

Henry Ford College

Application for Funding through the Technology Investment Fund

Project Director: **Cassandra Fluker**

Date: **February 23, 2017**

Department: **Office of Student Activities**

Division: **Student Affairs**

1. Please describe your project as specifically as possible. Include, but do not limit yourself to, answers to these questions:
 - a. What do you propose to do?

The proposal is to purchase and install a large electronic sign (message center) in the hub of campus for increasing student engagement and awareness of student programs at Henry Ford College as a means to conduct co-curricular assessments of student learning.
 - b. Why do you propose to do this?

Per recommendation of the Higher Learning Commission (HLC), there has been greater collaboration between Student Affairs and Academic Affairs regarding student assessment. The Student Affairs division has developed and aligned co-curricular learning outcomes with the general education learning outcomes for the assessment of learning across the curricular and co-curricular programs. Co-curricular programs are activities that take place outside of the classroom that contribute to the learning and development of students. The College is in the process of assessing co-curricular programs for the measurement of student achievement. The following are the four identified learning outcomes and goals for co-curricular programs:

Diversity

Students will: 1) Recognize differences and commonalities.
2) Seek opportunities to learn about others.

Intrapersonal Development

Students will: 1) Set personal and professional goals
2) Use college resources to successfully navigate their college experience to achieve academic and personal goals.

Communication

Students will: 1) Communicate effectively to advocate for themselves.
2) Express themselves clearly both verbally and in writing.
3) Demonstrate professional behavior in all of their interactions.

Civic Engagement

Students will: 1) Develop an awareness of the democratic process.
2) Recognize their role to influence issues of public concern.

Additionally, HLC reported the following: "Students were positive about the opportunity to become engaged on campus. Their only suggestion for improvement would be to expand the awareness campaign so they would know what was scheduled." "Students

discussed the multiple events to engage students in recognition and understanding of human diversity in a global view. However, they indicated that a more proactive communication of the events would help ensure awareness and better participation.”

In response to the HLC findings and recommendations, it is proposed that a large electronic sign is installed on campus to enhance the engagement of students so that they are aware of the many opportunities that contribute to their learning and growth. Many student programs are developed and sponsored throughout the academic year, but the assessment of student learning cannot take place nor be successful if the programs lack attendance due to limited awareness. The proposed message center will help with promotion and awareness and in turn, increase participation to determine the level of student achievement.

2. 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).

Approximately 12,000 students will be served each academic year by the implementation of the message center. In figuring the number of “unique students”, consideration has been given to students whose class schedule is 100% online and students who are exclusively at the East Campus.

3. Please provide your project’s budget. Address each of the questions, or meet each request, listed below.

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

Purchase: Materials and labor to manufacture and install one 60”H x 90”L ground sign with two LED message centers (Design Number: 20358) in the amount of \$44,300.00 and the necessary electrical services in the sum of \$9,960.00 will be purchased using Technology Investment Fund. Other funds are not committed for the mentioned project. The total amount requested from TIF for the project is \$54,260.00.

- b. Where will funds for future maintenance needs, consumables, and such come from?
Under consultation of the installation company, the maintenance of the sign is minimal. The LED panels have a five-year warranty and replacement of panels is approximately \$325.00. There are roughly 21 panels that make-up the message center; not all panels will need replacing at the same time. The installation of panels can be done in-house using the tool, Allen wrench. The sign also would need an annual cleaning of debris accumulation, which can possibly be done by HFC’s Facilities Services. The operational budget of Student Activities is equipped to cover the cost of the LED panels when needed. The expected life of the message center is 15-20 years. The software is included in the price of the sign.

- c. Attach any support for your budget (quotes, for example) to this application, and indicate here what is attached.
The following four documents are attached to this application: 1) Price Quotation-Sign, 2) Price Quotation-Electrical Work, 3) Image of Sign, and 4) Sign Dimensions.
 - d. Rank your needs so that the Technology Investment Committee will have guidance should only partial funding be available to recommend.
The two requested purchases are priority; one cannot be used without the other. The sign and electrical work go hand in hand.
4. Regarding project location and equipment security, please address each of the questions, or meet each request, listed below.
 - a. Describe specifically where items to be purchased will be located or installed. Include room-layout diagrams if appropriate.
The sign will be installed in front of the Liberal Arts Building on the west side, south of two large trees. It will be positioned so that it is seen by ongoing traffic from parking lots 2 and 3, College Book Store, Library, Student Success Building, Fine Arts Building, Technology Building and Health Careers. This area, known as the quad, has the most traffic flow on campus.
 - b. Indicate the status of any necessary approvals for using the space in which items will be located or installed.
The proposed area for installation has been surveyed and tentatively approved by the College's electrician, director of Facilities Services, engineer of Facilities Services, and the sales associate of Signgraphix.
 - c. Who, specifically, will do the installation?
The installation of the sign will be done by Signgraphix located at 39255 Country Club Drive, Suite B-35, Farmington Hills, MI 48331.
The electrical work will be performed by R. Simon Electric located at 24705 Mound Road, Warren, MI 48091.
 - d. How will equipment purchases be secured?
The sign will sit on six posts buried in a concrete footing. Other than that, the sign will be monitored by the standard patrol of Campus Safety personnel.
5. How, specifically, will you determine the success or shortcomings of your project?
The success of the project will be determined by the distribution of surveys polling students on their source of program awareness. If the majority of students indicate that they became aware of programs by the proposed message center, then the project will be considered a success. It is expected that the level of participation and attendance would have increased and therefore, better assessment of co-curricular programs.

Please submit this form and any attachments to the chair of the Technology Investment Committee by the date you have been given. If you are submitting this form electronically, please combine any attachments into a single PDF. (This application form may be submitted as a document separate from the attachments.)