FY 2006 Technology Fee Proposal

Submitting Organization:
   Major Unit: Robinson College of Business
   Department: Economic Forecasting Center

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   Telephone: 404-651-3288

1. Project Short Title

   5-8 Word Project Title
   Student Economic Conferences

2. Total Requested

   Fiscal Year 2006
   $ 29,500

3. Executive Summary

   Project Description (three or four sentences)
   At least 400 students attend the Quarterly Economic Forecasting Conferences every year, where are given the opportunity to network with local business professionals, further enhancing their chances of post-graduation employment. The conferences also show students how economic information can impact their decision-making process. To accomplish this goal, the Economic Forecasting Center requires technical software and a data service subscription to produce the conference materials that draw in such a high number of business and student attendees.

4. Project Description

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

   At least 400 graduate business students attend the Quarterly Economic Forecasting Conferences, which serves as a forum to present the state and national forecast to the business and academic community. Students are granted admission to the conferences free-of-charge, a considerable privilege considering that the normal entrance price is $150 per person. Graduate students that attend are given the opportunity to network with more than 250 business leaders that regularly attend, which expands their employment options after they graduate. Additionally, they also receive a complimentary copy of each forecast booklet, which are usually sold for $100 - $150.

   To host the conferences, the Center must produce the state and national forecast reports, which is an analysis of hundreds of economic indicators. It is therefore critical to have the latest and most accurate national, regional and local data in order to produce the forecasts. The forecast firm GLOBALINSIGHT has both the technology to directly download the latest data and the software to analyze it. The purchase of the Aremos forecast software and macro data service is essential if the Center is to continue to produce conferences for the business community and the university’s graduate students.
5. Record the review numbers assigned by IS&T and Facilities. Their assessments must be included in Sections 16 and 17.

| IS&T: #IST06-010 | Facilities: #12417-05 |

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.

[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.

By attending the conferences, 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 conferences for students are produced in conjunction with the forecast reports, which require an Aremos software licenses 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 three years, 15 graduate business students have been fully trained to extract macro data, write economic analysis reports and assist in producing the forecast. These students have used these skills to further their employment opportunities after graduation.

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.

The Economic Forecasting Center provides an analysis of the economy to a local, regional and national audience, as well as students and faculty. A clear understanding of the economy is crucial for our graduate students to increase their chances of employment in today’s competitive job market. By attending the Quarterly Economic Forecasting Conferences free-of-charge, graduate students learn how economics will affect their business decisions in the corporate world. The purchase of the Aremos software license and data service will ensure that these conferences continue.

8. Impact on Students Served

Every year, at least 400 graduate business students attend the Robinson Economic Forecasting conference free-of-charge (normal price is $150). 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 250 business leaders.
Additionally, the Center’s GRA’s have gained a considerable advantage by learning how to use the software. Over the last three years, 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 2006

<table>
<thead>
<tr>
<th>Object of Expense</th>
<th>Itemized Description</th>
<th>Quantity</th>
<th>Per Unit Price</th>
<th>Extended Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>GlobalInsight's AREMOS Software</td>
<td>1</td>
<td>$5,000</td>
<td>$5,000</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</td>
</tr>
<tr>
<td>Contractual Services</td>
<td>U.S. Regional Data Service (Southeast)</td>
<td>1</td>
<td>$8,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>U.S. Regional Historic Data Service</td>
<td>1</td>
<td>$2,500</td>
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<tr>
<td></td>
<td>U.S. Historic Data Service</td>
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<td></td>
</tr>
</tbody>
</table>

$29,500
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 2006 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.

<table>
<thead>
<tr>
<th>Object of Expense</th>
<th>Itemized Description</th>
<th>Quantity</th>
<th>Per Unit Price</th>
<th>Extended Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>GlobalInsight's AREMOS Software</td>
<td>1</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Maintenance or Contractual Services</td>
<td>U.S. Economic Short-Term Data Service</td>
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<td>$17,125</td>
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<td></td>
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<tr>
<td></td>
<td>U.S. Regional Historic Data Service</td>
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<td></td>
<td>U.S. Historic Data Service</td>
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</table>

Total: $22,125

**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.

<table>
<thead>
<tr>
<th>Object of Expense</th>
<th>Itemized Description</th>
<th>Quantity</th>
<th>Per Unit Price</th>
<th>Extended Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>GlobalInsight's AREMOS Software</td>
<td>1</td>
<td>$5,000</td>
<td>$5,000</td>
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<td>$9,750</td>
<td>$17,125</td>
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</table>

Total: $14,750
11. Standard Dollar Amounts

    NOT APPLICABLE

12. Standard Replacement Thresholds

    NOT APPLICABLE – NO EQUIPMENT IS BEING REQUESTED

13. Prerequisite, Non-Technology Fee Funding

    NOT APPLICABLE

14. Matching Funds

    After FY06, the Center expects to pay for the Aremos software license and data service through its Foundation Account.

15. Staffing and Other Support Availability

    The Center’s current staff will run the Aremos program. No additional staff is necessary.

16. Space Availability and Impact on Facilities

    This project does not impact facilities.

17. Impact on Computing/Networking/Security Infrastructure

    IS&T Review # IST06-010

    Network: no network impact expected. Onetime download to 5 separate machines.

    Security: No issues

    Software is not available through MSD.

18. Post-Project Assessment Criteria

    The Center expects graduate students to benefit tremendously from their attendance at the conferences, whether because they network more effectively with the business community or because they are better able to understand the importance of economics in the business world. As a measure of success, the Center expects a large number of post-graduates to return to the conferences as representatives of their companies.

19. Review and Acknowledgements

    NOT APPLICABLE