$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 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
"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](http://www.demos.org/publication/great-cost-shift-how-higher-education-cuts-undermine-future-middle-class)

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](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
**COST CONSCIOUS**

*Know Your Stakeholders*

- Students, Staff, Faculty, Librarians, Administrators
- Institutional CIO, Provost, President, Board
- Marketing Group

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
**GETTING CRAFTY**

_Not Evil -- just Crafty_

- Build-It-Yourself: Some Assembly Required
- Exploit the Available Labor Pool
- Amazing What Can Get Done When ...

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
Our Most Important, Most Used Approach To Projects ...
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 or 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, got to put in work and get your hands a little dirty
WHAT WE HAVE DONE WITH LIMITED FUNDS

* Implement Automated Podcasting (Panopto)

Develop an automated podcasting service (Panopto) with no new funding by leveraging relationships in University IT.
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!
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
Yes, that’s a KINGS jersey.
Relationship is KEY! The broader your support, the better (faculty, staff, students, administration, alumni, etc)
MINUSES
(NOT FOR THE FAINT OF HEART)

- Time Consuming!
- Maintaining Standards Is Problematic
- Setting Unfavorable Precedents
- Potential Building Code Issues

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