

Investment Fund for Core Needs (IFCN)

Entry #132

A. PROPOSAL SUMMARY

Title: Swipe Tracking for the ASC and beyond

Project Lead Name: Thomas Chew
EMSA and AA

Project Lead email address: tchew@brockport.edu

Amount Requested: \$9900

Checked

Name of Sponsor 1: Katy Wilson
Enrollment Management and Student Affairs

Name of Sponsor 2: Jim Haynes
Academic Affairs

Name of Sponsor 3:

A-1. Description of the Initiative

Tracking student interactions and usage of both programmatic and service offices around campus is an integral part of assessment and budget planning.

The four departments within the Academic Success Center currently track who comes in to meet with us/use our services including how often and the specifics of why. This is done mostly by hand either on paper in some areas or through Machforms in others.

This proposal would purchase the equipment needed to have the students use their college issued ID cards to not only swipe in and out of these areas, but to add information as to who they are there to see, why, and even qualitative results.

At the President's Leadership Summit, a few other offices including the student Union and the SERC expressed interest in this capability as a way to better assess and understand their program usage as well.

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

In the short term, any department utilizing this system will immediately have a better overall understanding of their traffic and student needs. This is invaluable to planning for budgets, staff schedules, internal resources and student perception of programming needs. This type of data will help

us recognize trends throughout the semester and better allow us to show the impact we have on our students.

In budget conscious scenarios, it is important for individuals as well as departments to show how and why they are spending their time a certain way. The Student Learning Center, primarily staffed by students, spends paid hours each week gathering data from paper into an online system. This data still needs to be sorted, organized and evaluated. The long term impact for any office delving into their usage to this degree will be robust and appropriate data that can be used in reporting and justification of human and budgetary resources. We will be able to show how our students ask for help, what help they need and who is showing up for that help. In the Union, we will be able to better assess individual programs as well as clearly defining the best times of the day, week or semester to hold these programs.

In short, this will add the incredible value of usable assessment and reporting data we know we need. It will also make the lives of many slightly easier on a day to day basis. MCC, SUNY Geneseo and the REOC all have similar programs as to what we are proposing. Each reports that it has made their data collection and day to day office expectations easier and more streamlined.

B. STRATEGIC ALIGNMENT

B-1. To be a Great College at which to Learn

We want to know how to best help our students. We want to give them the best support and service we can possibly provide. This is achieved through high levels of interaction, focus on their developmental needs and, through this initiative, putting our resources, time and effort to where the data tells us.

B-2. To be a College engaged with its Community

B-3. To be a Sustainable Institution for the 21st Century

We will be replacing at least one antiquated paper tracking system with a far more sustainable electronic system.

B-4. To be a Great College at which to Work

Each and every one of us is asked to accomplish a lot in a small amount of time. We wouldn't be in this business if we didn't care about students. This initiative allows us to look at our own time more carefully and critically. We can support and recognize the individuals who are going above and beyond while still assisting those who are developing as professionals.

This will help offer the comfort of data for those who worry about the longevity of their positions (temporary appointments). It is also a tool for the supervisory staff within any unit who utilizes this initiative to better understand the needs of their staff and how their staff interacts with students across campus.

C. IMPLEMENTATION PLAN AND BUDGET

C-1. Identify the specific activities to be funded from the Investment Fund, estimated time-line for implementation, and for activities anticipated to be ongoing, plans for continued funding.

Item 1: Prox Card Readers

Item 1 Amount: \$1200

Item 2: TouchScreen Monitors

Item 2 Amount: \$1770

Item 3: Monitor Stands

Item 3 Amount: \$1050

Item 4: External Programming

Item 4 Amount: \$6000

Item 5:

Item 5 Amount: \$

Item 6:

Item 6 Amount: \$

Item 7:

Item 7 Amount: \$

Item 8:

Item 8 Amount: \$

Item 9:

Item 9 Amount: \$

Item 10:

Item 10 Amount: \$

TOTAL EXPENSES, ALL ITEMS: \$10020

Matching Fund: \$

In-Kind Services: Provide FTE and name of personnel who have committed to in-kind services.

D. ASSESSMENT PLAN:

D-1. What are the anticipated outcomes and specific measurements for success?

The anticipated outcomes will be the quality of the data we receive. As we prepare to open the new building and increase cross campus partnerships, we want to show where our time is going so we know how to plan ahead. We know things will be different, but a quality tracking and data gathering system will help us understand how and why.

Showing through our annual reports that we are progressively meeting the needs of more students, changing our practices to provide the highest impact, meeting students where they most need the assistance and helping professional staff justify their time and efforts will make this initiative successful.

E. ADDITIONAL INFORMATION

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

The ASC currently has a limited technology budget. We have spent much of what we did have on the onboarding needs of our new staff.

The amount of interest in learning more and utilizing this system in other areas on campus has also been interested. Areas that see a lot of traffic and hold a lot of programs currently might see who shows up, but they often don't know why. Getting a well rounded view of our programming and service needs is a win-win situation for everyone involved.

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

Signature of Project Lead: [on file]

Email: tchew@brockport.edu

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

Sponsor 1 Comments:

Sponsor 2 comments: Approved by Jim Haynes on 2017-03-10 by attached email named "IFCN_132_Chew_Haynes_ok.pdf"

Sponsor 3 Comments:

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