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Thirteenth Annual UCLA Survey of Business School Computer Usage: 1995-1996 Academic Year - Questionnaire

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THIRTEENTH ANNUAL UCLA SURVEY OF BUSINESS SCHOOL COMPUTER USAGE:
Academic Year 1995-96

Conducted by the
Anderson School of Management at UCLA
in Cooperation with the
American Assembly of Collegiate Schools of Business

Where are business schools in the computerization process?

In order to provide key decision makers in business schools with an answer to this question, you are invited to participate in this Thirteenth Annual Survey. This survey replicates major portions of the Fifth and Ninth Surveys. To answer "*where?*" a series of life cycle graphs are used in addition to checklists and rankings. The life cycle graphs incorporate developmental phases from investigation to phase out, sub-divided into steps. A definition of each step is on the back page. Please use these definitions as a guide to answering the questions.

Complete each phase diagram by circling the number which most closely corresponds to *where* your business school is today relative to where it has been and where it is going. This response is to reflect today's reality at your school. Even though you may not have all the information, complete the questionnaire from the orientation of the individual(s) responsible for all computer, communication, and information resources for your business school. Use your general knowledge, assuming a school-wide perspective.

Please complete as many of the items as possible. If you do not know an exact response, an approximation is better than no answer. Feel free to add, comment, or elaborate on any item. We have incorporated many past suggestions into the annual surveys.

A copy of the final report will be sent to all participating schools in September, 1996. A presentation based on the preliminary results of this survey will be made at the AACSB Annual Meeting in April and at the AACSB Learning Technology Workshop later this year. Please return this questionnaire by Monday, March 18, 1996, to:

Jason L. Frand, Ph.D.
Assistant Dean, Computer and Information Services
Anderson School of Management
UCLA
Los Angeles, CA 90095-1481 FAX 310-825-4835

Thank you for your forthcoming support.

Mailing Label Here Please	Telephone: () _____ E-mail address: _____
---------------------------	--

Your name: _____
(please print)

Title: _____
(please circle most appropriate)

1 Dean	5 Admin assist.
2 Asst. dean	6 Other director
3. Comp. cent. director	7 Comp cent staff
4 Faculty member	8 Other:

BUSINESS SCHOOL DEMOGRAPHICS: 1995-1996

(1) Type of business school: _____ Public (primarily government funded)
 (check one) _____ Private (primarily student tuition funded)

(2) At your business school, how many in each category ?
 Please use full-time equivalents (FTE), not "head-counts."

Students	Fulltime FTE	+	Parttime FTE	=	Total FTE
Undergraduates	_____	+	_____	=	_____
MBA	_____	+	_____	=	_____
Executives MBA	_____	+	_____	=	_____
Ph.D., DBA	_____	+	_____	=	_____
Faculty, academic staff	_____	+	_____	=	_____
Administrators, secretaries	_____	+	_____	=	_____
Computing support staff	_____	+	_____	=	_____

(3) Number of business school owned microcomputers available to:

	Student/ Public	+	Faculty	+	Staff	+	Network Server	=	Total
Apple desktops	_____	+	_____	+	_____	+	_____	=	_____
Apple PowerBooks	_____	+	_____	+	_____	+	_____	=	_____
DOS only desktops	_____	+	_____	+	_____	+	_____	=	_____
DOS only laptops	_____	+	_____	+	_____	+	_____	=	_____
DOS/Window desktops	_____	+	_____	+	_____	+	_____	=	_____
DOS/Window laptops	_____	+	_____	+	_____	+	_____	=	_____
UNIX	_____	+	_____	+	_____	+	_____	=	_____
other	_____	+	_____	+	_____	+	_____	=	_____
							Total		=====

(4) Student ownership: Does your business school recommend/require students to own a microcomputer?

Undergraduates	_____no	_____yes, recommend	_____yes, require*
MBA's	_____no	_____yes, recommend	_____yes, require*
Executive MBA's	_____no	_____yes, recommend	_____yes, require*

* Make(s) of required systems:

desktop: _____

laptop: _____

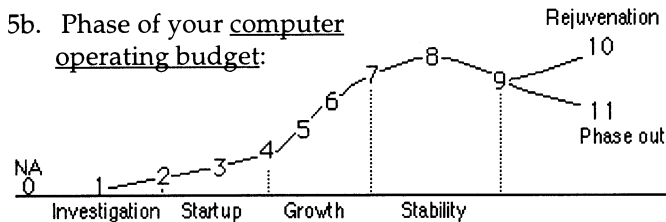
Business School Computer Operating Budget

5a. Total 1995-96 business school computer operating budget from all sources: US \$ _____

including: staff salaries/benefits, software/data acquisition and licenses, supplies, operating overhead, computer recharge funds, equipment maintenance

