



“Underground Coffeehouse Survey System”

Proposed Motion: *"To install a wall mounted tablet station in the Underground Coffeehouse to initiate consistent survey data for the AS Productions programming office."*

Sponsor: *AS VP for Business & Operations, Hannah Brock
AS VP for Activities, Israel Ríos*

Persons of Contact: *AS Productions Director, Jonah Falk
AS Productions Assistant Director for Marketing & Assessment, Alan Leung*

Date: Thursday, March 10th 2016

Attached Document

No additional documents.

Background & Context

After reviewing the cumulative data of previous years for the AS Productions Underground Coffeehouse during the SPAC process, the AS Productions program team found a significant lack of informative statistics. During this year, the AS Productions program team experimented with different ways of collecting survey data but experienced difficulty in the following area: staffing for enough hours to collect a sufficient amount of data. Assistant Director for Marketing & Assessment, Alan Leung, proposed a stationary tablet station to be mounted on the wall of the Underground Coffeehouse strictly for program surveys. This new tablet station will resolve the issue of staffing and paired with incentives, also the issue of collecting a sufficient and consistent amount of survey data.

Summary of Proposal

This proposal shall act to introduce a wall mounted survey system in the Underground Coffeehouse. AS Productions would like to purchase a 3rd Generation iPad 2 with 16 gigs, Wi-fi capabilities and a secure iPad flush mount. This is the bare minimum which is all we need as the system will be used for surveys.

Model of iPad: MD328LL/A

Link: <http://www.amazon.com/Apple-MD328LL-Wi-Fi-White-Generation/dp/B00746MXF8>

Model of Wall Mount: 1065-FSRI2TB

Link: <http://www.chiefmfg.com/Products/FSRI2TB>

Fiscal Impacts

Cost of iPad: \$319.24

Cost of Mount: \$94.91

Total cost: NTE \$500

Rationale

The installation of the iPad will allow AS Productions to properly evaluate the Underground Coffeehouse program. The AS Productions team plans to use the same company that all the mounted digital signage monitors were purchased from to ensure a quality product from a manufacturer that the University trusts.