MSU INVESTMENT PROPOSAL FOR INSTITUTIONAL PRIORITIES

PROPOSAL OVERVIEW

Title	Electronic Directory/Information System	**Request Date**	12/12/2011
Department	Facilities Planning Design & Construction	**Email**	wbanziger@montana.edu
Requestor	Walter Banziger	**Phone**	994-6326

STRATEGIC ALIGNMENT

<table>
<tr>
<td rowspan="2">Core Themes and Objectives (check all that apply)</td>
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Educate Students

☐ Our graduates will have achieved mastery in their major disciplines

☐ Our graduates will become active citizens and leaders

☐ Our graduates will have a multicultural and global perspective

☐ Our graduates will understand the ways that knowledge & art are created and applied in a variety of disciplines

☐ Our graduates are prepared for careers in their field

☐ We will provide increased access to our educational programs

☐ Communities and external stake holders benefit from broadly defined education partnerships with MSU

Create Knowledge and Art

☐ Students, faculty, and staff will create knowledge and art that is communicated widely

Serve Communities

☐ We help meet a fundamental need of the citizens of Montana by providing degree programs for our students

☐ We help meet the educational needs of the citizens of Montana by providing a wide range of educational opportunities to a variety of students

☒ Our students, faculty, staff, and administrators reach out to engage and serve communities

☒ Our students, faculty, staff, and administrator reach in to build the university community

Integrate Learning, Discovery, and Engagement

☐ Each graduate will have had experiences that integrate learning, discovery and engagement

☐ Outreach activities will educate students and address the needs of the communities we serve

☐ Students, faculty, and staff will create knowledge and art that addresses societal needs

☒ MSU is a community that will be characterized by synergy within and across disciplines, roles and functions.

Stewardship

☒ The public trusts the institution to operate openly and use resources wisely

☐ The faculty and staff are well-qualified and supported

☐ MSU will support Native American students, programs, and communities

☐ MSU will be an inclusive community, supporting and encouraging diversity

☒ Our publicly provided resources are used efficiently and effectively

☐ Natural resources are used efficiently and sustainably

☐ MSU nurtures a culture of resource conservation and ecological literacy among students, faculty and staff

☒ Our physical infrastructure (e.g., building, equipment, open spaces) will be well-maintained and useful

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INSITUTIONAL BENEFIT

Campuses	☒ Bozeman ☐ Billings ☐ Havre ☐ Great Falls ☐ FSTS ☐ Extension ☐ MAES
Cross Depts	Please List: _____ All Campus Colleges and Departments. Direct impact on student s and visitors.

TIMEFRAME

Proposed Dates	Start: Within 2 years	End:12 to 18 months from start of project

COST AND REQUIREMENTS

Funding Type	One-Time ($)	Multi-Year ($)			Base ($)	FTE
		Year 1	Year 2	Year 3		
Personnel (w/benefits)	$0					
Materials & Supplies	$1,000					
Travel	$0					
Contracted Services	$14,000					
Capital	$110,000					
Other Operations	$25,000					
TOTAL	$150,000					

Please comment, if necessary, regarding cost and requirements.	Project cost based on the following assumptions. • The estimated probable cost to provide and install electronic information systems and directory signage in appropriate locations distributed throughout campus is anticipated to be approximately $110,000 • The consultant design fee associated with design and furniture selection is estimated to be approximately $14,000. • Materials and supplies consist of printing and photographic services. Estimated probable cost is $1,000. • Other operations consist of project contingency of $20,000 and $5,000 in project administration costs for a total of $25,000

Wayfinding is essential in a modern campus environment impacting all users of the University. It affects their emotional state, including their attitudes towards the University. Wayfinding is more than a navigational aid, it is also a way to market an area's resources, alter negative perceptions, evoke a sense of history and character, and improve the streetscape.

The proposal seeks to secure funding to design and begin to update the existing campus wayfinding system to better facilitate navigation in and around the campus as well as promote the visitors connection to the University. The scope of work would primarily consist of planning, design of a base wayfinding system; and the installation of academic building directories that include both static and electronic elements appropriate to the building's architecture and character and to facilitate better communication.. Expansion of the base wayfinding system would be pursued over several years to implement a comprehensive and interconnected wayfinding system throughout the campus.