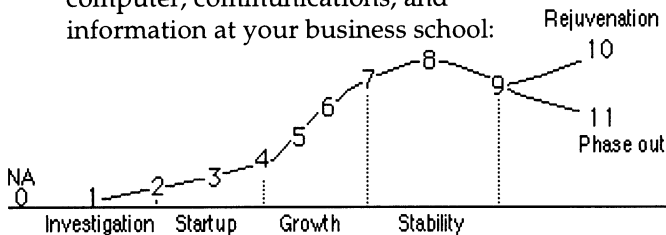
excluding: faculty salaries, capital expenditures where list value is greater than \$2000 and depreciated 3 years or more (e.g., microcomputer purchases), and lease payments

5b. Phase of your computer operating budget:



Strategic Plans

6a. Phase of strategic planning process for computer, communications, and information at your business school:



6b. Strategic Computing Issues

Please rank the six (6) most pressing issues with 1 = most critical to 6 = least critical.

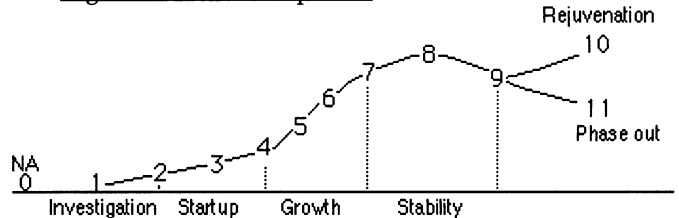
- ___ 1 Lack of goals and/or strategic planning
- ___ 2 Short term planning
- ___ 3 Planning the move to a new building or renovating the computer facility
- ___ 4 Business school's computing services organizational structure
- ___ 5 Appropriate curriculum development utilizing computing
- ___ 6 Values/benefits of computing to the school
- ___ 7 Faculty incentives for courseware development/integration
- ___ 8 Disillusionment with what computing can do
- ___ 9 Managing user expectations
- ___ 10 Obtaining hardware/software donations
- ___ 11 Adequate funding for operational support
- ___ 12 Student computing fees
- ___ 13 Schoolwide standards for hardware or software
- ___ 14 Keeping current on what technology is appropriate
- ___ 15 Vendor relationships (cooperation, support, responsiveness)
- ___ 16 Computer/library cooperative projects or convergence planning
- ___ 17 Web site development
- ___ 18 Distance education/learning/teleconferencing
- ___ 19 Requiring student computer ownership
- ___ 20 Administrative systems development
- ___ 21 Other:

6c. New business school building/addition or extensive computer facility renovation

- ___ Not applicable
- ___ Initial planning stage
- ___ Moved 2 - 5 years ago
- ___ Moved last academic year
- ___ Moving this or next academic year
- ___ Move planned within 2 - 5 years

Business School Computer Center Operations

6d. Phase of business school computer center/services organization development:



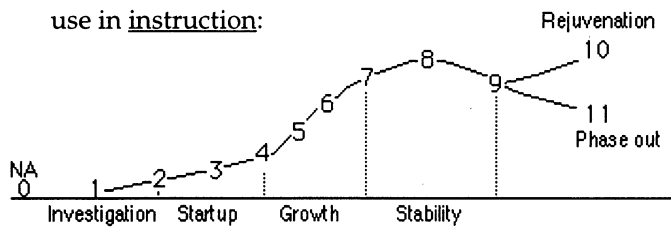
6e. Operational Issues

Please rank the ten (10) most pressing issues with 1 = most critical to 10 = least critical.

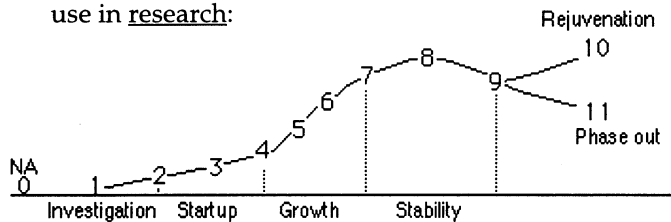
- ___ 1 Providing adequate faculty training
- ___ 2 Equipment maintenance
- ___ 3 Not enough hardware to meet demand
- ___ 4 Incompatible hardware
- ___ 5 Not enough software to meet demand
- ___ 6 Acquiring software site licenses for school
- ___ 7 Incompatible operating systems
- ___ 8 Illegal copying of software
- ___ 9 Sufficient space for computing facilities
- ___ 10 Creating a realistic budget, identifying the real costs
- ___ 11 Role of mini/mainframes
- ___ 12 Providing adequate student training
- ___ 13 Matching technology to user needs
- ___ 14 When to upgrade equipment
- ___ 15 Finding and/or retaining technical staff
- ___ 16 Finding and/or retaining consulting (user-support) staff
- ___ 17 Computer staff burn-out/morale
- ___ 18 Computer staff management
- ___ 19 Unauthorized access to equipment and/or labs
- ___ 20 AV and networking support for computers in classroom
- ___ 21 Equipment theft/insurance/security devices
- ___ 22 Implementation of school standards vs individual preferences
- ___ 23 Supporting student computer ownership
- ___ 24 Computer staff training/keeping current
- ___ 25 Controlling printing costs
- ___ 26 Proliferation of multiple versions of the same software
- ___ 27 Administrative staff training when high turnover rates
- ___ 28 Disposal of obsolete equipment
- ___ 29 Establish Web site standards
- ___ 30 Providing help desk/general consulting
- ___ 31 Selection of e-mail/collaborative work systems
- ___ 32 Other:

Mini/Mainframe Computers

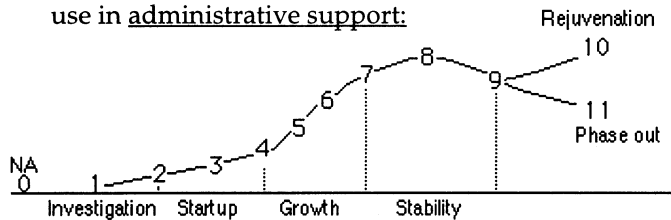
7a. Phase of business school owned mini/mainframe use in instruction:



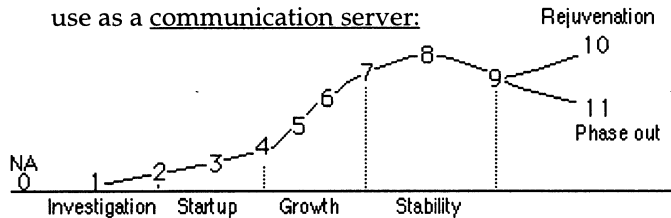
7b. Phase of business school owned mini/mainframe use in research:



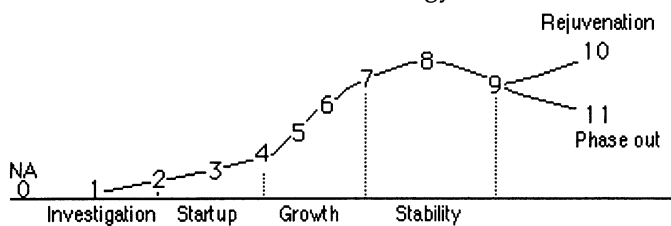
7c. Phase of business school owned mini/mainframe use in administrative support:



7d. Phase of business school owned mini/mainframe use as a communication server:



7e. Phase of client/server technology use:



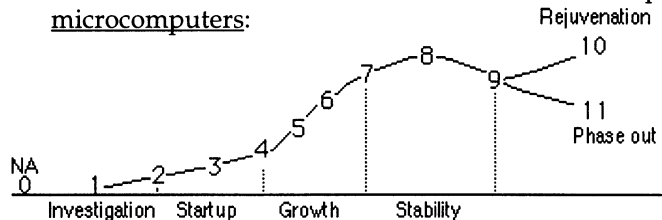
7f. Allocation of business school owned mini/mainframe use:

Instruction	_____ %
Research	_____ %
Administrative support	_____ %
Communications server	_____ %
Total	100 %

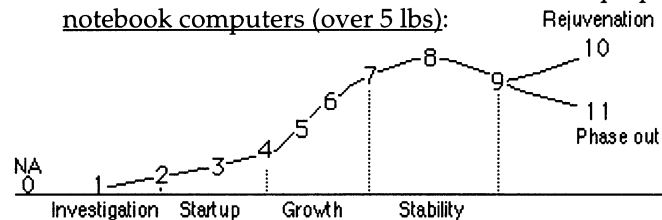
Microcomputers

This set of questions refers to use of the microcomputer systems listed on page 2.

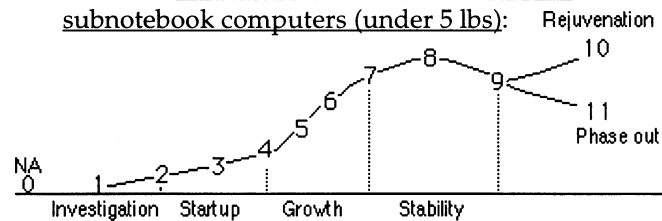
8a. Phase of number of business school owned desktop microcomputers:



8b. Phase of number of business school owned laptop/notebook computers (over 5 lbs):



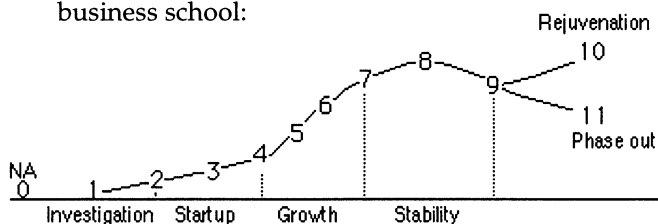
8c. Phase of number of business school owned subnotebook computers (under 5 lbs):



