



**\$50!!! WHAT DO YOU  
NEED \$20 FOR?**

Using What You Have When  
Budgets Are Tight

# YOUR PRESENTERS



*Phil Bohl  
Director of Information Services  
Pepperdine School of Law*



*Gil Marquez  
Systems Administrator  
Pepperdine School of Law*



Son asks dad for \$50, dad says \$40 dollars!!!, what do you want \$20 for? Here's \$10

# INFORMAL SURVEY

✧ Increasing Budget?

✧ Decreasing Budget?

✧ No Change?

✧ Other?





## PEPPERDINE LAW SCHOOL

Malibu, California

Pepperdine Law located in sunny Malibu California. Established in 1969, the mission of Pepperdine University School of Law is to strengthen students for Purpose, Service, and Leadership.

During the Spring Quarter

Student Enrollment - 698

Faculty Count - 53

Staff Count - 78

# THE IHE ECONOMY

- ✱ Real funding per public full-time students dropped 26.1% from 90-91 to 2009-10
- ✱ UC and Great Recession 2009-10
- ✱ Pepperdine Law: Mostly Static - 1FTE

\*Source: <http://www.demos.org/publication/great-cost-shift-how-higher-education-cuts-undermine-future-middle-class>



"While state spending on higher education increased by \$10.5 billion in absolute terms from 1990 to 2010, in relative terms, state funding for higher education declined. **Real funding per public full-time equivalent student dropped by 26.1 percent from 1990-1991 to 2009-2010.**" Source: <http://www.demos.org/publication/great-cost-shift-how-higher-education-cuts-undermine-future-middle-class>

INSERT PEPPERDINE LAW STATS HERE

In general, due to the recession of the last decade, there has been a decline in higher education funding in general.

<http://cshe.berkeley.edu/publications/docs/ROPS.4Douglass.HEGlobalRecession.3.8.10.pdf>

## UC and the Great Recession 2009-2010

University of California (ten campus) system impact:

- Cut of \$813 million in state funded operating budget (or approximately 20% over UC's 2008-09 budget)
- Cut of 2,400 freshmen positions
- Salary cuts for academic and administrative staff of 4 to 10 percent

Berkeley Campus Example:

- Cutting approximately \$80 million to the campus' operating budget.
- Increasing class size and reducing course offerings by 8 percent.

## HOW DO WE MANAGE?

### *The Three (Four?) “C”s*

*Cost Conscious*

*Creative*

*Crafty*

Required us to get creative READ cheap with our approach to certain goals and initiatives



Know your people ... **Relationship is KEY!**

“Don’t go too indepth, will revisit these in 2 slides”





Planning: consider factors beyond design and costs, also consider implementation timing, who will be impacted, how to mitigate

Preparing: no matter what you do, you will have detractors. Lessen this by giving plenty of notice to what's going to happen and why

Doing: hopefully, a properly planned (and funded) project will lessen the need for going back in and fixing, etc.

Close the loop: assess what was good, what wasn't, how could you do it better. Then put those lessons learned into the next plan



Customers: What do they want/need?

Administration: How do they like to get information?

PR: How can you promote what you are doing/have done to get even more bang for your limited bucks?

