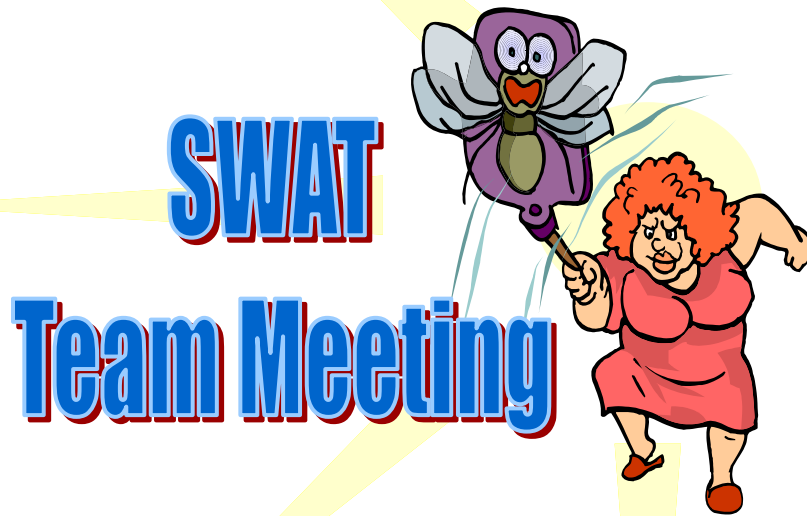


**CSU
Systemwide Academic Technology
Services**



**Sorel Reisman
July 15, 2002**

AGENDA*

1. Review SWAT Objectives
2. LMS Status Report
3. Turnitin.com Status Report
4. SWAT “Value Chain”

* Breaks – morning, lunch, afternoon

1. SWAT Objectives

- Reducing campus and system costs for academic technology products through “volume” negotiations which campuses can voluntarily utilize.
- Acquiring system-wide leverage with vendors of academic technology products.
- Reducing, for academic technology products, campus assessment and procurement time, hence costs.
- Providing campus guidance for academic technology (teaching/learning) products/vendors/services.
- Developing support strategies for disseminating and educating campus communities about the availability and use of academic technologies.