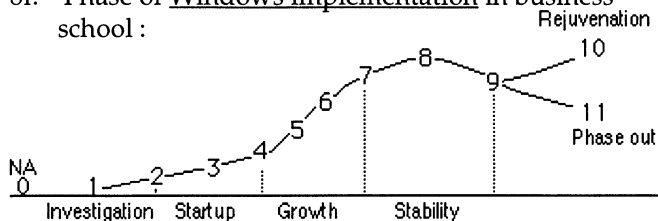
8d. Are there generally sufficient microcomputers at your business school to meet current demand (excluding exam time or end of term)?

	Faculty	Ugrads	MBA's
Yes, but occasional waiting			
Yes, never any waiting			
No, usually a wait for access			
No, always a wait for access			

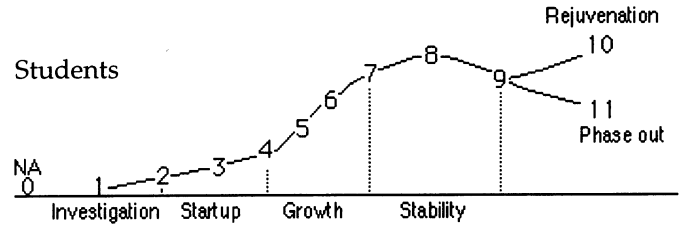
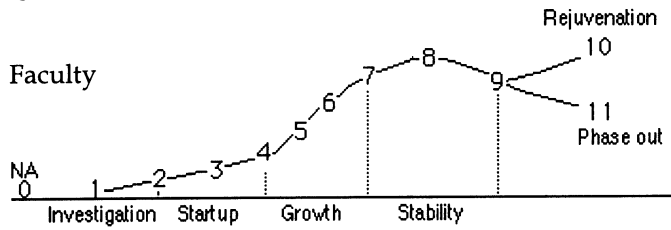
8e. Phase of number of microcomputer lab(s) in business school:



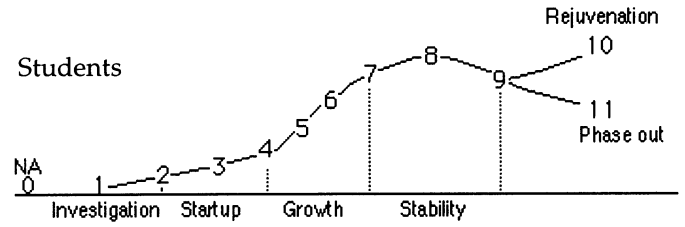
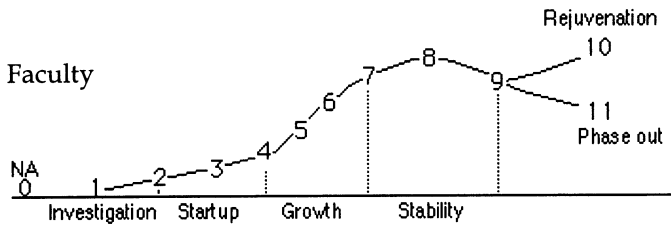
8f. Phase of Windows implementation in business school:



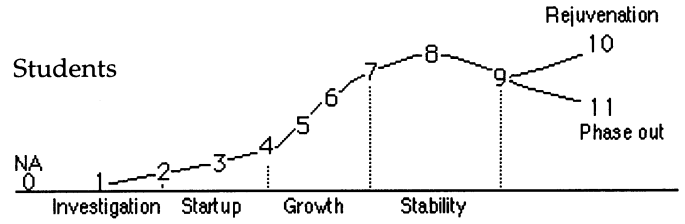
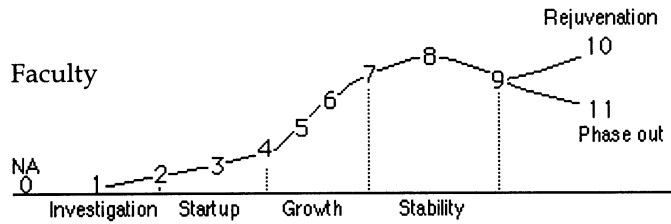
8g. Phase of microcomputer usage as a productivity tool (e.g., word processing, basic spreadsheets):



