



Systemwide Academic Technology

SWAT



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SWAT Team Meeting
CSU Chancellors Office
November 30, 2001



AGENDA

1. REVIEW

- A. Objectives for Y2001
- B. SWAT Team Activities
- C. Team Changes
- D. Vendor Activity
- E. Revised Objectives

2. VENDOR DISCUSSIONS

- A. Summary & Highlights
- B. Comments & Observations

3. CHALLENGES & DECISIONS

- A. SWAT Structure
- B. Vendor Proposals
- C. Assessment Procedures
- D. SWAT Team Services



A. Objectives for Y2001

- ✓ **Sept 25 planning meeting**
- ✓ **Initiate "public relations" within CSU**
- ✓ **Implement devised infrastructure methodology**
- ✓ **Run 2 cases to test the methodology (changed to 5 on Sept 25)**
- **Review, revise & refine methodology**



B. SWAT Team Activities

- **SWAT Intranet – its.calstate.edu/swat**
- **Letter to ITAC/ATAC – October 15**
- **COLD Meeting – Hanley**
- **ATAC Meeting – Reisman**
- **ITAC Meeting – Reisman**
- **Bookstores Discussion - Reisman**
- **AIRC Meeting – Hanley**
- **ATAC/ITL Meeting – Hanley & Reisman**
- **CO Procurement Meetings (Roberts) – Reisman**
- **SEIR Meetings (Reader) – Reisman**
- **Vendor calls – SWAT Team subcommittees**



C. Team Changes

- + Tom Roberts – CO Procurement**
- + Evan Reader – Systemwide Electronic Information Resources**
- + TBA – COLD/SPLINT**
- + Sylvia Mangubat – Bookstore Directors**
- + Mike Parker - ITAC**
- Norm Nicholson**



D. Vendor Activity

- 1. WebCT – personal sessions, SWAT member phone conferences held, & proposal received**
- 2. BlackBoard - personal sessions, SWAT member phone conferences held, & proposal received**
- 3. Turnitin.com - SWAT member phone conferences held, & proposal received**
- 4. MacroMedia – phone conferences held**
- 5. Adobe – reviewed with CO Procurement**
- 6. Smarthinking – met with vendor & proposal received**



E. Revised Objectives

- **Establish valuable, reliable, cost-effective, efficient, and centralized infrastructure (i.e. – processes) for integrating a large quantity of high quality, cost-effective academic technology into teaching and learning on CSU Campuses – Sept 25**
- **Developing dissemination strategies to ensure optimal campus use of acquired technologies/services - New**
- **Consider additional services beyond software - New**



**Does SWAT Team have
the mechanisms and/or
structure to accomplish
these objectives?**



2. VENDOR DISCUSSIONS



A. Summary & Highlights

Macromedia – CSU requires accurate forecasts from each campus to improve on existing CO-negotiated contract

Adobe – Excellent, CO-negotiated contract in place; requires systemwide communication from SWAT to appropriate campus buyers. Offers an opportunity for SWAT to develop & implement the objective of communicating to campuses.

Turnitin – 25% discount/school or 50% discount if all schools participate. (Offer based on FTES and expires January, 2002.) Offers the opportunity for SWAT to test its objective of acquiring cost effective academic technology solutions for campuses. Requires a review for campuses unfamiliar with the product. From a practical sense, this has already been done since we have much documentation on this product, collected by campuses within the System. Addresses the cost savings element because of the vendor's discount table.

Smarthinking – SWAT's first unsolicited vendor proposal. Provides SWAT with the opportunity to develop processes for handling such proposals. Processes include 1) go/no-go decision on whether or not to proceed; 2) how to assess the academic merits of the proposal; and 3) how to communicate with the vendor in such early-stage relations with them.

Blackboard – 10% discount on Blackboard 5 and Community Portal System; discounts to campuses that license all of Blackboard 5 (10%) plus Community Portal System (20%) plus e-Commerce transaction system. (Licensing based on FTES and expires May 30, 2002.)

WebCT – It appears that the discount offer is based on an aggregate of all campus transactions that take place with the company. The discounts are 5%, 10%, and 15% based on totals of \$100K-\$250K, \$250K-\$500K, and \$500K+. The Standard Edition product costs \$5K (\$10K in 2002); Campus Edition pricing is based on total enrollment (not FTES) by campus.



B. Comments & Observations

Macromedia – We do not currently have mechanisms for collecting reliable, cross campus forecasts from the “real” potential purchasers of these products to give us bigger discounts than we currently have. Macromedia is prepared to offer a better deal if we can get them, and commit to such forecasts.