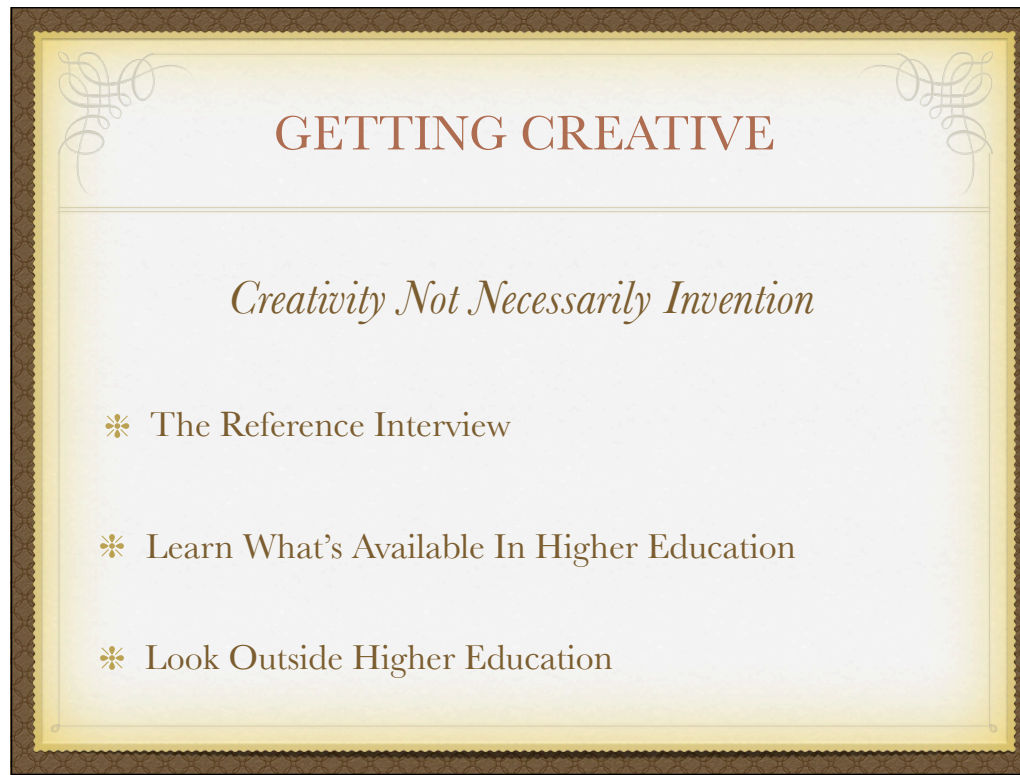


## COST CONSCIOUS

### *Know Your Allies*

- ✧ Develop Strong Working Relationships
- ✧ Maintain Open Lines of Communication
- ✧ Relationships Are Eternal

Relationship is KEY! The broader your support, the better (faculty, staff, students, administration, alumni, etc)  
Maintain: They need to know they're important to you.



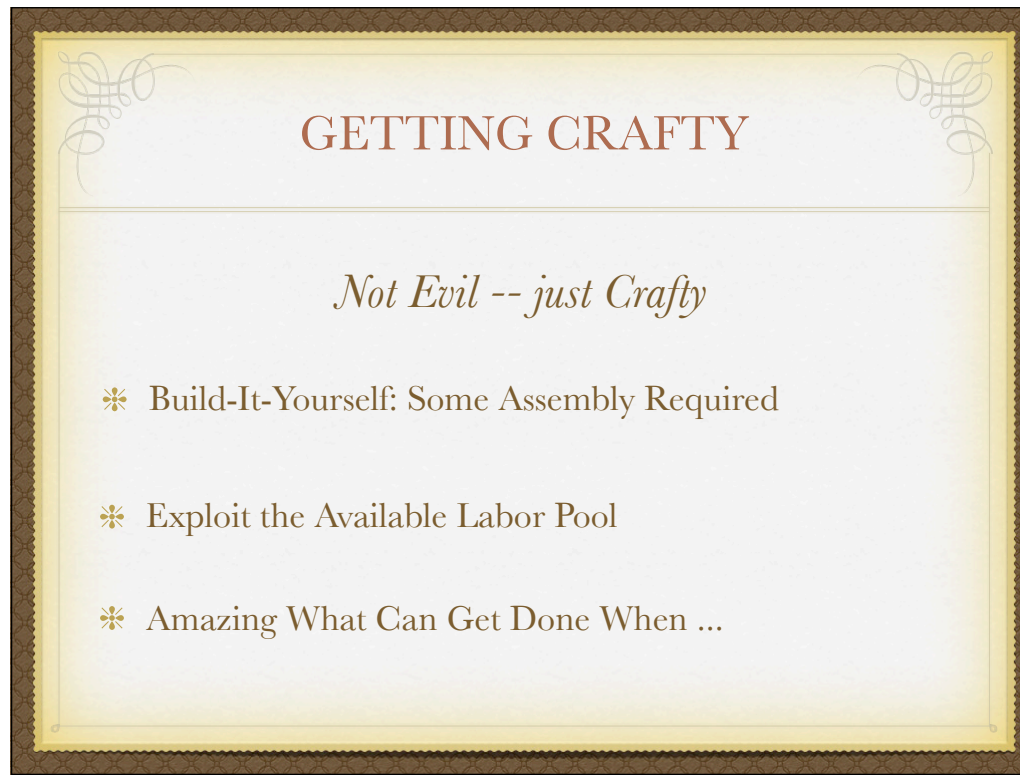
### The reference interview

the reference interview is "the interpersonal communication that occurs between a reference librarian and a library user to determine the person's specific information need(s), which may turn out to be different from the reference question as initially posed.- will yield the need -- faculty member needing a digital signature system? Not really, just a scanned signature.

