<u>**USI BUDGET PLANNING – ACADEMIC AFFAIRS**</u>
<u>**BUDGET HEARING**</u>
Budget Request Form
Fiscal Year 2011-2012

COB Priority # 3a
Vice President Priority

Date: **February 9, 2011**

Department: **Management & Information Sciences**

Project Title: *Adobe Creative Suite 5 (CS5)* software package for the Interdisciplinary Enterprise Web Development Minor and the CIS Web Development Track

Describe the project: *Adobe Creative Suite 5 (CS5)* software package is a collection of graphic design, video editing, and web development applications made by Adobe Systems. The collection consists of Adobe's applications (e.g., Photoshop, Acrobat, InDesign), that are used to design web pages and web sites for individuals and organizations.

Describe how this initiative relates to the University's Strategic Plan.
This initiative would assist in the creation of a larger pool of expertise in the areas of web page design and web site development within our community. Given the role of web pages and web sites in the generation, transmittal, and processing of information this initiative will do much to enhance the brand, currency in the use of technology, and competitiveness of our region. This initiative will make a direct impact on the scale of experiential learning experiences as well as contribute to the quality of the region's workforce.

Describe the objectives to be achieved and how the requested funding will contribute to the achievement of these objectives.
The objective to be achieved is to provide more opportunities for students to develop competencies in web design and web development. Having the funding to purchase CS5 software and install it in CIS teaching labs, with a copy for faculty who teach Web development courses, will increase opportunities for students to have application experiences as well as assist community organizations with the development of their web presence.

Does this request have a direct effect on enrollment? Is this request a result of changes in enrollment? If so, please explain.
Yes, it would have a positive impact on enrollment, by providing another offering for students whose primary area of study is not web development. The request is linked to anticipated increases in enrollment as a result of a proposed minor in enterprise web development.

Describe the expected results of this project.
More students will be attracted to the CIS program, and CIS graduates will have a competitive edge because of their skill and knowledge of the use of *Adobe Creative Suite 5 (CS5).*

Is this request for permanent funding or is it for temporary, one-year funding?
This is one-year funding request.

Is this requ**est for funding other than general operating funding? If so, please identify the sources.**
No.