

HENRY FORD COLLEGE
Technology Investment Fund (TIF)
Application for Funding

This form and any attachments must be submitted electronically to the chairperson of the Technology Investment Committee by the published deadline date. (This application may be submitted as a document separate from the attachments.)

Please read the Outline of Approval Process and Expectations of Applicants/Project Directors on the last page, and check the box stating that you agree to the terms of the expectations.

Date of Application: March 29, 2019	Strategic Planning Initiative ID #: 1935
Project Name: Replace and Upgrade Campus Digital Display Board System	Total TIF Funds Requested: \$151,031.30
Project Director(s): Rhonda DeLong, Cassandra Fluker, and Donald Dille	Department/Division/School: Marketing and Communications, Student Activities, and IT Services
Summary of Project <i>(Please limit to one paragraph.)</i>	
To replace and upgrade campus indoor digital display boards and their supporting technology to serve students through improved functionality, customization, flexibility, access, and visibility.	
Detailed Description of Project	
Describe your project as specifically as possible. What do you propose to do, and why do you propose to do this? We propose to overhaul the current digital board system with new equipment and software. The current system is badly outdated, cobbled together, difficult to maintain, static, and fragile. The current setup has been in place for approximately 11 years. It has become a faulty system and does not adequately serve the campus community. As a Future Driven institution, our technology services should be reasonably comparable with our academic services and with our competitor institutions.	
Student Impact	
How many unique students will be served each academic year (Fall through Summer) by your project? "Unique students" refers to unduplicated headcount. Provide detail (course numbers, titles, and enrollments, for example). HFC has an enrollment of approximately 12,500. We intend to serve all students through this project, including online students. (Most online students visit the campus to see an instructor or counselor/advisor.) We plan to provide much greater functionality than our current system, including delivering different kinds of content via different boards at different times of the day. So, for example, evening students in the Science building could receive different content than daytime students in the Student Center. Customization will be available at the individual-display level if desired. Video and live feed options will be available.	

Live emergency alerts or other notifications could be posted in real time.

We plan to create more opportunities for student-driven content and to continue engaging students in telling us what kinds of content will best serve their needs. We will consider how telecom or tech students can be involved in the maintenance of the system, including through a co-op position. In the future, the boards could also serve pedagogical purposes.

The boards are placed and seen across both campuses, so they are highly visible. Moving to a standardized, centrally managed system will not only provide direct-to-student benefits, it will reduce technology obsolescence and support load and will vastly reduce downtime for the digital displays.

Project Relevance to Technology Investment Committee Guidelines

(Address only those that apply.)

Explain how the project provides technology to multiple courses or programs.

The project is broader than classroom use as it is intended for all students in our campus buildings. We will consider how telecom or tech students can be effectively involved in the maintenance of the system, including through a co-op position.

Explain how the project introduces student access to technology where it has not been available.

We plan to create a position in the Office of Marketing and Communications to give one or more students hands-on experience in working with the technology. This will serve as a hands-on learning experience in the operations of software and systems that are used at many businesses and institutions.

Integration with the Emergency Notification System is also new and will allow Campus Safety or Marketing and Communications to post immediate alerts to all digital displays in the event of an incident on campus.

Explain how the project promotes innovation.

The project will be our first foray into delivering real-time, high-value, targeted public content to students and visitors in public spaces within our buildings. It will allow us to provide greater connections among students relative to their interests, including such options as campus events, co-curricular activities, job opportunities, and relevant world events. The new system has the potential to improve campus involvement and to generate excitement about community engagement. We will consider ways to use the system to create interactive communications.

The new digital display system will also be integrated with our Emergency Notification System, which means students and visitors could be notified in real-time in the event of an incident or emergency on campus.

Explain how the project promotes curricular revision.

The project is not directly targeted toward curricular revision. However, if we are able to lead the way in innovations around engaging uses of this technology and if we are able to include

students in the maintenance and extension of the system and integrations with other systems, this could have a positive impact within classroom pedagogy as well.

Explain how the project supports areas that have established themselves as leaders using technology.

We plan to engage students from the telecom and technology programs to allow them real-world experiences that will be relevant to their careers. We will also support student services and IT through providing better on-campus engagement, connections, and integration.

Are you pursuing additional funding sources? If so, what are they?

The Student Activity Fee may be considered as an additional funding source.

Project Budget

What will be purchased? (Include model numbers, if appropriate.) What is the cost? Include amounts that are committed from funds other than the Technology Investment Fund, and indicate the source of those other funds.