Critical to recruitment and retention efforts is a strong campus identity. Signage that includes explicit information as well as implicit symbols can successfully convey information quickly to a broad spectrum of individuals including those visiting the campus, state and country for the first time. Currently MSU has a very basic campus wayfinding system consisting primarily of main entry signs, building name signs located outside each facility: and within buildings, a room numbering system and an assortment of dissimilar building directories and building informational signage. A comprehensive, integrated signage system will provide the MSU community with safe, inclusive and aesthetically appropriate wayfinding. Facilities Planning proposes to develop a plan (including an inventory and needs analysis) and signage standards in compliance with ADA requirements, and that enhances the experience of the campus. Comprehensive (both static and electronic), systems and signage includes information kiosks, graphical directional signage, building and floor directories and communication systems which interact with today's personal technology devices.

Electronic wayfinding signs include touch-screen kiosks, programmable LED signs and cell phone map applications. Many of these tools allow for greater interaction between security forces, campus residents and visitors. Modern mapping capability will allow users to search for specific buildings on campus and make use of their Smartphone's GPS capabilities to coordinate directions from place to place. The current student demographic is conversant with these technologies and will be able to find faculty, staff, departmental offices, as well as labs and classrooms more efficiently and effectively.

A comprehensive Wayfinding system is essential for the success of the University's mission to integrate learning, discovery and engagement. Wayfinding is an important aspect of experiencing an environment. Wayfinding signage should orderly structure information that enables people to comfortably reach a destination within an acceptable amount of time and energy. This is measurable in terms of efficiency in student and business productivity. Wayfinding also establishes an experiential relationship with architectural, urban or natural landscapes.

Additionally, Wayfinding involves accessibility and public safety. An efficiently designed Wayfinding system will focus the attention of walkers, cyclists, and drivers reducing accidents and liability costs.

Electronic signage combined with smartphone applications connect individuals with campus maps, building floor plans, historical information about a site, the background on public artwork throughout campus, and construction detours.. Systems such of these not only provide opportunity to educate the University community and visitors with respect to the heritage, history, and mission of campus; but also promote greater connectivity and familiarity with the campus social and cultural diversity.

ADDITIONAL INFORMATION

Implementation Plan *(Please describe with timelines)*

Upon approval of the funding of the proposal
- Obtain Board of Regents Authority for spending of funds on the project. (2 to 4 months)
- Coordinate consultant selection process through state A&E Division in Helena (1 month)
- Contract negotiations and project start-up (1 month)
- Programming study and facility evaluations (2 months)
- Schematic Design (2 months)
- UFPB Review and approval of Schematic Design (1 months)
- Design Development (4 months)
- Construction Documents (6 months)
- Bidding and Award (1 month)
- Construction and installation (4 months)
- Project Completion.

Total estimated project time frame 24 to 26 months.

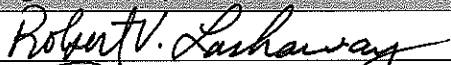### Assessment Plan *(Please describe with indicators)*

- Review and identify proposed locations
- Develop schematic design
- UFBP review and Presidential approval of schematic design and locations.
- Implement project
- Assess project expansion and growth
- Secure additional funding for continued development and adaptation of systems.

If assessed objectives are not met in the timeframe outlined, what is the plan to sunset this proposal?

If the assessed objectives of the plan are not met within the timeframe the following options are available:
- Postpone project implementation to a later timeframe. The initiation of the project is subject to BOR meeting schedule to obtain spending authority and A&E Division appointment schedules to select consultant per MCA requirements.

Sunset the proposal would include closing out consultant contracts if applicable.

SIGNATURES

Department Head *(please print)*	Signature *(required)*	Date
Walter Banziger		1/6/2012
Dept Head Priority *(please circle one):* Very High (High) Medium Low Very Low		

Dean/Director *(please print)*	Signature *(required)*	Date
Robert Lashaway	*Robert V. Lashaway*	01.06.2012
Dean/Director Priority *(please circle one):* Very High (High) Medium Low Very Low		

Executive/VP *(please print)*	Signatures *(required)*	Date
Terry Leist		
Executive/VP Priority *(please circle one):* Very High High Medium Low Very Low		