

2019-20 INVESTMENT FUNDS FULL APPLICATION ▶ #122

PROPOSAL SUMMARY

Project Lead Name	Erick Hart
Project Lead email address	ehart@brockport.edu
Project Lead Division	Enrollment Management and Student Affairs
Project Lead Department	Athletics
Proposal Title	Golden Eagle Pride-Hall of Fame Kiosk and Display

A. PROPOSAL DESCRIPTION**A-1. Describe the proposed project/initiative**

Brockport Athletics has an amazing history, including seven national championship teams, 23 individual national champions and over 300 All-Americans. The Hall of Fame holds over 200 biographies of our best and brightest. Where this should serve as the pinnacle of each recruiting visit and a must-see destination for all former student-athletes, in its current form, it does not do justice to the accomplishments of our student-athletes and staff. The space is inefficient, visually unappealing and outdated. Instead of generating pride in our school and programs, it has a dampening effect.

For this initiative, we would like create centerpiece in the lobby of Tuttle that provides the "wow" factor for everyone that steps into the facility. Developing an interactive kiosk for our Hall of Fame with a branded backdrop will showcase our history and create a point of pride in current and future Golden Eagles. The technology we are proposing to use is an interactive touchscreen software that will be imbedded in the greater Brockport Athletic Hall of Fame display. Using interactive touchscreens, the software will allow the user to view the members of the Brockport Athletics Hall of Fame, as well as interact with other Brockport Athletics information.

The audience for this technology ranges from members of the Brockport Athletics Hall of Fame and their families, but prospective and current students, staff and alumni will also be able to learn more about Brockport Athletics, and all the institution has to offer.

B. TYPE OF FUNDING

B-1. What type of funding have you been invited to apply for?	Strategic Priorities Fund - to provide one-time temporary funds for projects that directly address a measure of success in the strategic plan identified as a funding priority by Goal Groups for the 2019-20 funding cycle.
B-2. Applications for <u>Strategic Priorities</u> funds must indicate which ONE of the following measures of success the project/initiative addresses:	2.7 Ensure enhanced alumni & external engagement, providing for social & networking activities, & inclusive of meaningful opportunities to contribute time, talent, & funding to the College

C. STRATEGIC ALIGNMENT

C-1. Outline the ways in which the proposed project will contribute to the College Strategic Plan, and the specific Measure of Success you selected in question B-2.

Your narrative must:

- (1) Identify the measure of success you selected in question B-2 above, and**
- (2) Be explicit in describing *how* the project contributes to that measure.**

We believe that this project directly supports 2.7 of the College Strategic Plan, enhancing alumni & external engagement while providing meaningful opportunities to contribute time, talent, & funding to the College. The Hall of Fame kiosk will be front porch of our Athletic Department, celebrating the achievements of former student-athletes while highlighting the Brockport student-athlete experience. It will call to alums every time they return to campus by rekindling the fire and stirring their Golden Eagle pride. This place will connect them to their alma mater and quite possibly, encourage them to give back.

We expect this project to impact the College in multiple levels. Currently, less than 3% of former student-athletes have donated to Brockport. We are a competitive lot and know we can do better. One of goals of the Athletic Department is to improve engagement of our former student-athletes. We are approaching this on multiple fronts, coordinating with the Alumni and Advancement offices to host Crowdfunding campaigns for each team, improve communication with alums via emails and newsletters, host more events on and off campus, and celebrate alumni experience and accomplishments. This project is one more way for us to demonstrate our commitment to Brockport's past and future, providing opportunities to celebrate the Golden Eagle experience while gently persuading them to invest in our future.

Strong relationships are the foundation that sustains any athletic program. Building and sustaining connections with alums are crucial to every team, as is recruitment of new student-athletes. The Tuttle complex is one of the busiest facilities on campus as the home of the KSSPE and Athletics departments, with over 1000 people walking through the doors daily. Strategically placed in the Tuttle lobby, the Hall of Fame display will be the first thing seen by all users of the facility, including alums, students, recruits and their families. We need this kiosk and display to help us continue to tell the story of and shine a spotlight on the Golden Eagle experience.