Please review the attached spreadsheet for detailed information:

36 New commercial signage displays

27 DC-J Series 43" (\$719.00 each) \$19,413.00

6 DC-J Series 49" \$875.00 each) \$5,250.00

3 DC-J Series 55" \$1,344.00 each) \$4,032.00

40 Lockdown enclosures

37 TV Shield PRO Lite 42-50" Indoor TV/Display (\$969.98 each) \$35,889.26

3 TV Shield PRO Lite 55-60" Indoor TV/Display (\$1,149.98 each) \$3,449.94

40 Wall mounts (\$66.99 each) \$2,799.60

TelVue InfoVue digital signage package including server \$5,250.00

40 Telvue InfoVue Client "Players" (\$597.00 each) \$23,880.00 w/40% discount

Warranty (2 years) \$742.50

Annual Fee (re-occurring) \$495.00 (40 boards) = \$19,800.00

Misc:

Cabling Moves (Electric-Internal) \$1,500.00 (8) \$12,000.00

Cabling Moves (Data) \$275.00 (15) \$4,125.00

TV Remounting/Rehanging \$360 (40) \$14,400.00

Total Cost estimate: \$151,030.30

Where will funds for future maintenance needs, consumables, and such come from?

On-site support and management will be provided by IT Services and by any students who become involved as part of their educational experience. The annual licensing fee will probably come from Student Activity Fee funds.

Forward any support for your budget (quotes, for example) to the chairperson of the Technology Investment Committee, and indicate here what has been forwarded.

Included with this document:

1. Quote from TelVue for InfoVue Digital Signage software and equipment.
2. Spreadsheet detailing overall costs.

Rank your needs so that the Technology Investment Committee will have guidance should only partial funding be available to recommend.

Top priority would consist of at least 16 43" signage displays to replace 32" monitors around campus and the InfoVue digital signage package.

Lockdowns encasing the displays are required to protect the investment in the client players (\$600 ea.).

Project Location and Equipment Security

Describe specifically where items to be purchased will be located or installed. Forward to the chairperson of the Technology Investment Committee room-layout diagrams if appropriate.

Included with this document: Locations.xlsx and Signage Moves.pptx

Indicate the status of any necessary approvals for using the space in which items will be located or installed.

Digital signage displays already exist in or near these locations. Some mounting areas will need to be moved to nearby locations; and we will work with Facilities to make sure this happens safely and without disruption to ingress, egress, or traffic flow.

Who, specifically, will do the installation?

IT Services will coordinate this project with GRIT Technologies (display hanging/data drops) and Facilities (electrical).

How will equipment purchases be secured?

Our proposal includes lockdowns for each display, which will support and secure the client player and the display to protect against theft and vandalism.

Have you discussed with the Executive Director of Facilities Services to determine what, if any, infrastructure modifications are required to support this project such as electrical upgrades, locks, etc.? What has been determined?

Yes, electrical outlets can be added with an estimated cost of \$1,500 each. We anticipate needing 8 of these, and that cost is included in our proposal.

Have you discussed with the Director of Network and IT Infrastructure to determine what, if any, software and/or network infrastructure modifications are required to support this project? What has been determined?

Yes, most displays are already connected to the College network. Additional data drops can be added as needed.

Evaluation

How, specifically, will you determine the success or shortcomings of your project?

Increased student awareness of College information
Increased student engagement with campus activities and events
Student engagement with providing targeted information via the digital displays
Improved display uptime and use of digital boards
Decreased calls to the Help Desk regarding digital signage.

A FINAL NOTE FOR YOUR CONSIDERATION:

Based on what we know now, we anticipate a project lifetime of 5 to 10 years for the new digital boards. While we are requesting a significant investment, we believe it will be highly effective and strategic when considered over the life of the project, even with the annual fee included.

Considering the project lifetime, needs, and maintenance requirements, we did give significant consideration to whether components of the existing digital boards system could be effectively re-used or integrated into a system upgrade. We determined that the only boards that meet the necessary criteria for sustainability, integration, and updated technology would be the boards in the Welcome Center. Thus, we do not intend to replace those boards as we can effectively use them with the new system. All other campus boards need to be replaced as part of this upgrade project.

TIF Funding: Outline of Approval Process and Expectations of Applicants/Project Directors

1. Your project must be consistent with the description of the purpose of the Technology Investment Fund (See II.D.210 in the Faculty Organization Handbook.) and must have been submitted as part of your division's operational plan. Assuming that your project has not been funded otherwise (from general College funds or through Perkins funding, for example), you may complete and submit the application for TIF funding by the announced deadline.
2. A meeting will be scheduled for you to present your project to the Technology Investment Committee. You will be asked to give a short presentation and to take questions from Committee members about your project. The Committee will then meet to determine whether to recommend funding for your project. Please remember that even projects with great apparent merit may not be recommended for funding due to limited funds or other factors.
3. The recommendations of the Technology Investment Committee are forwarded to the President for consideration. Should your project be recommended by the Committee for funding and should the President concur with that recommendation, the funding request is placed before the Board of Trustees for consideration.
4. If your funding request is to be brought before the Board, the Technology Investment Committee Chair will notify you of the date of the Board meeting at which your request will be discussed. You or someone familiar with your project should plan to attend that meeting to answer any questions Board members may have.
5. The Board of Trustees will not actually vote whether to allocate funds for your project until the meeting following the meeting at which your project is discussed. The Board generally does not ask further questions about projects during the meeting in which it takes the vote. The Technology Investment Committee Chair will notify you of the outcome of the Board's vote.
6. Assuming that the Board votes to allocate funds to your project, you will work with the Office of Financial Services and Auxiliary Services and with Purchasing to use your funding to complete your project. (A copy of your proposal will be forwarded to the Purchasing Director.) You are responsible for coordinating the work to be done to complete your project including any tasks required during the Spring and Summer semesters.
7. During the third full semester (Fall or Winter semester) following the semester during which your funding is awarded, you will be asked to provide a written report evaluating your project and to present this report to the Technology Investment Committee.

