



**Re: Story Idea - Institutional Mission Spawns Innovative Financing Model,
Allowing Art College to Acquire Latest Technology**

Dear :

I think your readers would appreciate an interesting story about how a unique high technology environment (a multidisciplinary art college) driven by a strong institutional mission spawned an innovative financing model for leasing technology. The benefits in using this model are undeniable: flexibility, growth, and competitive advantage.

The School of Visual Arts (SVA) in New York has made technology support a top priority, to the point where half of all its classroom computers are replaced every year. Acquiring the latest technology at such a pace is feasible owing to the College's adoption of an innovative financing model. In this approach, a central leasing broker secures for the school flexible, short-term leases across a range of vendors for equipment such as computers, copiers, and other high-end imaging hardware.

SVA has the stated mission of preparing students for the professional art world. In some of the College's more technical disciplines, such as computer art, graphic design, and film/video, that means providing state-of-the-art technology that is equal to or beyond what is available to private industry.

Leasing technology instead of buying it has allowed SVA to better manage its cash flow and get more value for its technology dollar. Importantly, it provides the college with a built-in mechanism for constant upgrades; at the end of the lease term—or even in the middle of the term if necessary—the College can move on to the next generation of technology. Few if any other colleges can match SVA in its ability to quickly respond to changes in the industry, and thus give students a major advantage in the job market.

I will contact you next week to find out if you need any further information.

Thank you for your consideration.

Sincerely,

Adam Eisenstat
Director of Communication