Learn what's available on the HIGHER ED -- KIC scanner, printing redux

Look outside higher ed -- business, manufacturing, etc. to see how they address, online learning, printing, workflow efficiencies

See photo of Truelink module for hotel rooms



Build it -- Arts & Crafts ... circ desk, surveillance cameras, smart bar, digital signage, library stacks, server room moves, library desk grommets.

Labor Pool: USE STUDENTS, staff, friends, spouses?

Amazing ... when no one is around --

CIRC Desk - Stack Removal, table grommets, surveillance cameras  
Server Move



# CRAFTY

Our Most Important, Most Used  
Approach To Projects ...

## CRAFTY - STONE SOUP



- \* Empty Cooking Pot
- \* Wikipedia
- \* Some Assembly Required

Some travellers come to a village, carrying nothing more than an empty cooking pot. Upon their arrival, the villagers are unwilling to share any of their food stores with the hungry travellers. Then the travellers go to a stream and fill the pot with water, drop a large stone in it, and place it over a fire. One of the villagers becomes curious and asks what they are doing. The travellers answer that they are making "stone soup", which tastes wonderful, although it still needs a little bit of garnish to improve the flavour, which they are missing. The villager does not mind parting with a few carrots to help them out, so that gets added to the soup. Another villager walks by, inquiring about the pot, and the travellers again mention their stone soup which has not reached its full potential yet. The villager hands them a little bit of seasoning to help them out. More and more villagers walk by, each adding another ingredient. Finally, a delicious and nourishing pot of soup is enjoyed by all.

Encyclopedia versus Wikipedia (Linchpin by Seth Godin)

- The Encyclopaedia Britannica was started in 1770 and is maintained by a staff of more than a hundred full-time editors. Over the last 250 years, it has probably cost more than a hundred million dollars to build and edit.
- Wikipedia, on the other hand, is many times bigger, far more popular, and significantly more up-to-date, and it was built for almost free. No single person could have done this. No team of a thousand, in fact. But by breaking the development of articles into millions of one-sentence or one-paragraph projects, Wikipedia took advantage of Stone Soup principles. Instead of relying on a handful of well-paid people calling themselves professionals. Wikipedia thrives by using the loosely coordinated work of millions of knowledgeable people, each happy to contribute a tiny slice of the whole. Like the Pyramids, no one could build the entire thing, but anyone can haul one brick into place.

SOME ASSEMBLY REQUIRED CLICK



## SOME ASSEMBLY REQUIRED

- ✱ Build  
Countertop
- ✱ Move  
Own  
Servers
- ✱ Rebuilt  
Point of  
Service



Some Assembly Required, got to put in work and get your hands a little dirty



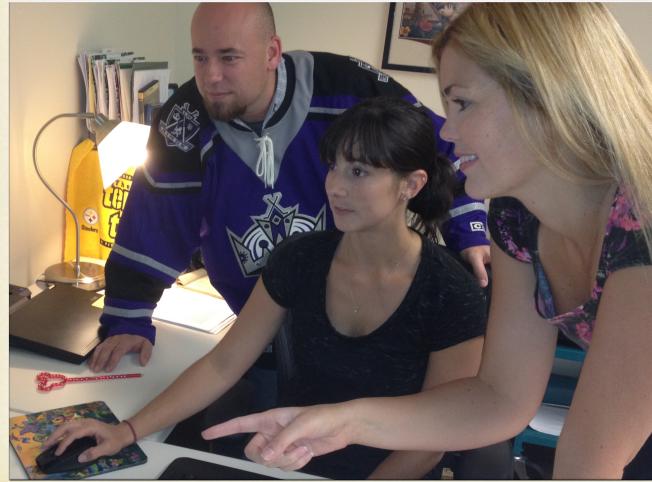
## WHAT WE HAVE DONE WITH LIMITED FUNDS

- ✱ Implement  
Automated  
Podcasting  
(Panopto)

**PANOPTO**  
capture, stream, learn

Develop an automated podcasting service (Panopto) with no new funding by leveraging relationships in University IT

## WHAT WE HAVE DONE WITH LIMITED FUNDS



- ✳ Create A  
New Position  
Focused On  
Learning  
Technologies

Recreate existing position after exit of staff member

Vanessa has a wonderful presentation later today on Technology Integration later today.