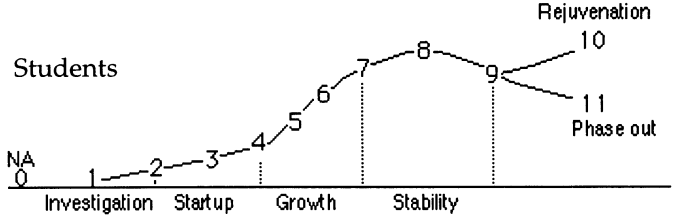
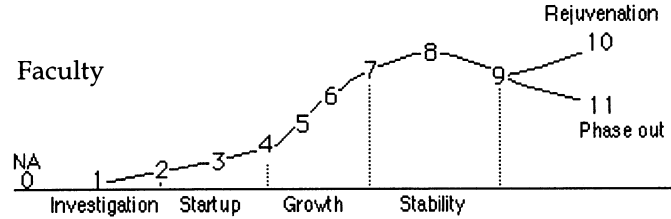
8h. Phase of microcomputer usage as an analytic tool (e.g., modeling, advanced spreadsheets, statistics):



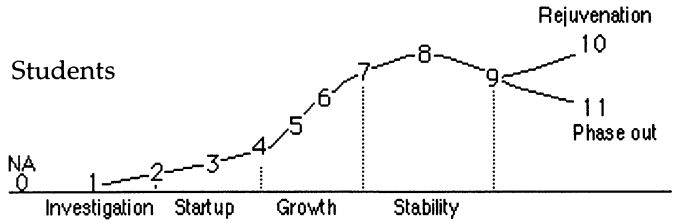
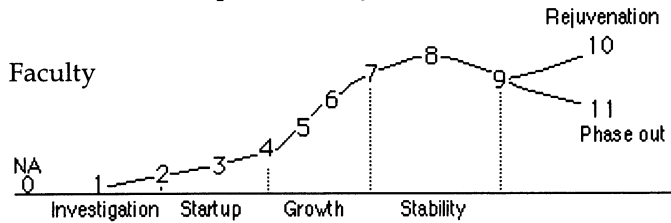
8i. Phase of microcomputer usage for desktop publishing:



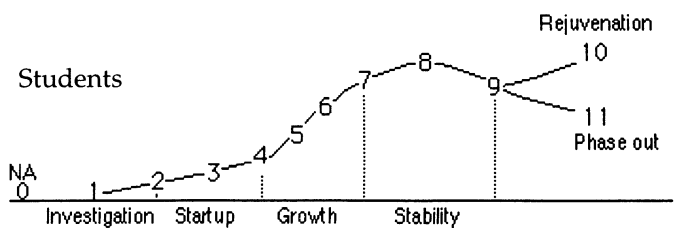
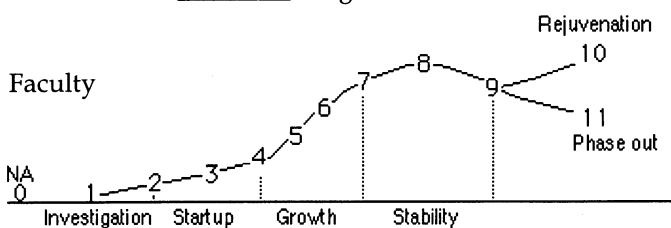
8j. Phase of microcomputer usage for presentation graphics and/or multimedia:



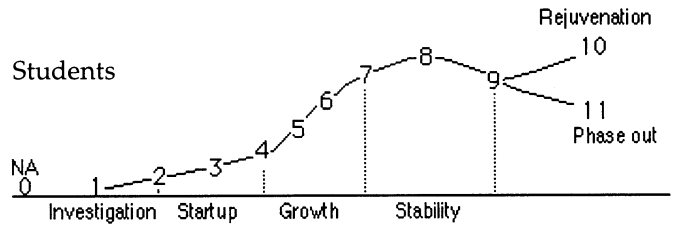
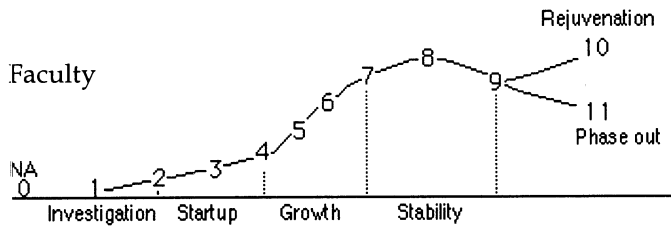
8k. Phase of computer literacy:



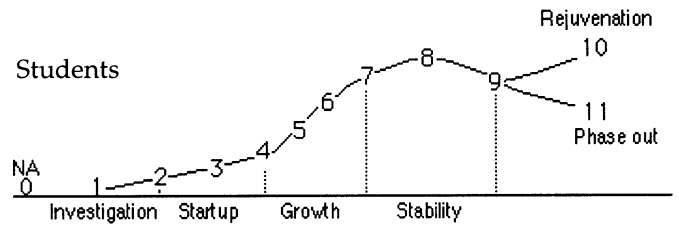
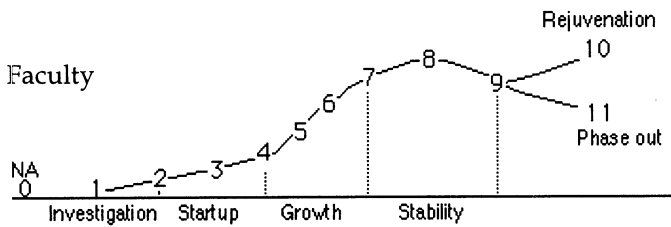
8l. Phase of CD-ROM usage:



