



## Student Technology Fee Committee (STFC) Annual Allocation Request

### ALLOCATION REQUEST DATE INFORMATION

Date Created: 2021-02-01 14:57:32

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### ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: Presence\_Dawgden\_2021-2022

Request Description: Request for the continued funding of Presence, more commonly known as DawgDen at UW Tacoma. Presence supports the existence, maintenance, and support for DawgDen.

### ALLOCATION REQUEST INFORMATION

Department Name: Center for Student Involvement

Request Code: 21A0263

Contact Names: Conor Leary

UW Tacoma Affiliation: Staff

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Phone Number: 2536924366

Title of Request: Presence\_DawgDen

Type of Request: Continuous / Ongoing

Department Head Approval:  Department Head: Elizabeth Hansen

## Annual Request Information

### 1. Background: Review and discuss the context of the proposed technology in detail. Explain how this proposal will be used in conjunction with an original proposal or existing technology. If applicable, how is the current technology disabled or inadequate?

This request is for the online system Presence – more commonly known as DawgDen at UW Tacoma. This is an on-going/continuous allocation for this system.

DawgDen (<http://dawgden.tacoma.uw.edu>) was implemented on our campus in September 2010, and since then, has proven to be a resourceful management system that encourages UW Tacoma student leaders to participate in programs and services offered on campus. One of the primary uses for Presence is the management of Registered Student Organizations. The Center for Student Involvement utilizes DawgDen to register student organizations, track student organization officers, manage funding sources, collect funding requests for student conference travel and events, collect and manage advertising resources, promote events, disseminate policies and procedures to student groups, and so much more. DawgDen provides student leaders with an avenue to grow their organizations through tools designed for membership management, photo galleries, legacy documents and social media integration.

Our request is for \$11,600, which is a locked-in price that we will pay each year until the end of the 2021-2022 academic year. Presence does not increase the price of their product until the contract has ended, or there is a significant increase in the student population. Any possible increase in funding needed for Presence would be requested during Winter 2022, in the STFC requests for the 2022-2023 academic year.

### 2. Benefit to Students: Discuss how students have benefited from the original proposal, if applicable. How will additional funding of the technology benefit students? If this was an unforeseen technology need, discuss how students will benefit from this new proposal and why the need cannot wait for annual allocation funding.

All UW Tacoma students benefit from DawgDen in a variety of ways. Registered Student Organization officers and members, as well as campus departments, have the ability to maintain an archival record of organizational activity and pass down files from year to year. The Center for Student Involvement utilizes the annual online registration for Registered Student Organizations, which us to continue our paperless process. Online recordkeeping is useful for RSO's to maintain copies of meeting minutes, event photo album, constitutions and membership management. DawgDen also provides student groups with the opportunity to manage organization rosters, alumni members, send messages to members, track their RSO funding (NEW with Presence!), promote events, monitor event RSVP status, and track attendance at campus/organization events.

Presence also allows for immediate assessment of a variety of its features – including RSO membership and event attendance. This means that an RSO or department can check-in students to an event with DawgDen, and then see immediate, real-time data about the students they checked in. This is extremely beneficial to the campus, as it allows for RSOs and departments to truly see what populations of students are or are not attending their events or taking part in their services. This information is FERPA and security compliant and we have worked with UW Tacoma IT to ensure this. This process and the ease by which students could find involvement opportunities and collect data about their activities continued throughout virtual quarters. DawgDen became more an avenue by which students could find connection to what was happening virtually with RSOs and campus departments.

Over the years, many campus resources that are essential for students have moved to DawgDen:

- The Campus Event Fund & Conference and Training Fund proposals operate through DawgDen, which allows RSOs, campus departments, and UW Tacoma community members to participate in the accessible and user-friendly proposal process. Presence also organizes the information for easy review by the student committees prior to and during meetings where they review requests.
- All Advertising Resource Requests are collected through DawgDen, enabling students, faculty and staff to submit Husky 411 postings, TV advertisements and Social Media publicity online.
- RSOs and departments can access exportable reports which allows for immediate reference to and assessment of campus functions.
- An Involvement Incentive program known as Dawg Bones was enacted to encourage student participation in virtual activities, as well as provide tangible rewards to student for building time for involvement into their schedules. Dawgden has been instrumental in the execution of the Incentive Program; Dawg Bones are automatically tallied through the "Points" feature and are recorded for each student when they are checked into an event. This automated feature allows the CSI to build on the promotional and advertising campaign about Dawg Bones, knowing that the data is easy to pull off the system when needed
- UW Tacoma also began making use of the Experiences feature for DawgDen, which allows students to participate in involvement opportunities on their own time. Experiences range from completing a LinkedIn Learning module, watching a video, and snapping a selfie for the W Photo. Experiences were also used to organize Welcome Days information and activities, along with showcase Involvement Fair information in Fall 2020, Winter 2021, and anticipated for Spring 2021.

Important data points that have been tracked throughout this year through Presence can be found here: <http://bit.ly/DawgDenData> (copy & paste to open)

Throughout our virtual times, DawgDen has grown even more influential in how a student feels connected to their classes, potential RSOs, and the UW Tacoma community.

**3. Access: Describe who will be using or will have access to the resources being proposed. If the access has changed since an original proposal, be sure to note that here. In addition, all previous requestors, please provide historic data highlighting the usage and accessibility of technology. All new requestors, please provide user need data.**

DawgDen is a general access resource for any UW Tacoma student, registered student organization, faculty or staff member. Login is done through using a UW NetID. Hours of availability are around the clock since it is accessed online.

**4. Timeline: Provide a timeline showing how the proposed technology can be completed during the requested period. Describe when you would like to see this proposal initiated and completed, and why.**

The system is continuous, so it will remain available. The funds would be used to pay the annual contract in Summer 2021 when they become available to use.

**5. Resources/Budget: Discuss available financial, personnel and space resources devoted to the proposed technology and level of support. Proposal must detail all the items/resources requested to be purchased. This includes filling out the Item Detail in next section.**

Presence provides ongoing support and training for the system at all times. UW Tacoma IT assists with maintaining any system integrations between Presence and UW Tacoma. The Center for Student Involvement is responsible for managing the system, its daily use, and the contract with the vendor.

## Funding Request Items

Item	QTY	Cost Per Item	Shipping Fee	Tax Per Item	Subtotal
Annual Subscription for 5,300 Students for Presence Web Application (DawgDen)	1	\$11,600.00	\$0.00	\$0.00	\$11,600.00
OVERALL TOTAL:					\$11,600.00