

IFCN- Investment Fund for Core Needs - Entry #12 2018-2019

PROPOSAL SUMMARY

Title: Bloomberg Lab for Business Majors and Minors
Project Lead Name: Joy Bhadury
Project Lead eMail Address: jbhadury@brockport.edu
Project Lead Department: School of Business and Management
Project Lead School/Division: School of Business & Management
Total Amount Requested: \$6,288.46
Name of Sponsor 1: Joy Bhadury

A. PROPOSAL DESCRIPTION & IMPACT

A-1. Description of the Initiative.

For the past 2 years, the School of Business & Management (SOBAM) is one of the few SUNY campuses that subscribes to 8 Bloomberg terminals, considered the state-of-the-art technology for business information and as such, an invaluable tool for business education. However, due to the lack of adequate space, only 4 of these have been accessible to students and there was no provision for faculty to provide any instruction in the space. Recently, Hartwell 55 (previously, this room was numbered Hartwell 60, which is how it is referred in the building map) has been identified as a room where all 8 Bloomberg terminals can be co-located along with some additional space in the room where faculty can provide instruction. This proposal is a request for funding to appropriately equip this Bloomberg Lab so that all 8 terminals can be housed there along with equipment to enable instruction. This will vastly expand the accessibility of this invaluable resource to all SOBAM students starting Fall 2018.

A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer-term impacts?

More students will be able to access these terminals to obtain a Bloomberg certification that significantly improves their employment potential. Instructors can hold sessions with students to illustrate the use of Bloomberg terminals in their course materials and assignments. Faculty can use this to obtain financial and other business information for teaching and research. It will also serve as a valuable marketing tool, especially on Open House and Accepted Students Day, for recruitment of business intents.

B. STRATEGIC ALIGNMENT

B-1. Outline the ways in which the proposed investment will contribute to the College Strategic Plan Goals, and if appropriate, their Measures of Success.

GOAL 1: To be a Great College at which to Learn

By allowing all 8 Bloomberg terminals to be located in one lab which is also equipped for instruction, the proposed Bloomberg Lab will significantly increase the access to all SOBAM students and faculty.

Presently, 2 required courses in the business curriculum have been selected to include greater coverage of topics related to Bloomberg terminals. Having this lab will enable the faculty to develop lab-based exercises and assignments to ensure better learning by students. In addition, all business students will be encouraged to obtain Bloomberg certification because it significantly enhances their employment potential. Currently, due to limited availability, about 40 students are able to obtain the certification every year. Our estimates are that with a fully equipped lab in place, all business students will be exposed to the usage of these terminals and the number of students that go on to obtain Bloomberg certification will significantly increase. These, in turn, will have a salient impact on the quality of the education that SOBAM faculty impart to their students, making The College and Brockport a great College at which to learn.

GOAL 4: To be a Great College at which to Work

Bloomberg terminals are one of the best and most up-to-date databases for financial and other information for companies. Having a Bloomberg Lab with 8 terminals that is accessible to all SOBAM faculty will enable them to use these for their own research and scholarship. That, in turn, helps with the recruitment and retention of high parameter faculty in SOBAM by demonstrating that The College at Brockport has adequate facilities to claim to be a great college at which to work.

C. SUSTAINABILITY

C-1. How will this initiative become self-sustaining beyond the initial funding period? Subscription to the Bloomberg terminals will be supported via course-embedded fees that have been already approved by SUNY. This proposal seeks funding to help with the initial setting up of the Bloomberg lab. Thereafter, the course-embedded fees combined with foundation funds in SOBAM will guarantee financial sustainability of the Bloomberg lab.

D. IMPLEMENTATION PLAN

D-1. Identify the specific activities to be funded from the Investment Fund. Provide an estimated timeline for implementation and for activities anticipated to be ongoing. The timeline for properly setting up the Bloomberg lab covers Spring and Summer 2018. The specific activities to be funded are as follows:

Purchasing and installing A Samsung KU6300 65" Smart TV with connector to hookup a laptop for instruction

Purchasing and installing Omnimount OC175F security wall mount

Purchasing and installing 4 Dell Optiplex 3050 standard configuration computers to connect to 4 Bloomberg terminals. Every Bloomberg terminal requires a standard PC and for past 2 years, only 4 terminals have been deployed, requiring 4 PCs. Installation of 4 more terminals requires the purchase of 4 more PCs.

Purchasing and installing an Axis P3354 security camera

Purchasing and installing a security lock with numeric pad to ensure secured access

Purchase and installation of room furniture for the terminals and instructor

Purchase and installation of Google Chromecast for projecting Bloomberg TV on the Smart TV.

Additionally, other activities also need to be performed to properly outfit Hartwell 55. These have all been identified by Facilities Planning and they are currently planning to complete these activities. They include: adding an additional circuit and additional data hub with appropriate cables, painting, stripping and waxing floor, replacing damaged ceiling tile, new filters in the FCU and repair of vertical blinds repaired. Since the fan coil unit has cooling coils in it a checkup of the he condensate pump for the unit is also required.

E. CONSULTATION

E-1. For requests involving technology. Has the Chief Information Officer (Bob Cushman or his designee) reviewed this proposal and verified potential costs as it relates to technology: Yes, proof on file.

E-2. For requests involving facilities. Has the Director of Facilities & Planning (John Osowski or his designee) reviewed this proposal and verified potential costs as it relates to facilities: Yes, proof on file.

E-3. The Project Lead has confirmed other required resources with the appropriate supervisor: Yes, proof on file.

F. BUDGET & OTHER FUNDING SOURCES

F-1. Itemized Budget (Excel format ONLY): [On file]

F-2. Total Amount Requested: \$6,288.46

F-3. This proposal includes: Cost sharing.

F-4. Other funding sources* for this proposal? Not applicable.

F-5. Is the success of the project contingent on receipt of funds from any additional funding source(s)?

Without the additional \$6288.46 requested from IFCN, SOBAM doesn't have the adequate funds to appropriately set up and equip the Bloomberg Lab.

G. ASSESSMENT PLAN

G-1. How will you assess/measure the effectiveness of this initiative? Provide anticipated outcomes and specific measurements for success.

The success of the Bloomberg Lab will be measured by:

(1) number of students who use the lab each year

(2) number of students who receive Bloomberg certification each year and

(3) number of faculty and courses where Bloomberg terminal based topics are covered.

H. ADDITIONAL INFORMATION

H-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

Academic Affairs funding has traditionally been used to support personnel in the division. As such, SOBAM has not approached the Provost's Office to pay for the setup of the Bloomberg Lab. The Provost's Office has already helped by securing Hartwell 55 to house the lab.

Upload up to three supplemental files here (not required): [On file]

Signature of Project Lead: [on file]

Project Lead Email: jbhadury@brockport.edu

Signatures of sponsors are on file in the Administration and Finance Division.