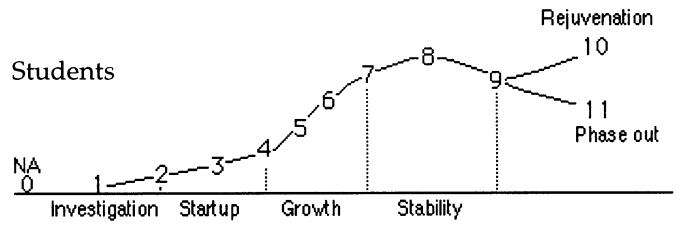
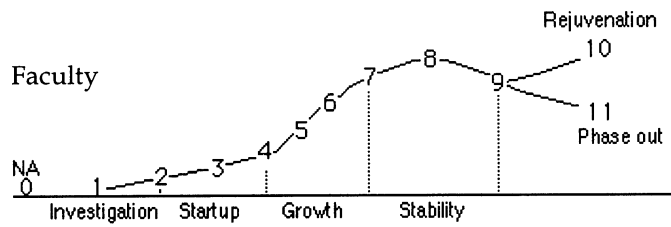
8m. Phase of e-mail usage:



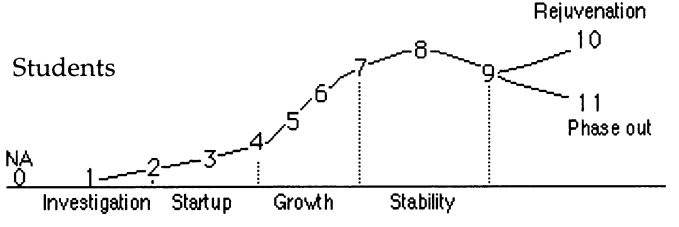
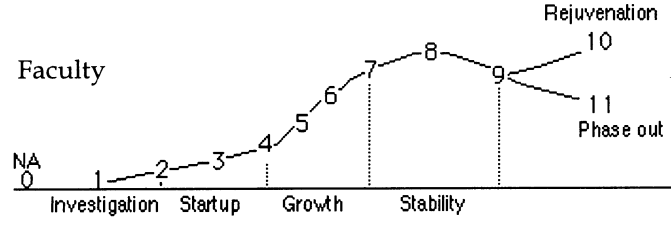
8n. Phase of Internet/Web (non E-mail) usage/"surfing":



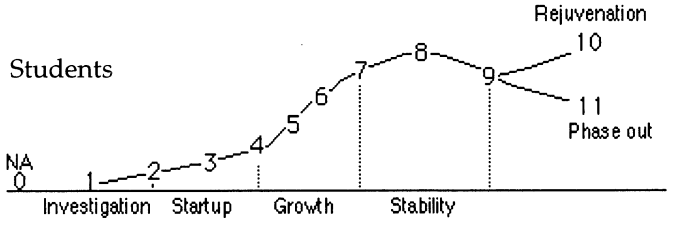
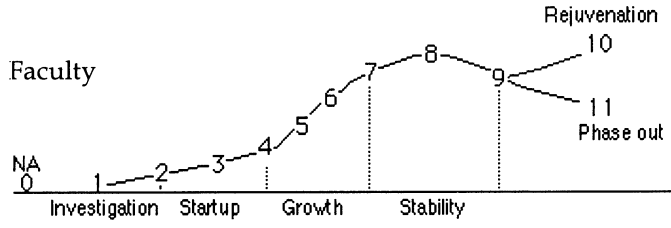
8o. Phase of on-line library database (e.g., ABI Inform, Disclosure) usage:



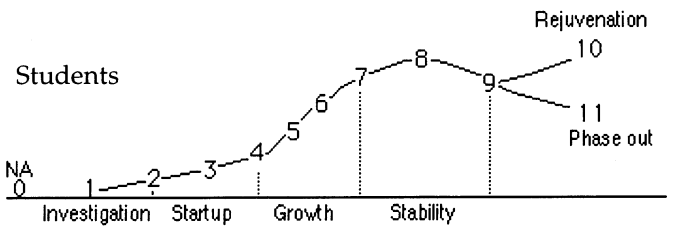
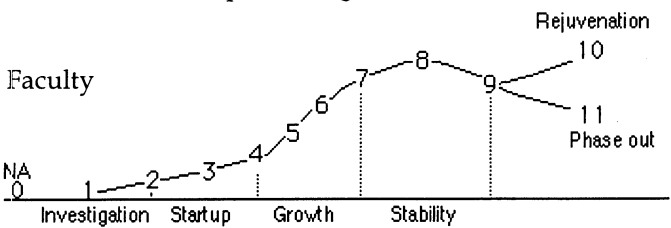
8p. Phase of actual LAN (local area network) usage:



