

April 16, 2018

To: Aaron Castaneda, Vice President of Finance

From: Intef W. Weser, Executive Director  
Dena Florez, Office Manager Administration and Services

RE: Proposal for Funding: Computer System, Lacie External Drive, and Camera

Below please find Administrations proposal for:

\$2,237.61 – 27-inch iMac with Retina 5K display (includes tax and Applecare)

\$1,649.99 – Canon EOS 80D DSLR Camera 2 Lens Bundle

\$ 629.00 – Lacie d2 Thunderbolt 3

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\$4,516.60 – Total Request

Also attached are the details of the products requested.

The 27-inch iMac was originally slated for the 2018-2019 budget, however after consideration we feel it would be better, if approved, to have the expense allocated to this years budget. The current system is in need of an upgrade. Senior Coordinator of Student Engagement & Outreach has not had a computer upgrade in about 7-8 years. This position has been working with swapped out systems for the last 3-4 years. This Apple iMac is a good system for our Senior Coordinator of Student Engagement & Outreach as this position works with our Marketing & Graphics team, who all use Macs. In addition all working files are currently on a Mac system.

ASI graphics & Marketing team is looking to further expand ASI marketing by improving event photography as well as social media videos. The current camera is approximately 6 years old and lacks many new features as well as the appropriate pixels for video and or photography editing. Currently the ASI president photoshoot for the calendar of event, is taken by borrowing a camera from other departments which has become a hesitation to complete the task. The new camera will help our marketing team capture events, meetings, and video to further expand ASI marketing outreach and to incorporate a stronger aesthetic brand.

ASI Graphics & Marketing team is looking to upgrade the current LACIE external drive, as the current drive has reach maximum capacity and its approximately 6 years old. The new drive will allow us to continue to backup ASI marketing projects as well as the whole ASI website (as the current site has continued to growth and requires a more robust drive). The drive will also allow us to have a local backup for any emergency that we need to restore the site or archives.