2. LMS Status Report



3. Turnitin.com Status Report

4. SWAT Value Chain

A. “Value Chain” Overview

B. Macromedia Experience

C. Turnitin Experience

**D. Defining SWAT Value Chain
Properties**

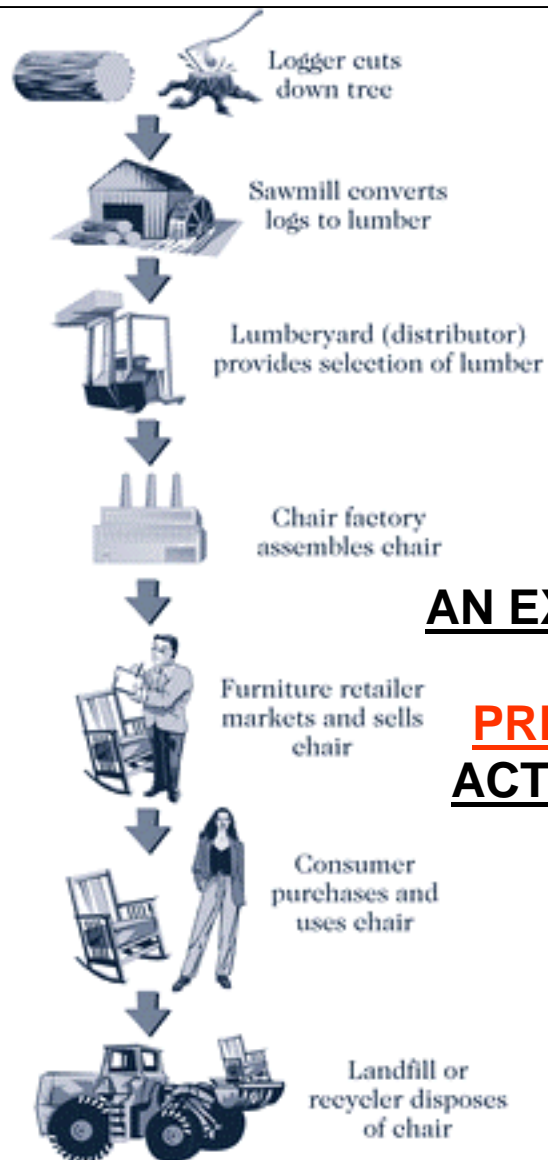


A. “Value Chain” Overview

“Value Chain” Definition*

A value chain is a way of organizing and defining the *primary* (and *supporting*) activities/processes/components of an overall process to design, produce, promote, market, deliver and support a product or service.

*Distorted definition from *Electronic Commerce*, Schneider & Perry, Course Technology, 2001.



AN EXAMPLE
OF
PRIMARY
ACTIVITIES

CONSIDERATIONS

- The “chain” is a life cycle chain
- Logical sequence of events
- Each event adds “value” to the overall process
- Each event involves additional or new participants
- Each event requires input from a previous event
- Each event produces output for the next event

Figure 1-13 *Industry value chain for a wooden chair*

Some *Supporting* Activities

Traditional

- Finance & administration
- Human resources
- Research & Development

SWAT

- CO SWAT support
- Website maintenance
- Etc.

B. Macromedia Experience

- Identified as an opportunity – pre SWAT
- Negotiations already underway
- Needed campus commitments
- Procurement requested distribution to SWAT representative groups
- Procurement collected data
- Finalized contract
- Announced availability

Macromedia Problems*

- Campus “points of contacts” not coordinated
- Points of contacts not responsible or able to provide committable, reliable data
- Too much overlapping data per campus
- No electronic data collection
- Announcement of agreement not uniform
- Information about agreement is vague—campuses are either unaware, or don’t know how to obtain product
- Implications for new Macromedia products not clear

*See also CATS survey report

C. Turnitin Experience

- Identified as an opportunity
- Preliminary discussions with vendor regarding field test
- Announcement of availability to campuses
- Online review by “points-of-contact”
- Manual report for evaluation
- Negotiations pending

Turnitin Problems

- Inadequate consideration of procurement processes
- Campus points of contact not well defined
- Communication with campuses was difficult
- Online review process requires work
- Automated data reporting from online process is required
- Negotiation process with vendor is problematic and not well defined
- Consequence of Oracle situation



D. Defining SWAT Value Chain Properties

OUR TASK

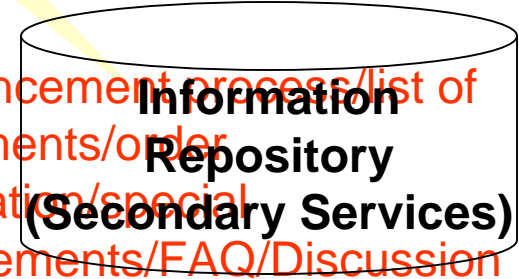
To define *primary* and *support* components of a value chain that can be used to design an integrated online (WWW) presence for SWAT Services



Some Primary Activities

Ideal SWAT Primary Processes

<u>Activity</u>	<u>Responsibility</u>	<u>Requirement</u>
1. Identify Opportunity	→ From any source	→ Input form required
2. Proceed?	→ SWAT Director and/or SWAT Team	→ Discussion board/email
3. Review Opportunity	→ Campuses	→ Online eval forms/reporting
4. Go/no-go	→ SWAT Team	→ Discussion board/email
5. Discuss prelim terms with vendor	→ SWAT Director	
6. Select "points of contact"	→ SWAT Team	→ Mailing lists
7. Convey 5 & 6 to CO Procurement	→ SWAT Director	
8. Negotiate terms	→ Procurement	
9. Announce agreement	→ SWAT/Procurement	→ Announcement process/list of agreements/order
10. Maintain agreement	→ SWAT/Procurement	→ information/special arrangements/FAQ/Discussion groups





