XP operating system, RW CDRom, 40GB hard drive,
modem/network card, service package
4. 2 lamp replacements for video projector
5. Printer cartridges
6. Printer drum kit

8.9. 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 2003 at the following percentages of the requested total:

Only 75% funded: or $7,143.71. The project clearly remains viable. The first priorities remain the laser printer and the video projector. It is possible with planning and depending on other activities by other faculty in the college, to obtain a loaner machine from systems support. This is not preferred because of 1) availability may not always be possible 2) inability to optimize machine – files, directories, etc. for the specific efforts related to international 3) efficiency – each time everything would need to be verified that all the files were in place, and everything remained functional.

Only 50% funded: or $4,762.48. The project is still viable. It would be possible to purchase the top two priorities with a shortage of $446.53, for which we would seek external monies. Items cut: Dell laptop; replacement lamps and cartridges.

10. Standard Dollar Amounts

In constructing the budgetary requests in step 8 above, computer workstations should be budgeted at the following levels:

- Windows/Intel processors workstation, including monitor: $1,800
- Apple Macintosh models: $3,170

Requests departing from the above standard amounts require documentation of the specific programmatic need that requires departure from this standard. (See Attachment 2: Standard Windows/Intel instructional workstation.) Please explain any requested departures below:

Provide any justification narrative of programmatic requirements here.

11. 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 400 Mhz 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, 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.

12. 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.

13. 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.

14. Staffing and Other Support Availability

If appropriate, describe the specific staff and other continuing fiscal resources required to maintain the proposed project. For staff requirements, identify the current unit and supervisor of staff required to support the related technology.

15. Space Availability

No space requested.

16. Impact on Facilities

None.

17. Impact on Computing/Network Infrastructure

None expected. Principally stand-alone equipment with the exception of the printer which will be made available to appropriate workstations in support of production. It comes network ready.

18. Post-Project Assessment Criteria

Number of presentations made, types of materials prepared through the use of the purchased equipment.

18.19. Review and Acknowledgements