## WHAT WE HAVE DONE WITH LIMITED FUNDS

- \* Create  
A  
Service  
Point  
For Less  
Than  
10% Of  
Retail  
Cost



SMARTBAR

## WHAT WE HAVE DONE WITH LIMITED FUNDS



✧ Refine  
Classroom  
Technology  
Services

✧ Sad Stories  
May Yield  
Good  
Results

Working with vendors to squeeze additional support services.  
Working with vendors for killer pricing.  
Working with senior administrators (after catastrophic failures)

## WHAT WE HAVE DONE WITH LIMITED FUNDS

- \* Sound Reinforcement

- \* Cheap Experts



PODMIX in CDE

Weird room, installed speakers, no way to use without LOTS of expense/hassle ... or just ask your expert!



## WHAT WE HAVE DONE WITH LIMITED FUNDS

- \* Staff Development For Little Or No Money
- \* Support your CALI
- \* Friday Funk



Join professional organizations -- INFOCOMM (it's really pretty cheap)  
Send people to CALI -- have them PRESENT  
Send people to relevant product demos -- EXTRON, CISCO, APPLE, DELL, MICROSOFT, ADOBE  
Hold your own development day(s)  
Online training  
Friday Funk!



## WHAT WE HAVE DONE WITH LIMITED FUNDS



- \* Facilitate  
New  
Faculty/  
Staff  
Training  
Center
- \* Friendships,  
Largesse &  
Leverage

Convert static lab to flexible learning environment -- still in process

--

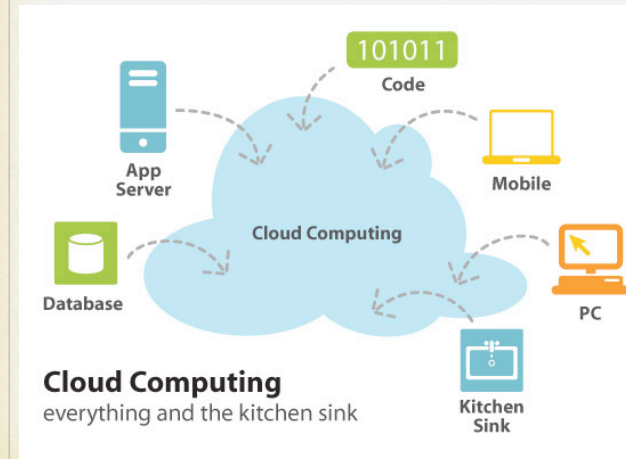
stone soup... funds from different budgets, different fiscal years,  
Demo equipment from vendors.

mobile lab, large flat screens

Coordinated with University IT's Tech-Learn group -- offered space  
as a resource for their training needs in our area

Tied new Manager for Instructional Technology's duties into this  
space

## WHAT WE HAVE DONE WITH LIMITED FUNDS



- \* Implement Case Management System For Law Clinics With Fully Secure Remote Access

Free servers ... NOT!!!

## WHAT WE HAVE DONE WITH LIMITED FUNDS

- ✧ Install And Service Multiple Systems With In-House Talent



Extron training  
Dell service training  
Big ladder  
Tool kit

## WHAT WE HAVE DONE WITH LIMITED FUNDS



✱ High Tech  
Classroom  
with Stone  
Soup

Yes, that's a KINGS jersey.

## PLUSES

- \* Low Cost
- \* Builds Team Rapport
- \* Relationships Are Eternal
- \* TOOLS!!!!

Relationship is KEY! The broader your support, the better (faculty, staff, students, administration, alumni, etc)





Relationship is KEY! The broader your support, the better (faculty, staff, students, administration, alumni, etc)





QUESTIONS?

# CONTACT US



*Phil Bohl*  
*[pbohl@pepperdine.edu](mailto:pbohl@pepperdine.edu)*  
*Pepperdine School of Law*



*Gil Marquez*  
*[gmarquez@pepperdine.edu](mailto:gmarquez@pepperdine.edu)*  
*Pepperdine School of Law*