I (We) have read the TIF Outline of Approval Process and Expectations of Applicants/Project Directors and do agree with the terms of the expectations.

Name(s): Rhonda DeLong, Cassandra Fluker, Donald Dille

Date: March 28, 2019

Unit Price Quantity Total Cost Discount Available?

Hardware

TV Shield PRO Lite 42-50" Indoor TV/Display Enclosure	\$969.98	37	\$35,889.26	Y
TV Shield PRO Lite 55-60" Indoor TV/Display Enclosure	\$1,149.98	3	\$3,449.94	
DC-J Series 43" (Samsung)	\$719.00	27	\$19,413.00	
DC-J Series 49" (Samsung)	\$875.00	6	\$5,250.00	
DC-J Series 55" (Samsung)	\$1,344.00	3	\$4,032.00	
Tilt Mount for 30-40", 40-50" & 50-60" The TV & Display Shields	\$69.99	40	\$2,799.60	Y
			\$70,833.80	

TeVVue software and service

InfoVue Server	\$5,250.00	1	\$5,250.00	
InfoVue Players	\$597.00	40	\$23,880.00	40% Discount
Warranty	\$742.50	1	\$742.50	
Yearly fee (reoccurring)	\$495.00	40	\$19,800.00	
Training	FREE			
			\$49,672.50	

Misc

Cabling Moves (Electric) (Internal)	\$1,500.00	8	\$12,000.00	
Cabling Moves (Data)	\$275.00	15	\$4,125.00	
TV Remounting/Rehanging	\$360	40	\$14,400	
			\$30,525.00	

\$151,031.30

Item

Notes

Hardware

TV Shield PRO Lite 42-50" Indoor TV/Display Enclosure

TV Shield PRO Lite 55-60" Indoor TV/Display Enclosure

DC-J Series 43" (Samsung)

DC-J Series 49" (Samsung)

DC-J Series 55" (Samsung)

Tilt Mount for 30-40", 40-50" & 50-60" The TV & Display Shields

HCEC (G), Tech (E) x2, Bookstore (C), Science south wing (J) x2

Student Center x3

TelVue software and service

InfoVue Server

InfoVue Players

Warranty

Yearly fee (reoccurring)

Training

Misc

Cabling Moves (Electric) (Internal)

Cabling Moves (Data)

TV Remounting/Rehanging

Building / area in which display is located **Details and status of location:** **Details and status of location:**
OK = location has Data and Electricity. Needs D = needs Data; Needs E = needs Electricity. **OK = location has Data and Electricity. Needs D = needs Data; Needs E = needs Electricity.**

LRC Learning Lab	Inside Doors Needs Data	
LRC Lower Level	West Wall Ok	North Wall Ok
LRC First Floor	West Doors Ok	Counseling Needs Data
HCEC	Lobby Needs D/E	
Liberal Arts	NE Lobby Ok	SW Lobby Ok
Fine Arts	Lobby Ok	
Patterson Tech	Lobby Ok	NW Entrance Needs D/E
Library	Entrance Needs D/E	
Bookstore	Entrance Needs Data	
Student Center	North Hallway Needs D/E	Cash Register Ok
ASCC	UAW Lobby Ok	Cafeteria 1 Needs D/E
PE	Main floors Ok	Cafeteria 2 Needs D/E
LTC	Lobby Ok	
Facilities	Lobby Needs Data	

Science Lower	South Lobby	North Lobby	HC Stairs	
	Needs Data	Ok	Ok	
Science Upper	South Lobby	North Doors	HC Stairs	
	Needs Data	Needs Data	Ok	
Science Addition	South Student Area	North Student Area		
	Needs D/E	Ok		
Welcome Center	1st Doors	1st Rear	2nd Doors	2nd Rear
	Ok	Ok	Ok	Ok
	Café Area			3rd Lobby
M-TEC	Ok			Ok
	Main doors	South Lobby	Cafe Lobby	
Nursing	Ok	Ok	Ok	
Key:	New	Move	Keep	
	Needs Data	Needs Electric	Needs D/E	Ok