

CASP Kiosk Proposal

By: Franklin Berry For: Cornell University's Student Assembly

Note: This is for informational purposes and the SA Representative's eyes only. This is not meant for the presentation this Thursday.

The point of this presentation is to

- Give a better overview of what the kiosk is
- Answer possible questions before Thursday's meeting
- Address previously brought up concerns
- And finally give reasoning for why this proposal is deserving of approval

What is this kiosk

- This kiosk is a fancy interactive sign. It has a digital screen that can display images or videos. It is a touch screen, so viewers can touch it and search for specific information or functions.
- The kiosks will be placed in high foot traffic outdoor locations on campus.
- The kiosks will be maintained by the University.
- The kiosks' main function will be to display Student Assembly related information. The information displayed by the Kiosk will be updated by the Student Assembly and predominantly controlled by the Student Assembly.
- It can also serve secondary functions such as providing a map of campus for visitors or lost students, and maybe be a place the Daily Sun can get picked up.

What the Kiosk Could Look Like

- The goal would be a blend of old and new. Think distinguished Ivy meets technological advancement.
- The design will say "we have been here for a while, but we've been updated."



How This Kiosk Will Serve The University's Students

- This kiosk is to serve as the one stop shop for everything Student Assembly. It should make students think "oh what is that new thing?" Once they eventually stop to look at it they will see what resolutions were passed last week and which ones are getting voted on next. They will see QR codes linking them to all the committees, opportunities, and resources the Assembly provides. The Kiosk should serve as the main interaction between the assembly and the general student body. Every student will walk by these every day. The Assembly kiosks will be part of every student's experience at Cornell even if it's just walking by. There will be no mistaking or missing it.
- The kiosk also provides an opportunity to the undergraduate community to gain experience designing something that will be built and serve the campus community for years to come. Oh, how thankful those students will be to the Student Assembly. Wink Wink

Previous Concerns Part 1

- "CORK BOARD!" Yes there are existing cork boards and flat screen tv's around campus. None of them are fully under the Assembly's control. I also can't think of one dedicated to a single organization on campus. These kiosks are meant to be placed in universal locations that every student of every major will pass by (Which could be inside, but harder to stand out). I personally have only attended 2 events from something I saw on a screen I passed by inside of a building. It is hard to grab attention in spaces where other orgs or university departments are trying to grab attention as well.
- Could we be more cost effective? My first response is, you get what you pay for. So yes these kiosks are expensive, but they are for a dramatic and long term purpose of increasing Assembly awareness and interaction on campus.

Previous Concerns Part 2

- Cost Concern: Another great element to this proposal is that the design isn't set in stone. We will be taking advice from the Assembly itself and the University Architect and Planning department. Conversations have already been held about designing an inside alternative that could be cheaper. If those alternatives are deemed more feasible and effective we will go with those designs.
- Cost Concern: As a reminder of how the SAIF works, the money comes every year and rolls over back into the endowment if not spent. So funding this project is not losing money. When voting on SAIF proposals you are rather considering what the money could be spent on that given year. So maybe you feel this proposal isn't your favorite and you're hoping something else comes up. For context, in last year's cycle of funding the SAIFC gave \$20,000 to build a prototype bus stop that will most likely never be built on campus. SAIFC also gave \$40,000 to trees and benches. This year \$8,000 has been approved for an org that less than 5% of the student body interacts with (I think that was the right thing to do, just priorities though.). I bring these examples up to say that this project is a direct investment in yourselves and inherently the larger student body. This project will affect every student on this campus and only serve to bolster student power. I believe that is worth the cost.

Reasoning For Approval

- Huh, that was a lot, but I think it will save some time this Thursday.
- Many projects that come through the SAIFC are great suggestions and might even get approved, but when the University Architect has to implement the idea the feasibility is complicated and what you get isn't always what you hoped for. This project can fall under signage which the University Architect has supreme control over with little oversight. It's feasibility is already assured and will be further assured as we work directly with the University Architect during the design process.
- The Assembly also doesn't usually get to add literal design feedback on the projects that come through the SAIFC. But this one you do.
- This Project has 4 WINS. Next Slide

4 Wins

- **1 win** for the SAIFC because we want to advertise this fund to more students. This kiosk would serve as the ultimate advertisement displaying the funds power while literally reaching more students with a direct way to advertise the fund to them.
- **2 win** for the Assembly because you get to advertise more to the students and display again that you have real power that can change student's experiences while at Cornell.
- **3 win** for CASP because you are empowering students to design the literal change they want to see on this campus. The Assembly would be giving students an opportunity to gain professional experience while benefiting their fellow students.
- **4 win** for the Assembly because you are helping to build up an organization that is dedicated to designing infrastructure improvements on this campus. This is a relationship that gives the general student body and the Assembly itself an avenue to better dictate what the improvements to campus will be and look like.

This project is the first step in something bigger.

- A step towards increasing Assembly awareness and voter turnout.
- A step towards unifying AAP and the rest of the University.
- I didn't come up with this idea in a day. This project was specifically chosen as CASP's first project proposal for funding to build the relationship between CASP, AAP, and the Assembly.
- As the former AAP rep I said I wanted to bring Assembly resources to AAP and I hoped to bring AAP's skill set to the aid of this Assembly and larger University. This is the culmination of me delivering on that want and promise.
- It is not everyday that the SAIFC will present a proposal as possibly significant as this one. It is seemingly small, but it's ripple is big.

Thank You

Sorry for all that, but I believe this is important and far bigger than me. I hope this answered more questions and relieved concerns. I look forward to our discussion on Thursday. Thank you for the time.