8q. Phase of computer services support to users (training, consulting, programming, etc.):

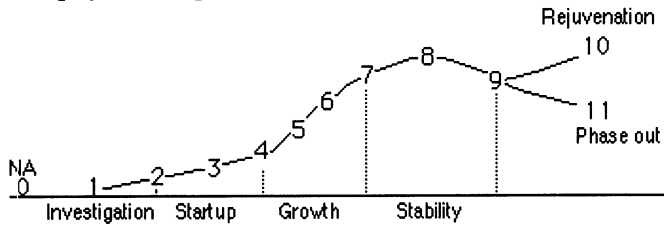


8r. Phase of computer usage in classroom:



Communications and Networks

9a. Phase of development of local area networks (physical implementation):



9b. How general is access to the LAN?

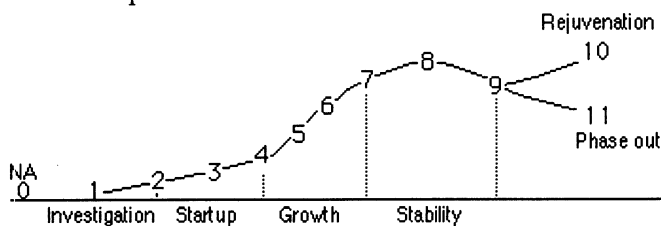
	None	Some	All
Student labs			
Faculty offices			
Administrative offices			
Classrooms			
Are these LANs bridged together?			

9c. Communication and Network Issues

Please rank the seven (7) most pressing issues with 1 = most critical to 7 = least critical.

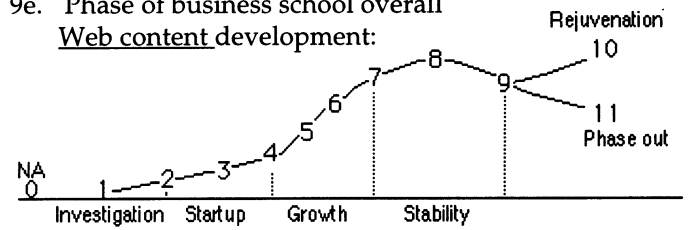
- ___ 1 Software availability for use on a network
- ___ 2 Software not designed for use on networks
- ___ 3 Software licenses for use on a network
- ___ 4 Which network operating system to adopt
- ___ 5 Laptop connectivity to network
- ___ 6 Which network technology to adopt
- ___ 7 Incompatibility of competing network technologies
- ___ 8 Microcomputer to mini/mainframe connections
- ___ 9 Microcomputer to microcomputer connections
- ___ 10 Access to wide area networks
- ___ 11 Topology (network layout)
- ___ 12 Expansion (adding nodes to network)
- ___ 13 Network management
- ___ 14 Operating network in lab setting
- ___ 15 Obtaining output over network
- ___ 16 Access security/password encryption/firewall
- ___ 17 Data security
- ___ 18 Response time on network
- ___ 19 Reliability of network
- ___ 20 Remote individual connectivity (PPP, SLIP, telnet)
- ___ 21 Multimedia over network
- ___ 22 Desktop teleconferencing over network
- ___ 23 ISDN access/services
- ___ 24 Other:

9d. Phase of business school overall Web infrastructure development:



9e. Phase of business school overall

Web content development:



9f. What media do you have on your Web site?

graphics	_____ %
text	_____ %
animation	_____ %
video	_____ %
sound	_____ %
	100%

9g. Who is responsible for your Web site:

	Development- getting started	Updating content- keeping current
B-school	_____ %	_____ %
computing services	_____ %	_____ %
external affairs	_____ %	_____ %
faculty members	_____ %	_____ %
students	_____ %	_____ %
administrative staff	_____ %	_____ %
Central campus group(s)	_____ %	_____ %
Outsourced	_____ %	_____ %
	100%	100%

9h. Are these content areas available on your Web site?

	No	No decision yet	Yes: Access	
			intenal only	unrestricted
teaching materials (eg, syllabi, old exams)				
student resume pages				
student personal pages				
faculty resume pages				
faculty personal pages				
staff resume pages				
staff personal pages				
student club materials				
catalog materials				
job postings				
alumni news				
other:				

9i. Which of these Web related services are provided by your business school?