Adobe – The CSU System does not have a planned, cohesive structure or set of mechanisms to announce all vendor agreements to all the people who can take best advantage of them.

Turnitin – This vendor is prepared to “deal.” How do we inform all campuses that this service could be available at discounted prices? How do we make the service available to all campuses willing to test it? What do we do about campuses that want to test other, competitive systems? What do we do about campuses that already have agreements with this vendor?

Smarthinking – The issues for this vendor are similar to those of Turnitin; in addition, this was an unsolicited proposal. It represents what will become the “usual faire” for SWAT. How should we handle this?

Blackboard – Prices for this system are going to rise dramatically in 2002. Campuses have not budgeted for such price increases. BB is not very willing to negotiate because they believe they already have a lock on many campuses with existing contracts. Why should they negotiate lower prices for those campuses? They are really interested in selling campuses their very expensive systems. Those are very complex and require extensive campus review with regard to the utility of the systems from an academic standpoint, and the strategic value in the context of other campus information systems. The vendor seems to believe that campuses using BB are locked into it and will have no choice but to pay the increased prices.

WebCT – The issues are the same as for Blackboard



Observation #1

Primary objective of negotiating

"cost effective"

contracts for CSU can only be realized by providing vendors with "hard" volume forecasts.



Observation #2

Current SWAT Team structure does not provide means for collecting accurate system/product forecasts.

We must develop it.



Observation #3

Current SWAT structure does not provide means for negotiating with vendors on behalf of the CSU.

We must resolve this.



Observation #4

Current SWAT Team profile does not sufficiently overlap the profile of Academic Technology products/services, i.e. – does not enable multifaceted, multi or uni-discipline system/product evaluations.

We must resolve this.



Observation #5

The best negotiated contract is of little value to the campuses unless most potential purchasers are aware of it, and can capitalize on it.

We can develop processes through SWAT restructuring.



Observation #6

**There are other non-product
Academic Technology Team
services that can be addressed by
SWAT.**

We must address this.



3. CHALLENGES & DECISIONS



Overview of Challenges to Discuss

- 1. Review & review SWAT structure**
- 2. Dealing with vendor proposals**
- 3. Develop quantitative and qualitative review criteria and processes**
- 4. Other SWAT Team services**



CHALLENGE #1

SWAT Structure



CO Support

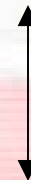
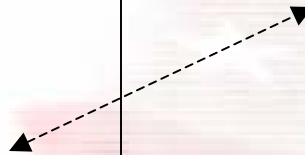
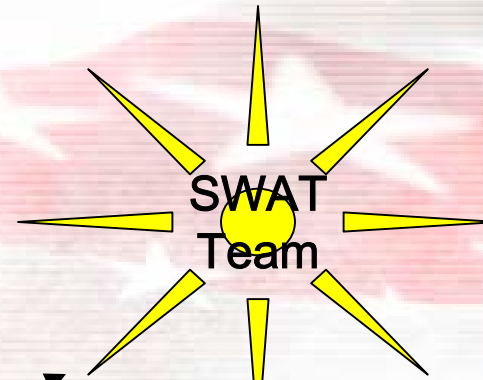
Academic
Technology
Support Group
(G. Hanley)



Coordinating
Function
(like SEIR)
(S. Reisman)