D. OBJECTIVES & ASSESSMENT MEASURES

Successful applications must include well-defined assessment plans that include clear measurable objectives and specify the measures/data that will be used to determine if each objective has been met.

D-1. Short-term Goals/Objectives:

What measurable goals or objectives do you hope to achieve with this project in the short-term, meaning within the one-year time frame for which funds are available (fiscal year 2019-20)?

Goal 1: Increase by 10% the number of members of the Brockport Athletic Hall of Fame who donate to the college.

Goal 2: The Hall of Fame becomes a focal point for alumni returning to campus or visiting online.

Goal 3: The Hall of Fame becomes an integral part of on campus recruiting visits.

D-2. In the previous question, you identified the measurable short-term objectives you hope to achieve with your project. For each objective listed, explain what measures or data you will use to determine if that goal has been met.

Goal 1: Monthly reports from Advancement show donor activity. Currently, there are 245 members of the Brockport Athletic Hall of Fame and just 52 donated last year. Our target for 2019-20 will be to increase that figure by 10% (58 donors).

Goal 2: (a) HOF Kiosk has a feature that allows former student-athletes to "check in", providing data about physical or virtual visits. Goal in year 1 will be activity from 10 % or 800 former student-athletes. (This is something we will request of the vendor developing the software for our unique kiosk)

Goal 2. (b) Questions on post-Homecoming survey will include overall impression of HOF display, suggestions for improvement.

Goal 3. (a) Survey 1st year student-athletes includes questions about the impression made by Hall of Fame display

Goal 3 (b) Brockport head coach end of year questionnaires will include opportunities for feedback about the Hall of Fame Kiosk and their impact on alumni and recruitment.

D-3. Long-term Goals/Objectives:

What measurable long-term goals or objectives (if any) do you hope to achieve with this project in the long-term, meaning beyond the one-year time frame for which funds are available (fiscal year 2019-20)?

In addition to continued philanthropic support from Hall of Famers and former student-athletes, we expect the kiosk to be constantly evolving, as we "show off" our Golden Eagle pride, accomplishments, and introduce new student-athletes to the Brockport experience.

With ongoing donor support, we hope to continue to invest in our presentation in the Athletic complex. Additional branded elements throughout the facilities, such as the Nash Enrichment Room and Athletic Recruiting Suite, we will create a look and feel that separates us from other colleges, enhancing our recruiting advantage and alumni pride.

E. IMPLEMENTATION PLAN

E-1. Identify the specific activities to be funded from the Investment Fund along with an estimated timeline for implementation. All activities and expenditures must occur within the stated one-year period of fiscal year 2019-20.

We have connected with two potential vendors, Makeway and VSP Graphics, to consider this project. Makeway has provided a presentation and sample budget; VSP is currently preparing the same.

With coordination and assistance from Procurement, upon notification of funding, we will begin the process of bidding out both the technology/software development portion of the Hall of Fame kiosk project and the branded display that surrounds it (as soon as possible, at the latest May, 2019).

Depending on the results of that bid, we will determine whether one vendor will complete both the software and display or whether we will use two vendors to complete. Our timeline for awarding those contracts is July 1 with the goal of October 1 for installation.

During summer 2019, we will prepare the site for installation, including removal of existing Hall of Fame plaques.

Data Collection and assessment would be as follows:

1. With funding approval, Advancement will begin promoting the Hall of Fame project and strategically solicit Hall of Fame members for support (Timeline: April and September 2019).

We will also employ social media resources in Athletic Communications and all athletic alumni correspondence to drive interest. (Timeline: Ongoing)

We will also add to our list of Athletic crowdfunding projects, with a goal of \$5000 to support the installation of additional kiosks, such as the one just launched this week at <http://alumni.brockport.edu/s/1549/rd17/interior.aspx?sid=1549&gid=1&pgid=1865> (Timeline: Ongoing).

