



Template for Strategic Investment Funding Proposals, FY 2018

Proposals must be submitted to the YSU Budget Office, no later than February 1, 2018

Section I: Proposal name and contact information

Title / name of proposal:	University Marquee Upgrades
Contact person name and title:	Ron Cole
E-mail address:	racole01@ysu.edu
Phone number:	(330) 941-3285

Section II: Approvals of the appropriate College Dean and/or Division Officer

To certify that the proposal is aligned with the strategic objectives of the department, college or division, signature approvals are required by the appropriate Department Chair or Director, College Dean, and/or area division officer, i.e., Provost, Vice President, Associate VP.	
Signature of Dept. Chair or Director	
Name (printed/typed):	Ronald A. Cole
Title:	Director, University Communications
Date:	1/16/2018
Signature of Dean (if applicable):	
Name (printed/typed):	
Title:	
Date:	
Signature of Division Officer:	<i>Shannon Tirone</i>
Name (printed/typed):	Shannon Tirone
Title:	Asst University Relations
Date:	1/29/18



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Section II: Description of the proposal and its alignment with the YSU 2020 Strategic Plan

Please summarize the proposal and specify how it aligns with the YSU 2020 Strategic Plan.

The marquees on each of the corners of the university campus were installed more than 25 years ago. The technology since then has advanced dramatically. In addition, the marquees frequently break down and turn off, and replacement parts are increasingly difficult to find. And, right now, the only way to change messages on the marquees is via a computer in the Office and Marketing and Communication in Tod Hall; there is no mobile access. To enhance the appearance and to improve the reliability of these very visible information boards, we are proposing that they be upgraded with the latest LED technology. There are currently three marquees on campus. We received a quote from LED3 in Canfield for approximately \$15,000 per marquee. Thus, we are requesting \$45,000 in Strategic Investment Funding.

One of the university's four core values identified in the YSU 2020 Strategic Plan is Collegiality and Public Engagement. In addition, one of the four cornerstones of the Plan is Regional Engagement. Effective communication is at the center of both. The marquees are an important way for the university to communicate to campus and the broader community the university's many activities, initiatives and achievements. It is imperative that that communication occur via modern, reliable technology.

Section III: Shared governance and stakeholder engagement

Was the proposal developed collaboratively and with input from all stakeholders? Please describe the process used to develop your proposal.

Discussions have been ongoing between the Office of Marketing and Communications, the Office of University Facilities and the Division of Information Technology Services for a solution to this challenge. There is currently no funding for this project.



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Section IV: Return on Investment

If applicable, describe how the proposal may generate new revenue to support related expenses or other strategic initiatives. If there are benefits other than revenue-generation, whether tangible or otherwise, you may also describe those.

The benefits of replacing dated, unreliable electronic signs in prominent locations on the corners of campus with updated marquees featuring the latest in LED technology are incalculable. If we want the public to view YSU as a modern, progressive institution of higher learning, it is imperative that these boards - which every visitor to campus sees on their arrival - contain attractive, reliable technology.

Section V: Proposed funding amount requested (NOTE: Available strategic investment funds are one-time dollars left over from the prior fiscal year. Consequently, proposals requiring multi-year funding will require additional consideration.)

Single year funding request:	\$ 45,000.00		
Multi-year funding request (if applicable):	\$	No. of years:	

Section VI: Space utilization and/or modification

If applicable, describe any special and/or additional building or space requirements that would be needed to pursue your proposal.



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Section VII: Personnel costs / additions

If applicable, explain any additional costs associated with the need to add staffing and/or faculty resources required to pursue your proposal.

Section VIII: Enterprise risk management

If applicable, describe the risk mitigated by your proposal, or the risk elevated if your proposal is not funded.

Keeping the current marquees, with their dated technology and appearance, risks harming the university's reputation and appearance.



Company Address 550 West Main Street
Canfield, Ohio 44406
United States

Created Date 8/18/2017
Expiration Date 9/15/2017
Quote Number 00001281
Job Number 17-0757
Terms 50/50

Sales Person Bruce Neff
Salesperson Email bruce@led3.us

Contact Name Shannon Tirone
Phone (330) 941-3732
Email stirone@ysu.edu

Bill To Name YSU - University Relations
Bill To One University Plaza
Youngstown, OH 44555

Ship To Name YSU - University Relations
Ship To Tod Hall, Room 128
Youngstown, OH 44555

Job Description LED3 AD10 38x100" Message Board for "Y"

Quantity	Product	Line Item Description	Your Price	Extended Price
2.00	ABN-AD10	38x100" 10mm Full Color	\$4,275.00	\$8,550.00
1.00	ABN-AD10Module	Spare Module	\$340.00	\$340.00
1.00	NOV MCTRL660	Control/Sending Box	\$1,385.00	\$1,385.00
4.00	NOV MRV300 2	Receiving Card (2 per Cabinet)	\$95.00	\$380.00
1.00	ABN HUB A7	Spare Part	\$18.00	\$18.00
2.00	CBL DATA NEU RJ45	Data Runs	\$60.00	\$120.00
2.00	CBL PWR NEU BE 10	Power Runs	\$60.00	\$120.00
1.00	UPS Power Supply	Spare Power Supply	\$80.00	\$80.00
1.00	Build Service	Estimated Labor & Lifts for Install	\$4,000.00	\$4,000.00

Additional Notes This system would be installed in the "Y" at the corner of Wick & Lincoln Ave.

Grand Total \$14,993.00