# Business Case

## Beta LMS Implementation

##### Version of TAC 216 Companion Guide: 2016

##### Date Prepared: July 30, 2015

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Approver Name Title Signature Date

John Doe Project Sponsor John Doe 7/31/15

Jackie Turner PPMO Director Jackie Turner 7/31/15

Loretta Young Business Owner Loretta Young 7/31/15

Bob Watts Project Manager Bob Watts 7/31/15

Joe Smith CFO Joe Smith 7/31/15

*\*By authorizing this Business Case the Project Sponsor and CFO agree to budget and funding source.*

### Section 1. Project Overview

#### Business Need

East Texas A&M University’s online education initiative is constrained from further growth by the limited feature set of the Alpha Learning Management System. Implementation of the Beta Learning Management System will enable continued growth in online education as outlined in the 2020 Vision.

#### Business Goals/Objectives

| Business Case Reference ID\* | Business Goal /Objective | Description |
| --- | --- | --- |
| BC001 | Enable hybrid courses | Make more efficient use of limited, available classroom space by implementing hybrid courses, which combine the features of both classrooms and online courses. |
| BC002 | Expand capacity for distance education | Scalability of online education features to support up to 100,000 credit hours per semester. |
| BC003 | SIS integration | Real-time integration with the student information system. |

*\*A unique identifier for each business objective/ goal for easy cross reference. If a Project Request was submitted, this should match the Project Request Reference ID.*

#### Recommendation

Implement the Beta Learning Management System in partnership with the Best Higher Ed Consulting Company prior to the beginning of the 2017 fall semester.

#### Justification and Impact

This project will provide critical support for the Online Education Initiative outlined in the 2020 Vision. Failure to complete this project will constrain online education to existing levels.

#### Customer

Customers are primarily faculty and students at East Texas A&M University.

*services, etc.?*

#### Project Manager Involvement

*Please choose one of the Project Manager roles listed below in accordance with your organization’s policies.*

☒ Lead Project Manager (internal project manager taking overall responsibility for the project)
☐ Oversight Project Manager (project manager providing regulatory/best practices supervision)
☐ Consultant Project Manager (external project manager providing professional services, i.e., vendor)☐ Other (explain)

#### Projected Project Budget and Funding Source

The total estimated budget is $750,000 for software, annual maintenance fees, consulting fees and staff time.

| Estimated Amount | Funding Source |
| --- | --- |
| $426,000 | The Provost’s account 24005678 for software and annual maintenance fees over the next three years. |
| $197,000 | The Provost’s account 24005694 for consulting fees. |
| $127,000 | Instructional Services staff time for implementation. |

#### Assumptions

This business case is based on the following assumptions:

* The university will experience sufficient demand to enroll an additional 1,000 students in its online programs over the next five years.
* Faculty will have the skills necessary to develop hybrid courses, enabling the university to avoid development of new classroom space over the next five years.
* Instructional Services will be able to devote 2 FTEs to the implementation over six months prior to the fall of 2017.
* Instructional Services staff will be able to devote 1 FTE to application support annually, upon completion of the implementation.

#### Limitations/Constraints

The following limitations and/or constraints apply to this project:

* The software and consulting quotes will expire on October 15, 2015.
* The Provost has limited available funds for software, annual maintenance fees and consulting fees to $750,000.
* Instructional Services will need to hire an additional technical staff member to implement and support the application, at a maximum salary cost of $90,000 per year.

#### Risks

If the university does not implement this new learning management system, it risks reduced enrollment as it loses the competitive advantage to other universities that are investing in distance education.

### Section 2. Project Evaluation

#### Strategic Alignment

*~~<Check all boxes that apply.>~~*

| Category | Criterion | Description | Select Check Box if Yes |
| --- | --- | --- | --- |
| Strategic Alignment | *System Alignment* | Project meets or supports a Texas A&M System strategic goal, initiative or directive**. If yes, indicate the goal, initiative or directive here:** | ☐ |
|  | *Institution or Agency Alignment* | Project meets or supports an institution and/or agency goal. **If yes, indicate the goal, initiative or directive here:** This project will provide critical support for the Online Education Initiative outlined in the 2020 Vision. | ☒ |
| Compliance | *Legislative*  | State/federal requirements; new legislation. **If yes, provide the mandate related to the project and the statutory citation here:**  | ☐ |
| *System Policy* | Texas A&M System requirements; new policy. **If yes, provide the mandate related to the project and the policy citation here:** | ☐ |
| *Member Rule or Procedure* | Institution/agency requirements; new rule or procedure. **If yes, provide the mandate related to the project and the rule or procedure citation here:** | ☐ |
| Risk Remediation | *Security* | Remediate security risk/issue. | ☐ |
| *Audit* | Remediate audit findings. | ☐ |
| *Technology* | Replacing aged technology | ☒ |

#### Business Value

This project is estimated to cost $750,000. Over the next 5 years, it will:

* enable the university to avoid a $30M expenditure on new classroom space and
* provide $20M in tuition income through enrollment of 1,000 additional online students.

#### Institution Priority

*Choose one based on the priority level of this project to your division or area.*

☒ High

☐ Medium

☐ Low

#### Institution Decision

☒ Approved to proceed

☐ Deferred

☐ Rejected