

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES**

Agenda Item Summary Sheet

Committee: Finance and Facilities Committee **Date of Meeting:** April 16, 2013

Agenda Item: St. Cloud State University Approval of Contract Exceeding \$3 Million for TV Studio Upgrade

Proposed Policy Change Approvals Required by Policy Other Approvals Monitoring

Information

Cite policy requirement, or explain why item is on the Board agenda:

Board Policy 5.14, requires pre-approval by the Board of Trustees for contracts, including amendments, with values greater than \$3,000,000. The proposed action item is for Board approval of a contract valued at approximately \$5,000,000.

Scheduled Presenter(s): Laura M. King, Vice Chancellor - CFO
Douglas Vinzant, Vice President, Finance & Administration
St. Cloud State University

Outline of Key Points/Policy Issues:

The purpose of this request is to seek Board approval for St. Cloud State University to proceed with an investment of approximately 5 million dollars in high definition digital broadcasting equipment and infrastructure upgrades for the TV production and broadcast facility in the Department of Mass Communications and several sports venues.

Background Information:

Mass Communications is one of the largest undergraduate degree programs at St. Cloud State University. The program offers studio, news and live event production opportunities to students, preparing them for jobs in their chosen field. The program has high job placement success due to professional/real world experience that is directly attributable to the TV studio and production facility.

In August 2012, a report was drafted from the Media/Broadcasting Work Group identifying the need and vision of the media broadcasting upgrade. A strategic investment plan was approved by the President in November, 2012.

**BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

BOARD ACTION
St. Cloud State University Contract Approval Exceeding \$3.0 Million for TV Studio Upgrade

BACKGROUND

Board Policy 5.14, Procurements and Contracts, requires approval by the Board of contracts exceeding \$3,000,000. The proposed action item is for Board approval of a contract with a value not to exceed \$5,000,000 that will support upgrading the Department of Mass Communications TV production equipment, infrastructure and facility, enabling high definition (HD) digital broadcast capability.

Mass Communications is one of the largest undergraduate degree programs at St. Cloud State University with an average of approximately 560 students each year majoring in this field of study and 650 more enrolling in coursework. The program offers studio, news and live event production opportunities to students, preparing them for jobs in their chosen field. The program has high job placement success due to professional/real world experience that is directly attributable to the TV studio and production facility.

UTVS began operations in 1978 and is a student-run television station. The station, its programming, and Husky Hockey productions reach hundreds of thousands of households per year in the region, and serves as an educational facility where students learn how to produce professional television programming. The University has a contract with Charter Communications to broadcast on channel 21, with Husky Hockey productions carried as needed on other channels.

Every year, UTVS and student television productions receive numerous regional and national awards for student work. These awards are the direct result of the Mass Communication program, the professional facility and student dedication to excellence.

The majority of critical production and broadcasting equipment was purchased in the late 1980s. As a result, current infrastructure is out-of-date and does not support current student needs or industry standards. It also does not support future expansion or development.

In August 2012, a report was prepared by the Media/Broadcasting Work Group identifying the need and vision of the media broadcasting upgrade. The project entails upgrading the TV production studio and three sports venues (basketball, football and hockey) to deliver HD quality audio/video. Work includes providing and installing all of the equipment to upgrade

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the current systems. Complete audio/video integration will also be provided to ensure the entire upgraded system delivers the desired functionality. A strategic investment plan, including the improvements contemplated here, was approved by the President in November, 2012.

Revenues:

2012 general budget balances -- \$5,000,000

Expenses:

Equipment - \$4,470,000

Professional Services – Design, Installation, and Integration -- \$530,000

Total -- \$5,000,000

A Request for Bid was made public in March, and bid responses are due April 15, 2013.

RECOMMENDED COMMITTEE MOTION:

The Finance and Facilities Committee recommends that the Board of Trustees adopt the following motion:

The Board of Trustees approves St. Cloud State University's request to proceed with the execution of a contract in an amount not to exceed \$5,000,000 for the high definition upgrade of its TV production facility and selected sports venues.

RECOMMENDED BOARD MOTION:

The Board of Trustees approves St. Cloud State University's request to proceed with the execution of a contract in an amount not to exceed \$5,000,000 for the high definition upgrade of its TV production facility and selected sports venues.

The Board delegates execution of the contract to the Chancellor, or his designee.

Date presented to the Board of Trustees: April 16, 2013