



MEMORANDUM

To: Dr. Bill Scroggins
From: Uyen Mai
CC: Caryn Cowin
Date: February 11, 2016
Re: Request for Brightlink Projector

In the coming months, Marketing and Communication's photo studio and multimedia room is moving to a smaller location due to the Office of Research expansion project. This memo is to request the BrightLink Projector so we can make full use of the new space.

First, the BrightLink Projector is well suited for the tight space. Marketing and Communication uses the multipurpose room as a photo studio as well as a meeting room. The ultra-short throw of the projector will keep the projector to one side of the room, allowing us to have the space we need for our photo studio, which provides studio services to the college community.

The BrightLink Projector will aid in the visual and collaborative work in the Marketing and Communication Office. Just in the last week, Marketing and Communication has met with clients to develop a suite of materials, create new logos, revamp web content, brainstorm a new outdoor campaign, and more. It's highly collaborative work that is often visual and incorporates many ideas from many people. The BrightLink Projector aids in this by allowing users to share a whiteboard, take notes and capture ideas. You can take notes on multiple pages, switch between them, save the notes and email it to all participants. It also makes it possible for meeting participants to share sketches or notes from their own phones, tablets and laptops. This is something we do with much less efficiency, passing around smartphones and USBs and shuffling VGA cables so that meeting participants can all see the same images, sketches, ideas and concepts. In addition, the BrightLink Projector is an interactive projector that will be useful for web-related meetings. It makes it possible to control a web browser from the screen (scroll up, scroll down and more), make annotations, save them and email them to the team. It is an incredible tool to share ideas and capture them, and we intend to use it to its full capabilities.

For these reasons, Marketing and Communication respectfully requests the purchase of a BrightLink Projector and whiteboard for our multipurpose room. Please let me know if further justification or information is needed. Thank you for your consideration.