Some Online Support **Activities**

Repositories of Information

**Council of Chief Librarians
California Community Colleges
Electronic Access and Resources Committee
(CCL - EAR Committee)**

-
- [Mission Statement](#)
 - [Minutes of Meetings](#)
 - [1998-2000 Roster](#)
 - [2000-2002 Roster](#)

 - [SPRING 2002 USER SURVEY](#)

 - [How to signup to cclearinfo listserv and Netiquette Guidelines](#)
-

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COLD: Council of Library Directors

- [Charge](#)
- [Roster](#)
- [Committee Intranet](#) (Password Required)

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steved@calstate.edu

Technical Contact:
Sharleen Kim
(562) 951-4315
sharleen@calstate.edu



Academic Technology Advisory Committee

The Academic Technology Advisory Committee advises the Executive Vice Chancellor/Chief Academic Officer regarding the effective use of technological resources to enhance the quality of teaching and learning, the student experience, and student access.

2000-2001 ATAC Membership

Coming Meeting:

- Friday, February 16, 2001
- Crowne Plaza, LAX
- **Agenda**

2000-2001 Meetings Dates

Friday, March 23, 2001, San Francisco Airport Hotel

Friday, April 27, 2001, San Francisco Airport Hotel

Past Meetings

Friday, December 15, 2000, Crowne Plaza, LAX

Agenda, Handouts, Summary

Friday, September 8, 2000, Sheraton Gateway Hotel, SFX

Agenda, Handouts, Summary

Friday, June 28, 2000, Sheraton Gateway Hotel, SFX

Agenda, Handouts, Summary

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cthomas@calstate.edu

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webmaster@calstate.edu

ITAC: Information Technology Advisory Committee

- **Meeting Agendas**
- **Charge**
- **Tentative Meeting Dates**
- **Roster** (07/09/2002)
- **Key Documents**
- **Committee Intranet** (Password Required)
- **Archives** (Password Required)

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Last Updated: July 9, 2002



Institute for Teaching & Learning

Institute for Teaching and Learning is a CSU systemwide organization devoted to the advancement of teaching and learning in the university. ITL organizes and supports the exchange of information about teaching and learning among the 21,500 faculty of the CSU and promotes innovation, scholarship, and research on teaching and learning in the university. Through e-mail lists, conferences, workshops, institutes, this Web site, and others, ITL reaches out to CSU faculty in both discipline-specific and cross-disciplinary groups in order to explore instructional innovation and promote investigation and assessment of learning. By working with the faculty of the CSU and the CSU Faculty Development Council, ITL contributes to offering the best possible education for the 390,000 students on the 23 campuses of the California State University.

The ITL Mission



ITL Programs

- [Teacher-Scholar Summer Institute 2002](#)
- [Teacher-Scholar Summer Institute 2001](#)

Requests for Proposals

- 2001 - 2002
 - [RFP 2001: Discipline-Based Initiatives](#)
 - [RFP 2001: Clearinghouse Grants](#)
 - [RFP 2001: Regional Teacher/Scholar Grants](#)
 - [Summaries of Grants Awarded for 2001-2002](#)
- 2000 - 2001
 - [RFP 2000](#)
 - [FAQs 2000](#)
 - [Final Project Reports: 2000](#)

ITL Advisory Board

ITL Staff & Contact Info

CSU Faculty Development Council Members & Campus Center Web Sites

CSU Student Learning Outcomes Assessment Web Site

ITLNet

Content Contact:
Dawn Wheeler
(562) 951-4736

Technical Contact:
webmaster@calstate.edu

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[CSCSP Department Development Training Page](#)

[Vendor Registration](#)

[CSCSP Contracting Information](#)

[CSCSP User Guide](#)

[Procurement Policy Information](#)

Contact Contact:
Contract Services and Procurement
307 Dismore Hall

Last Updated: Apr 23, 2002

Departments

IT Equipment
IT Services
CMS Implementation
Office Supplies
Software
Financial Services
Other Services
Other Commodities

Special Programs

CSU Buy Recycling
Small Business Vendors
DVBE Vendors

[Subscribe to E-mail List](#)

CSU CONTRACT STORE

The Systemwide Contract Store is your single point of access to systemwide or multicampus contracts. Browse the store's departments and aisles for the products or services you are interested in. Contact and ordering instructions can be found with each contract listed.

