

Technology Fee Full Proposal Template

Title: Pugh Hall Ocora Acoustical Environment

Proposer: Brad Harwood, IT Expert, College of Liberal Arts and Sciences

Sponsoring Organization: College of Liberal Arts and Sciences

Purpose and Specific Objectives:

The Pugh Hall Ocora is an important resource that allows students and faculty to present information in various formats to the UF and Gainesville community. The Ocora is one of only a few spaces available to all UF student organizations, faculty members, departments and colleges for lectures, functions and presentations. The purpose of this proposal is to modernize the current audio-visual equipment in the Ocora at Pugh Hall. Multimedia requirements for the diverse array of events held in the Pugh Hall Ocora have created a need for more robust and adaptable audio-visual components. The current equipment is outdated, inadequate, and needs improvements to keep up with the technical demands of leading field presenters and lecturers invited to UF.

The following is a list of current inadequacies found with the Pugh Hall Ocora multimedia system:

- Complicated operation of equipment
- Unreliable system interface
- Outdated video connections
- No linear control of various audio inputs and microphones
- No main Control Room or Record outs (for recording or live streams)
- Inadequate lighting control
- Inadequate sound system
- Inadequate sound system control
- Very poor room acoustics
- No podium A/V connections

To eliminate these issues with complicated operation and hardware obsolescence we propose an upgrade of the current audio/video system and its control interface. Improvements to the acoustic design of the room are also necessary to reduce sound reflections and improve the clarity of amplified speech in the room.

Benefits to students: Though the famous lecturers and field presenters that speak in the Ocora tend to be the most visible aspect of its usage, students utilize the space more than any college or department at UF. The Ocora provides students with the ability to hold affordable public events in a building that is modern, significantly sized, and easily accessible during non-business hours. The proposed changes to modernize the Ocora A/V system will provide a much needed technology upgrade to the space. With the new system, multimedia can be presented more reliably, with less technical expertise and without compatibility issues. Presets for lighting, sound, and video will minimize the amount of time it takes to move between each presentation component. Sound quality in the Ocora will be much improved with the addition of sound absorbent materials to reduce reverberation and echo, which is a major problem with the current configuration.

Benefits to faculty: Ability to present multimedia easily and reliably. Improved sound quality. Expanded compatibility with technology used by guest lecturers.

Benefits to IT & AV support: Linear control of each component. Programmed presets for common system configurations and the ability to diagnose configuration issues remotely will reduce the need for an onsite technician. A more modern and adaptable system will eliminate system incompatibilities that require a great deal of onsite troubleshooting at the time of a scheduled event. Added ability to easily record or stream event audio.

Benefits to UF Administration: In recent years state funding for infrastructure support has continued to decline. With the funding of this proposal, UF Administration will have the opportunity to stretch other funds to

meet the increasing demand for infrastructure maintenance and upgrades. UF Administration will also have a well-designed showplace in Pugh Hall to host the many functions turned away in the past due to inadequate sound and or A/V. UF receives statewide and sometimes national press coverage for the events, again showcasing the diversity of student, faculty and community learning opportunities.

Impact/Benefit:

In the past year, a total of 73 events were held in the Pugh Hall Ocora. Of these events, 46 UF student groups took advantage of the Ocora for meetings, presentations and receptions. The remaining 27 events were hosted by UF colleges and non-UF student organizations; for example, the College of Liberal Arts and Sciences has 20 departments, and 17 programs and centers that regularly host events benefiting a broad spectrum of individuals. Since March 2012, The Bob Graham Center for Public Service has hosted 5 major events, each attended by hundreds of students, faculty and community members.

With the proposed one-time upgrades, plus the increased awareness and usage generated from them, the Ocora's advanced presentation environment will finally become the sustainable, state-of-the-art space it was envisioned to be. An improved Pugh Hall Ocora will also allow our college to continue to host famous guest speakers, including U.S. Supreme Court Justice Sandra Day O'Connor, Former Florida Governor Reubin Askew, and Senior Vice President and Managing Editor for CNN's Headline News Katherine Green.

The current environment contains a high definition projector, ceiling and wall speakers, and six wireless microphones. The projector will be incorporated into the new environment. The number of speakers will be increased and improved with programming to expand coverage and provide an even sound distribution. Sound deadening materials will be applied to specific areas to improve the sound acoustics. A programmable interface will allow the environment to meet the audio and visual needs of a presentation on a moment's notice.

Sustainability:

To preserve equipment integrity in perpetuity, an event fee will only be collected from non-UF student organizations, to fund technical expertise and equipment maintenance. CLAS IT will provide the manpower necessary to maintain the equipment as part of their mission.

With an expected 25 non-UF student events annually, we anticipate at least \$3475 in earnings and a projected \$625 net income to be added annually to the \$6800 already in reserves from past events. This is a conservative growth estimate adding only 3 more non-student events than 2012, although we expect more events as word of the improved facilities continues to propagate.

Timeline: (Upon awarding of funds)

60 day horizon: Complete electrical and network renovations

75 day horizon: Acoustic Treatment installation

90 day horizon: A/V hardware installation and configuration

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Proposer's Name: Brad Harwood, IT Expert, College of Liberal Arts and Sciences

BUDGET

One Time Cost	
A/V Hardware & Installation	
Company: American Audio Visual	
Hardware Cost	
Fabrication	
Installation	
Permit/Fees	
Programming – On Site	\$42,770
General Conditions	\$4,277
Inbound Freight Estimate	\$1,283
Subtotal	\$48,330
Acoustical Treatment	
Company: TBC (The Brentwood Company, Inc.)	
General Conditions	\$6,285
Trade Contacts	\$28,198
CM Fee	\$2,415
Subtotal	\$36,898
Cabinet/Electrical/Network Renovations	
Company: Foresight Construction Group, Inc.	\$1,968
Company: Complete Network Solutions	\$1,500
Subtotal	\$3,468
Total	\$88,696
Sustainability	
Recurring Cost (Annual)	
Projector Lamp Replacement	\$250
Major Event A/V Support (30 x \$65)	\$1950
Equipment Upgrades/Replacement/Repair	\$650
Subtotal	\$2850
Expected Income	
50 Student Events @ \$0	\$0
15 Student Event A/V Support @ \$0	\$0
25 non-Student Events @ \$100	\$2500
15 non-Student Event A/V Support @ \$65	\$975
Subtotal	\$3475
NET	\$625
Current Reserves	\$6800

Budget Narrative

A/V Hardware & Installation: American Audio Visual (AAV) proposal focuses on sound system changes outlined in a Siebein Associates, Inc. design narrative completed in 2012. The audio/visual control systems included in AAV's proposal were discussed and agreed upon by CLAS IT and UF Academic Technology. American Audio Visual has estimated the cost of this job to be \$48,330.

Acoustical Treatment: The Brentwood Company, Inc. (TBC) proposal focuses on the acoustical treatment recommendations outlined in the Siebein Associates, Inc. design narrative. The scope of work includes the installation of sound absorbent panels on the wall surfaces as shown in the Siebein narrative. The Brentwood Company has estimated the cost of this project to be \$36,898.

Cabinet/Electrical/Network Renovations: Foresight Construction Group, Inc. and Complete Network Solutions estimates include the relocation of required electrical and network infrastructure components. The combined cost for these two projects is \$3,468.