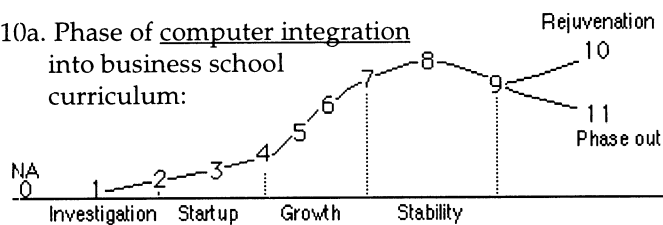
	No	No decision yet	Yes
page development training			
access/surfing training			
on-line admissions form			
commerical server			
user guide/documentation			
other:			

9j. Why is your business school developing a Web site?
Please rank the four (4) most important reasons with 1 = most important to 4 = least important

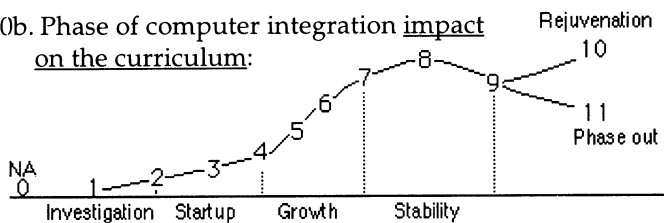
- ___ 1 Recruit perspective students
- ___ 2 Keep up with the competition
- ___ 3 Build a virtual community within your business school
- ___ 4 Develop stronger relationships with business community
- ___ 5 Develop stronger relationships with recruiters
- ___ 6 Increase visibility with media/popular business press
- ___ 7 Increase information access
- ___ 8 Improve internal information dissemination
- ___ 9 Improve alumni relationship and communication
- ___ 10 Increase technical ability of students and faculty
- ___ 11 To just have for people to use - surf the web
- ___ 12 Other:

Curriculum Integration

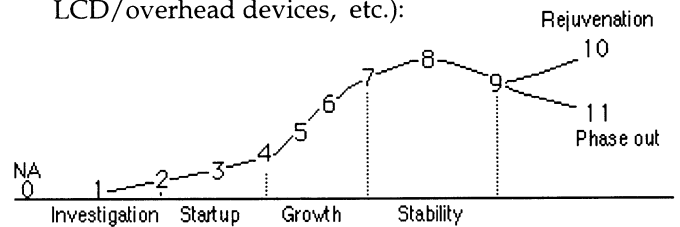
10a. Phase of computer integration into business school curriculum:



10b. Phase of computer integration impact on the curriculum:



10c. Phase of computer-linked equipment availability in classrooms (e.g., video displays, LCD/overhead devices, etc.):



10d. Instructional Issues

Please rank the five (5) most pressing issues with 1 = most critical to 5 = least critical.

- ___ 1 Defining an appropriate level of "curriculum integration"
- ___ 2 Selection of courses to be "integrated"
- ___ 3 Faculty incentives for developing courseware
- ___ 4 Inability to use computers in classrooms
- ___ 5 Teaching style/motivation to use technology
- ___ 6 Lack of courseware
- ___ 7 Courseware design
- ___ 8 Courseware development support
- ___ 9 Lack of access to authoring systems
- ___ 10 Courseware available, but not appropriate or "good"
- ___ 11 Lack of databases for curriculum support
- ___ 12 Lack of funds for curriculum support
- ___ 13 Inability of faculty to keep up with technological change
- ___ 14 Protecting faculty intellectual property rights
- ___ 15 Other:

Instructions: Complete each phase diagram by circling the number which most closely corresponds to where your business school is today relative to where it has been and where it is going. This response is to reflect today's reality at your school. Even though you may not have all the information, complete the questionnaire from the orientation of the individual(s) responsible for all computer, communication, and information resources for your business school. Use your general knowledge, assuming a school-wide perspective. Please use these definitions as a guide to answering the questions

- 0 Not applicable:** not appropriate for our business school at this time, no interest or use
- 1 Investigation:** gathering information, thinking about ideas
- 2 Initial action:** selection between alternatives, seeking support, grant activities, obtaining bids, general preparation, one/two experimenters
- 3 Start-up:** initial installation, testing, working out bugs, several users
- 4 Introduction to users:** developing support, identifying day-to-day needs
- 5 Slow growth:** minimal expansion, initial acceptance, insufficient resources to meet demand
- 6 Fast growth:** rapid expansion of resource, growing demands and expectations
- 7 Maturity:** beginning of steady state, continuity of services, routine patterns have emerged, stable user base, resource usually meets demand
- 8 Institutionalized:** little expansion, routine replacement of obsolete technology or system, expectation is "this is the way it ought to be"
- 9 Choice point or decline:** technology or system in place is declining in use or resource is not effectively being used prompting a review of the status quo and consideration of alternatives
- 10 Rejuvenation:** renewed interest, excitement, new expansion, new applications and users
- 11 Phase out:** discontinued use, replaced by new technology or system