Last updated: Mar 1, 2002

Software Department

Academic Systems Corp.
ASAP Software Express, Inc.
BRIO Technology Inc.
BSR
Computer Associates
Compucom

ESRI
Macromedia
Meeting Maker
MICROCADAM, Inc.
Oracle

PeopleSoft
SPSS, Inc.
Systemwide
Subscriptions

Interactive Mathematics
Microsoft Product Licenses

Brio Portal
Alumni Development
Products and Support
Symantec, Adobe,
Filemaker
Geography software
Macromedia Software
Meeting Maker Software
Helix Design System
Products, services,
training
P/S modules and products
SPSS software
Library Databases

Last updated: May 1, 2002



BULLETIN

02-06

April 23, 2002
(Last Revised 7/11/02)

SUBJECT: Macromedia Software – MX Product Release

VENDOR: Macromedia

AGREEMENT NO.: A010245
(Software Pricing on Page 3)
(Maintenance Pricing on Page 4)
(Maintenance Pricing for existing licenses on Page 5)

TERM: March 29, 2002 to March 28, 2003

DESCRIPTION: This is a software pricing agreement through which the campuses (faculty and staff), administrative offices of the CSU, and officially recognized Auxiliary Organizations may procure and use software products and related services as specified in the Agreement. An initial order for a mix of Macromedia software titles secured the highest discount available to Macromedia customers. The CSU Office of the Chancellor will administer the Agreement, which will include order placement, fulfillment, management and distribution of the installation software installation key codes and ordering of new software. Software provided under this agreement with Macromedia may not be resold or used by CSU students on non-CSU or Auxiliary-owned computers.

Product Distribution

The CSU Office of the Chancellor will take delivery of the software and licenses electronically. Distribution to campuses ordering under this agreement will also be completed electronically. Campus staff downloading and using downloaded software are responsible for the distribution of the software and installation codes. Only the number of licenses requested may be used. See "Other Orders for Software" (below) for instruction on obtaining additional software licenses.

Initial Campus Orders / March 2002

Campuses placing initial orders for Macromedia software shall visit the web site <http://www2.calstate.edu/csp/macromedia.asp> to download software and request installation codes.

Other Orders for Software

After the initial order (above) any Campus or Auxiliary may order software licenses for Macromedia products. These orders may be made by visiting the web site: <http://www2.calstate.edu/csp/macromedia.asp>. Orders must be accompanied by the name and contact information of the person placing the order as well as the name and contact information of the person approving the order. Campuses will be charged for the number of licenses requested by means of a Plan of Financial Adjustment (PFA).

You are not authorized to view this page

You do not have permission to view this directory or page from the Internet address of your Web browser.

If you believe you should be able to view this directory or page, please contact the Web site administrator by using the e-mail address or phone number listed on the www2.calstate.edu home page.

HTTP 403.6 - Forbidden: IP address rejected
Internet Information Services

Technical Information (for support personnel)

- Background:
This error is caused when the server has a list of IP addresses that are not allowed to access the site, and the IP address you are using is in this list.
- More information:
[Microsoft Support](#)

Brainstorming

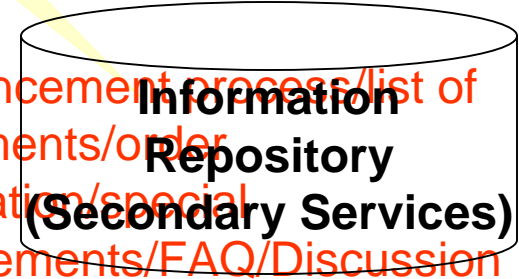


Definition of Primary Services

- Hierarchy or taxonomy
- Purpose/Objective
- Inputs/Outputs
- Users
- Internet implications
- Other

Ideal SWAT Primary Processes

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DISCUSSION