



August 24, 2023

To: ASI Board of Directors

From: Barnaby Peake, Executive Director

Regarding: Allocation of ASI Reserve Funds for Purchase of iMac Computer

ASI's marketing department has requested to purchase a new iMac computer for the additional student staff who have been hired to support ASI's outreach and social media marketing to the campus community. The attached letter from Gus, Director of Graphics and Marketing, provides a rationale and justification for the purchase. A quote for the computer is also attached.

This computer is not a replacement, but a new machine that will support the growth of ASI's marketing efforts on campus and will be used by the additional student staff hired to support the ASI website and social media functions. The need for the additional computer was not anticipated last spring and therefore it was not included in the 2023-24 budget. Because the student staff are currently being hired and the need for the equipment is important to ASI's marketing operations, I am seeking immediate approval for access to the Future Operations and Acquisitions Reserve account for this purchase, rather than waiting until the 3/9 budget revision. The current balance of this reserve account is \$84,450.

In accordance with the ASI Reserve Policy (207), the use of reserves must be approved by both the Executive Director and the Board of Directors, with a 2/3 vote in favor. With this written request, I state my support for and recommendation to the Board to approve the request to access the reserves for this purchase.



July 18, 2023

To: Barnaby Peake, Executive Director
 From: Gus Salazar, Director of Graphics and Marketing
 CC: Dena Florez, Associate Executive Director
 RE: Purchase of iMac

After reviewing the existing computer systems in the ASI Office – Studio 47 Graphics Area, I assessed that we lack the proper equipment to meet the department's needs as our marketing expands through various engagement avenues and internal growth. In the next couple of weeks, we will be onboarding new graphics students, *Social Media & Outreach assistant*, and an *Outreach and Distribution Assistant*, and we are short of a Mac Station. Due to software licensing and customization, each student is assigned a workstation to work from. The current iMac Pro I worked from can deliver sufficient power to render stunning graphics and video to showcase our programming and resources efforts, which would assist our new students. Therefore, I would request a new Apple Mac Pro to replace the current machine with a similar system's capacity to continue supporting ASI and the Marketing team.

Attached please find Administration's proposal for:

\$11,279.00	Mac Purchase
\$1114.16	Taxes
\$449.99	Apple Care+

\$12842.16	Total Request

Monitor	
\$2199.00	Studio Display
\$129.00	Apple Care+

Total Request \$15,396.32

We hope these figures provide all the necessary information for the committee to decide in favor of purchasing the new systems.

Thank you in advance.