

Division of Academic Affairs
Technology Fee – Systemic Project Proposal
2017

Proposal Deadline: Friday, February 10, 2017 @ 5:00 pm

Project Proposal Type

Systemic Project

Projects proposed by operational units of the university (e.g., colleges, academic departments, Library, etc.) for instructional technology enhancements of unit-wide or university-wide scope.

All Systemic Project proposals must be acknowledged (signed) by the operational unit head (e.g. Dean, Chair, Director, etc.).

Project Title

University-wide License to the MarketLine Advantage Academic Product.

Total Amount of Funding Requested

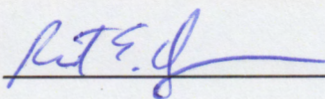
\$33,696

Primary Project Coordinator

Shari Johnson, Business/Electronic Resources Librarian

Unit Head Acknowledgment

Unit Head Signature:



Date:

01/10/2017

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Systemic Project Proposal Template
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Systemic proposals must provide the following information:

1. Description of initiative/investment to enhance instructional technology.

This submission is a proposal for the UWF Libraries to purchase a two-year university online license for the MarketLine Advantage Academic database, an online cross-curricular database that includes international company and industry profiles, country profiles and deep economic statistics, and market data analytics, for the amount of \$33,696.

MarketLine would bring to the College of Business and other research divisions of the University (such as the Office of Economic Development and Engagement) a valuable resource with international coverage that we are lacking currently.

2. Description of how initiative has a college/unit-wide or university-wide scope.

MarketLine would be invaluable in supporting student and faculty research in all areas of the College of Business, including the MBA program, supply chain logistics management, marketing, economics, global tourism and hospitality management, and entrepreneurship.

3. Description of project alignment with UWF Strategic Plan.

This resource supports UWF Priority 2.1: Respond to changing needs of the region, state, and nation by investing strategically to support innovative instruction and high-quality, relevant, and distinctive academic and research programs. In the increasingly global economy, a business resource with extensive international industry and country economic information is essential to supporting the needs of our business students and faculty. New programs such as the Global Hospitality and Tourism Management and Supply Chain Logistics Management are global in nature, and we currently do not have adequate international resources to support them.

4. Description of benefits provided.

Marketline Advantage provides access to valuable research information and resources that support academic learning needed for future career success. These resources include global company information such as financial information, merger and acquisition activity, SWOT (Strengths, Weaknesses, Opportunities and Threats) analyses and case studies. The resource also includes country information such as economic activity and PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analyses. Several sub-databases such as the Financial Deals Tracker, Company

Prospector, City Statistics, Industry Statistics, and Market Data Analytics are also included.

According to Mr. Gerry Goldstein, Instructor in the College of Business:

“Many of our students choose industries that are globally centered, with substantial revenues generated outside the US. Access to world market data helps students to focus on revenue streams; how currency, global demand, and product diversification influence managerial decisions. There is substantial need for this valuable database”

Another benefit to having the Marketline Advantage resource accessible online is that students will not have to come physically to the library in order to access this type of data. This accessibility means that our online learners and those currently studying in other countries will be able to use this resource. Instructors may also link to the resource through e-learning and assign case studies or other assignments.

5. Description of how success/impact will be measured.

Through analyzing the usage statistics that are provided by the database on an annual basis, we will be able to track the number of students who use the database. We plan on making this resource an optional required database in an introductory MBA course, GEB5930: Information Resources and Industry Analysis. This database would be in addition to the current resource, IBISWorld Market Research--which does not have international information. Part of our grading rubric for the GEB5930 research paper assesses the quality of content and the quality of sources used. We will be able to compare the quality of content from students using Marketline Advantage versus those that elected to use IBISWorld Market Research.

6. Detailed description of resources required including hardware and software requirements and personnel costs (faculty compensation is not an allowed cost).

The Marketline Advantage system is hosted on the Marketline Advantage website and is accessible by IP authentication using our current EZProxy authentication system and the UWF Central Authentication service. No local hardware or software support would be required.

7. All Tech Fee Proposals must be reviewed by ITS prior to submission. Please provide your JIRA Ticket ID# here.

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8. Proposed timeline.

Access to Marketline Advantage is currently available temporarily on a trial basis but regular access would be established immediately upon successful funding and would be available in perpetuity through the Library website.

9. Plan for sustainability beyond conclusion of funding from technology fee, if applicable.

Based on the results of our assessment in Section 5, a decision would be made to keep *either* Marketline Advantage or IBISWorld, since they have approximately the same annual cost.

10. Resource matching commitments from other organizations/sources (identify organization and amounts), if applicable.

None.

11. Individual responsible for reporting and accountability, along with contact information.

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