SWAT Services

Academic Environment

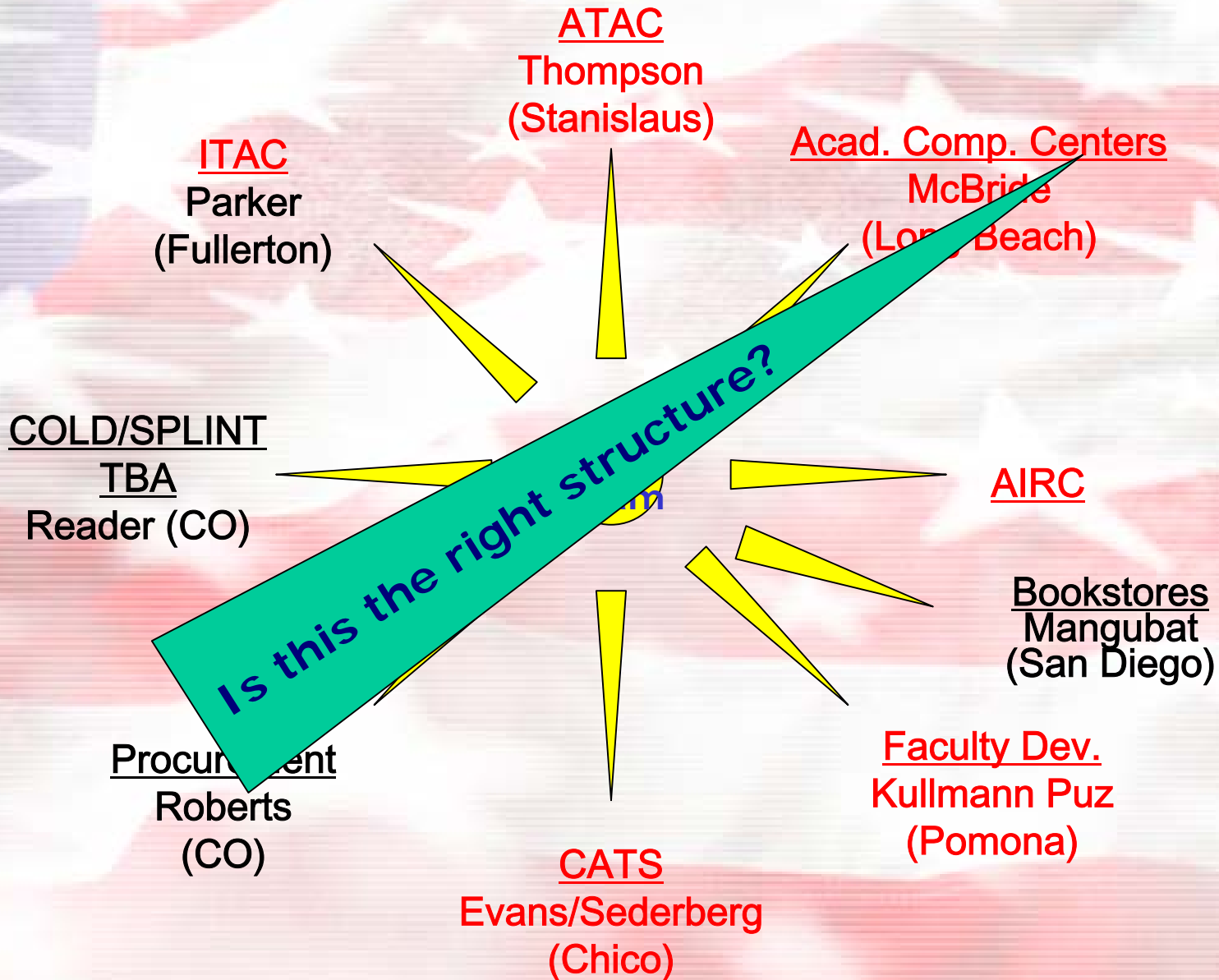


Review
Processes

SWAT Infrastructure
Derived from SEIR/EAR



Systemwide Representation





CO Support

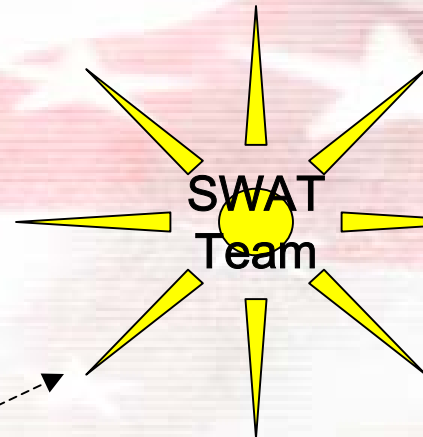
Academic
Technology
Support Group
(Hanley)



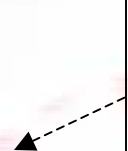
Coordinating
Function
(like SEIR)
(Reisman)

1. Reader
 2. Roberts
- SWAT Services

Academic Environment



Review
Processes



<u>Group Representation</u>	<u>Individual Representation</u>
1. Parker	3. Thompson
2. Mangubat	4. McBride
3. COLD/SPLINT	5. Kullman Puz
	6. Evans
	7. Sederberg

