



Student Technology Fee Committee (STFC) Annual Allocation Request

ALLOCATION REQUEST DATE INFORMATION

Date Created: 2021-02-17 13:35:42

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ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: HootSuite premium plan for the CSI and SAB

Request Description: A request to fund a premium HootSuite account to manage the UWT Student Involvement social media accounts, as well as the Student Activity Board's social media accounts.

ALLOCATION REQUEST INFORMATION

Department Name: Student Life

Request Code: 21A0274

Contact Names: Daniel Nash

UW Tacoma Affiliation: Not Set

UWT Email Address: nashd@uw.edu

Phone Number: 2536924813

Title of Request: HootSuite premium plan for the CSI and SAB

Type of Request: Continuous / Ongoing

Department Head Approval: Department Head: Bernard Anderson

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?

The Center for Student Involvement has Facebook, Instagram, and Twitter accounts. The primary purpose of the accounts is to publicize involvement opportunities being put on by Registered Student Organizations and other campus departments, who submit content through the Advertising Request Form on Dawgden 2.0; in these requests, submitters have the option of specifying on which date they wish for a social media post to appear. The RSO Marketing Assistant processes these requests and manages the social media accounts via HootSuite, a service that allows users to send and schedule posts for multiple social media accounts through one interface. Scheduling, in particular, is a major benefit of HootSuite.

To date, we have used the free version of HootSuite, which can manage up to three social media accounts, and allows up to 30 posts at a time to be scheduled in advance (Although in practice this is a 10-post limit, since social media requests almost universally ask posts to go out on all three of our accounts, and even if a piece of content that goes out over Twitter, Facebook, and Instagram is identical across all platforms, it counts as three separate posts).

Over time, growth in the number of advertising requests has made the 30-post limit inadequate. In particular, a small cluster of programs are aggressive about submitting advertising requests early; for example, Legal Pathways organizes dozens of events each quarter and submits all of its advertising requests the week before a quarter begins. When these early requests come in, the scheduling limit can prove inadequate to cover all of the requests of even one organization.

Working around the limit is complex because the marketing assistant must keep track of how many posts have exited the queue, when items will exit the queue, how many posts have yet to be scheduled in the queue, and which of those to prioritize for entry into the queue once space has been made available. Because the assistant is forced to create a manual tracking system and constantly compare that against the automated system, the potential for human error is high. It's easy for a post request to be lost in the shuffle, or at least to be posted later than the date requested.

An entry-level paid account (a HootSuite Premium Plan) would allow the RSO Marketing Assistant unlimited scheduling, which means they can fully process all advertising requests the moment they come in. The Premium Plan also allows for up to 10 social media accounts; the Student Activities Board has expressed interest in adding its two social media accounts to the existing si411@uw.edu HootSuite account, which would allow for the value of this proposal to benefit a wider circle of student organizations. A Premium Plan would also leave room to add five more social media accounts to the service, which could allow us to include other Center for Student Involvement organizations in the future, such as ASUWT or the Center for Service and Leadership.

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.

As discussed above in Q1, the addition of an unlimited scheduling feature will minimize the potential for a requested post to be late, or be missed altogether, due to human error. Submitters will be able to expect with near-certainty that a post will appear exactly when they request it to appear.

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.

HootSuite is directly operated by the RSO Marketing Assistant, a student employee who processes advertising requests. If this proposal is approved, it will also be used by SAB's Outreach Coordinator. Indirectly, the technology is accessed by every student, staff, and faculty member who submits an advertising request for a social media post.

Since DawgDen 2.0 launched in August 2019, 869 requests have been submitted to the Advertising Request Form, for an average of 174 per quarter (not including summer, when the form is not active). The vast majority of these include a request for a social media post, although some will ask for a post to go out "as soon as possible" rather than schedule a post in the future. If we conservatively estimate that only 90 submitters per quarter ask to schedule social media posts across all three Student Involvement accounts, that translates to 270 scheduled posts--nine times the free account's limit.

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 technology in question is software used online via web browser, and therefore has no hardware requirements beyond an Internet-capable device. Consequently, it can be adopted as soon as funding goes into effect.

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.

The RSO portion of the Center for Student Involvement employs a student RSO Marketing Assistant, a position funded by SAFC request. The assistant operates HootSuite, with occasional support from the professional-staff student media specialist. During normal operations, the Center for Student Involvement has a dedicated workstation from which the RSO Marketing Assistant accomplishes their work. SAB also has virtually identical amenities, as do ASUWT and the CSL, if either of those programs eventually wish to join in use of the HootSuite Premium account.

The service is \$45 if purchased monthly, but discounted% if purchased in one annual payment. The discounted annual cost is \$345 (\$383.50 with tax included).

Funding Request Items

| Item | QTY | Cost Per Item | Shipping Fee | Tax Per Item | Subtotal |
|-------------------------------------|-----|---------------|--------------|--------------|----------|
| HootSuite Premium Plan subscription | 1 | \$345.00 | \$0.00 | \$38.50 | \$383.50 |
| OVERALL TOTAL: | | | | | \$383.50 |