Reports from Advancement will show activity and progress toward goals. (Timeline: Monthly)

Hall of Fame will be able to produce metrics to quantify the number of physical and virtual visits (Monthly activity log beginning in October, 2019). Additionally, we will attempt include a method of determining if visitors are Brockport alums, former student-athletes...We will also try to include "grade" button within the display to gather feedback from each visitor. (Timeline: Ongoing)

3. Feedback from post-Homecoming survey (if installation occurs prior to Homecoming 2019) (Timeline: October 2019)

4. Survey of 1st year student-athletes will ask about their experience in the recruitment process and include questions about the impression made by HOF (Timeline: January 2020)

F. CONSULTATION & AUTHORIZATION FORMS

F-1. This proposal includes (check all that apply):

F-1b. Upload the signed Stipend Authorization Form here.

F-2. For requests involving technology. The Chief Information Officer (Bob Cushman or his designee) has reviewed this proposal.

Yes - please attach the signed Technology Consult Form in section F-4 of this form.

F-3. For requests involving alterations of facilities, the Vice President for Administration & Finance (Jim Wall or his designee) has reviewed this proposal.

Yes - please attach the signed Alterations & Facilities Consult Form in section F-4 of this form.


F-4. Upload the signed Technology and/or Facilities Consult Form(s) here.

 IF-FacilitiesConsultForm Golden Eagle Pride.docx

 IFTechConsultForm Eagle Pride.docx

G. BUDGET

G-1. Upload your itemized budget here. Use the Excel Budget Spreadsheet sent to you in your notification email.

 2019-20 Investment Fund Budget Golden Eagle Pride.xlsx

G-2. Total Amount Requested from Investment Funds \$38000.00

G-3. Please provide a narrative explanation for your budget. Provide further detail than what is included in the spreadsheet and offer a justification for expenses.

We have provided a budget based on the estimate from Makeway with figures on the high-end of their quote. We have also requested a quote from VSP Graphics, a vendor with which we have contracted for other projects, such as the renovation of the Football Locker Room, graphics for the Nash Enrichment room, and Natatorium. We hope to have that in the next two weeks.

The budget includes a \$5000 line item, recommended by John Osowski from Brockport's Planning office, to cover the costs of renovation/remediation of the current space in the Tuttle lobby where the kiosk and display would be housed.

The hardware required to allow for touchscreen and digital display are fixed costs ranging from \$5-8,000. We have the discretion to purchase whichever size and quality we choose.

The real cost of this project lies in the custom software design and development. The price ranges within the Makeway proposal were significant (\$15-25,000) . Because much of our information and photos are already digitized, it will require less work by the vendor, we should be on the lower end of that expense scale.

The cosmetic changes in the proposal refer to the backdrop/display around the kiosk. This is the "eye candy" and critical to make the project interesting and attractive to all viewers. This is where we will be able to show off our long, successful history of Brockport athletics and make it the key attraction for alumni. We have listed that cost at \$5000, based on similar work done by VSP.

One final note--with plans for renovation of Tuttle in the next five years, we have made clear to both vendors that the kiosk and displays must be portable so that we can move them during renovation and return them after construction.

G-4. Does your budget include an application for an internal loan? No

G-5. Please explain why the proposed project cannot be self-funded from existing Department, School or Division resources.

While this project will have a dramatic impact on our alums and recruitment, we do not have any discretionary funds available in operating budgets to dedicate.

H. ADDITIONAL INFORMATION

H-1. Use this space to provide any additional information to assist in the review of the proposal.

At the recommendation of John Osowski, we have modified our original proposal, which included a Recruiting Suite on the second floor of Tuttle. John was reluctant to invest in that kind of cosmetic renovation with the Tuttle construction project scheduled to begin in the next few years.

The attached consult form includes those notes. John did give us the green light to proceed with the proposal with the Hall of Fame kiosk and display, only.

Upload up to 3 supplemental files here.

 Osowski response for HOF.pdf

Project Lead Signature

A handwritten signature in black ink that reads "Eric Hart". The signature is written in a cursive style with a large, sweeping "H" and "A".

Entry Info

Date Created

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Date Updated

IP Address

137.21.83.131