SWAT Infrastructure



Chancellors Office

SWAT Services

Campuses

SWAT Team

Core Group

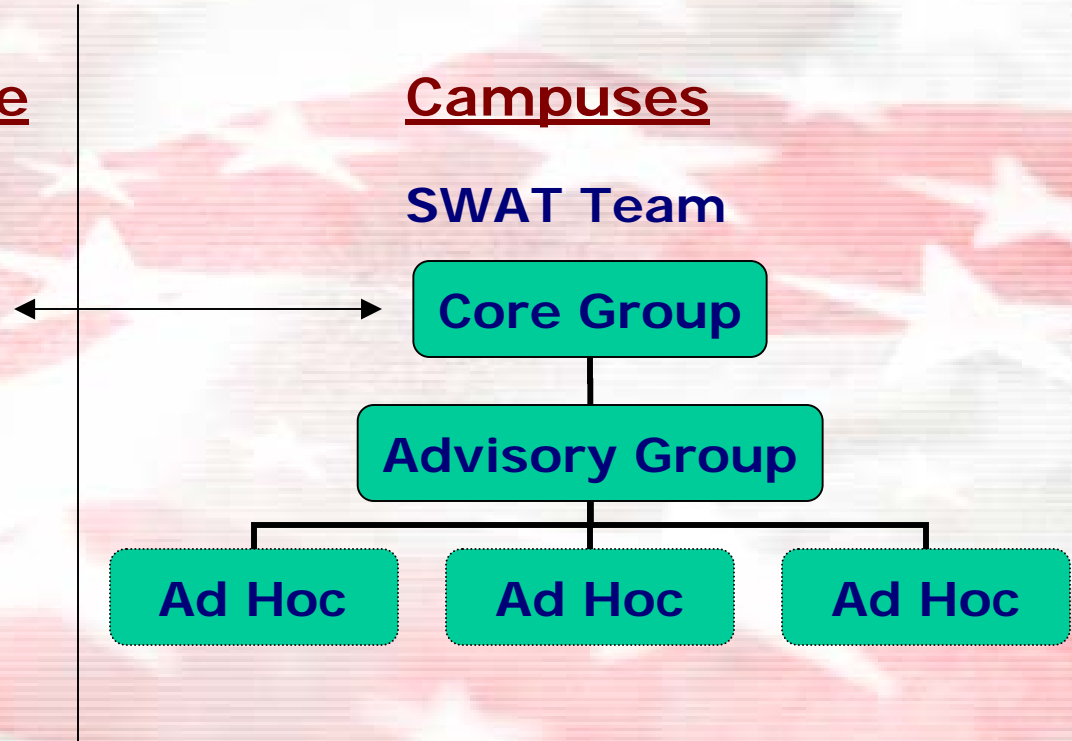
Advisory Group

Ad Hoc

Ad Hoc

Ad Hoc

Suggested SWAT Organization





Potential Benefits

- Represents broader constituency
- Provides formal mechanisms/structure for obtaining more reliable forecasts across relevant constituencies
- Provides formal “authority” to negotiate with vendors on behalf of CSU



SWAT Services

- **A CO organization**
- **Works with SWAT Team**
- **Negotiates agreements based on input from SWAT Team**
- **Identifies vendor opportunities (as does SWAT Team)**
- **Assists SWAT Team in coordinating assessment and forecast collection data**
- **Other?**

Question: Who should be in this group?



SWAT Team

Core Group

- Formal systemwide representation
- “Smaller” group
- Similar to EAR executive
- Works with SWAT Services
- Identifies vendor agreements
- Responsible for obtaining forecasts and assessments
- Sets schedules for Advisory Group
- Other?

Advisory Group

- Standing committee of volunteers
- Functional, discipline, and campuswide representation
- Sets up ad hoc groups as required
- Acquires forecasts and assessments
- Makes recommendations to Core Group
- Other?

Question: Who should be in these groups?



CHALLENGE #2

Vendor Proposals



Vendor Proposals

- **How should we proceed with vendor proposals? What order, what priority?**
- **Multiple constituencies**
- **No direct cross campus coverage**
- **Variability of vendor product types**



CHALLENGE #3

Assessment Procedures



Assessment Criteria/procedures

- How should they be developed, by whom, by when?
- Need to be consistent
- Objective AND Subjective
- Well documented
- Easily summarized
- Online submissions
- Reviewable online
- Other?



Product Evaluation Considerations (Sept 25)

- **Specific** – related to the nature of the product itself
- **General** – 3 kinds of feasibilities
 - i. **Academic/Operational** - *Is the proposal practical and will it solve a problem or take advantage of an opportunity to achieve CSU goals?*
 - ii. **Technical** - *Are there the necessary technical resources and people available/willing to support the “solution.”*
 - iii. **Economic** - *Are there projected savings/costs? What are the tangible and intangible benefits?*



CHALLENGE #4

SWAT Team Services



Possible Request Types (Sept 25)

OPPORTUNITY	YES/NO & WHEN		
	REJECT	SHORT TERM	LONG TERM
Academic Application Software			
Academic Application System (includes hardware)			
Operating System Software			
Academic Productivity Software			
Hardware			
Services			
“Print” material			
Organization memberships			
Other?			

**What are they? What should they be?
Can we rearrange our priorities slightly
to realize some immediate PR benefits?**



WHERE DO WE GO FROM HERE?