Student Technology Fee Committee (STFC)
Annual Allocation Request

University of Washington TACOMA

ALLOCATION REQUEST DATE INFORMATION

Date Created: | 2022-03-14 14:41:55 | Date Due: | 2022-03-18 12:01:00 | Date Submitted: | 2022-03-15 13:50:12

ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: | HootSuite

Request Description: | A subscription to HootSuite, a social media management service allowing the Center for Student Involvement and Student Activities Board to schedule posts in advance.

ALLOCATION REQUEST INFORMATION

Department Name: | Center for Student Involvement | Request Code: | 22A0324

Contact Names: | Daniel Nash | UW Tacoma Affiliation: | Staff

UWT Email Address: | nashd@uw.edu | Phone Number: | 253-692-4813

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

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.

Prior to the 2020-2021 school year, we 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 was 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 made the limit inadequate. In particular, a small cluster of programs are aggressive about submitting advertising requests early in the quarter, using up the quota quickly.

Working around the limit was complex because the marketing assistant had to keep track of how many posts exited the queue, when items would exit the queue, how many posts were yet to be scheduled in the queue, and which of those to prioritize once space had been made available. Because the assistant was forced to create a manual tracking system and constantly compare that against the automated system, the potential for human error was high.

Switching to a HootSuite Premium Plan allowed the RSO Marketing Assistant unlimited scheduling, which meant they could process all advertising requests the moment they came in. The Premium Plan also allows for up to 10 social media accounts; the Student Activities Board added two social media accounts to the existing si411@uw.edu HootSuite account. We still have 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 minimized the potential for a requested post to be late or missed due to human error. Submitters can expect that a post will appear 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, as well as 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, 1,406 requests have been submitted to the Advertising Request Form, for an average of 175 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 $49/month, or $588 billed annually ($648.57 with sales tax).

Funding Request Items

Item	QTY	Cost Per Item	Shipping Fee	Tax Per Item	Subtotal
HootSuite premium plan subscription	1	$588.00	$0.00	$61.00	$649.00
				OVERALL TOTAL:	$649.00