



Student Technology Fee Committee (STFC) Annual Allocation Request

ALLOCATION REQUEST DATE INFORMATION

Date Created: 2022-03-17 09:35:19 Date Due: 2022-03-18 12:01:00 Date Submitted: 2022-03-18 08:23:38

ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: Anthology_Student Engagement Platform 2022-2023

Request Description: This request is for the replacement of the online system Presence, which powers the DawgDen student engagement system at UW Tacoma by Anthology.

ALLOCATION REQUEST INFORMATION

Department Name: Center for Student Involvement

Request Code: 22A0331

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Title of Request: Anthology_Student Engagement Platform 2022-2023

Type of Request: One Time

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 replacement of the online system Presence, which powers the DawgDen student engagement system at UW Tacoma. The justification provided throughout this proposal emphasizes the need for a functional and more user-friendly experience to house our student activities, registered student organization management system, advertising methods, form distribution, and other factors that directly impact the student involvement experience. The proposal will also demonstrate how this new system, because of its functionality and various areas it can connect to, will provide opportunities for services and resources beyond the Center for Student Involvement, to increase student connection to said resources, as well as engagement opportunities throughout campus. This is a new proposal for funding within the final year of our 3-year contract with Presence (now owned by Modern Campus).

DawgDen (<http://dawgden.tacoma.uw.edu>) was implemented on our campus in September 2010, and while conceptually, it has been a helpful management system for our student organizations and campus departments, there have been some serious issues and concerns that have affected UW Tacoma's relationship with the service. In its daily use as a campus calendar and resource management system for Registered Student Organization officers and campus departments, the system has grown difficult to work with, especially in extended loading times known unofficially as Presence "loops" where pages refuse to load until reloaded, possibly multiple times. It has been made clear to our office that students do not enjoy the layout of the system and when those who mean to use the system for work they need to get done are constantly at odds with the loading times and functionality, the objectives they've logged on to achieve are not completed. While the company has said that these inefficiencies are being worked on and at times, fixed, we still continue to struggle against draining loading times, buttons not appearing on forms, and the internal logic of the system not syncing as it is supposed to. Amongst our student population, for student leaders who make use of the program to manage their organizations and students looking to get involved, DawgDen is something they feel they don't want to access, to avoid issues and conflicts with the system. While the program was meant to look more "Student-centric," the constant issues within the system have made the program more frustrating for student leaders than it needs to be.

Student Testimonials-

Student 1- "I have experienced issues in Presence with not being able to log into my account for no apparent reason, or having to wait an exorbitant amount of time for it to load. On top of that, there have been inconsistencies with functionality when loading or trying to access documents. Overall, the platform is not intuitive, and functions like an outdated website that needs upgrading." - Current Student, RSO Officer, and Student Employee

Student 2- "As someone who has to use Presence frequently in my positions on the University of Washington Tacoma campus, I have had to use a great deal of my limited time to overcome aspects of the service which should have been fixed by the website before licensing to the school. As an RSO officer, I have to check in students to events quickly and then host the event. There have been multiple times where the website was so slow (on various computers) that I had not been able to check in students during the time of the event and have had to write down students personal information on paper to check them in at a later time. I also am not able to trust that the information displayed for my RSO on Presence is accurate. There have been many times where I have emailed all the contacts from my organization and I have gotten bounce back emails that those contacts no longer exist which is likely due to graduating seniors not being updated within the system. Lastly, their check-in system makes the process of checking in students for events extremely difficult, with NetID's only being allowed for check in within an hour of the event. After that point, student ID Numbers, a more sensitive set of information is needed to check students in. As an RSO officer, usually during that hour I need to tear down the event and get out of the space making it so I need to ask for student ID numbers for check in which is more personal information and something that students often do not know therefore making them skip check in." - Current Student, RSO Officer, and Student Employee

Student 3- "When using DawgDen as a student for the past four years I've been here, there has been many occurrences of the website not loading properly (especially when using mobile devices) or just slow loading in general. Although my student experience with DawgDen(Presence) is okay, exploring through tabs are easy to do, exploring RSO organizations and registering has their own tab for easier accessibility, and viewing upcoming RSO events can be seen on the front page. Although using DawgDen as a student works okay with me, but when using DawgDen as a student worker in the Center for Student Involvement Dawg Bones & DawgDen Program, my group and I have been facing issues from time to time upon obtaining students Dawg Bones (points). Sometimes getting student's data on their points from Presence can be sent late to us, while a frequent number of times we received the document of student's points on time, but an incorrect value of their points. This leads to problems when trying to update students values correctly to see if they can make prize purchases. If we can obtain student's Dawg Bones information on time and with the correct data, there would be a lot less problems for us and can quickly update and view students point values without having to worry." - Current Student, RSO Officer, and Student Employee

Student 4- "The use of Dawg Den (Presence), as both a student and worker has been frustrating and tedious. My project team, Dawg Bones, which is meant to encourage participation of school events, is hindered by malfunctioning software and a hard-to-navigate website. The points system we rely on to track students' progress has consistently had problems reporting the data, often pushing back our project's progression. More, the loading time of the site is notoriously slow lasting anywhere from 45 seconds to a full two minutes, leading to time outs and irritated users. Since starting here last fall, I've never successfully been able to enter Dawg Den through my phone, and my laptop, only half the time. Additionally, the site is overall unpleasing to look at with a cluttered homepage, a confusing structure, and a dull design. Clubs have reported that they rarely use it due to students' adversity to it. I would ask you to consider moving away from this partnership from Presence, as we have no positive experiences with it and would benefit immensely from a functional website." - Current Student & Student Employee

From the administrative side of the program, campus administrators have tried to deal with these issues through customer service and their client associates, but a lot of our issues have gone unresolved. For the last two years, administrators in charge of primary construction and operation of DawgDen have reasoned out different strategies and techniques to make DawgDen work for our purposes, and just hoped that the systems remained intact. Many of the ideas that have gone into Presence have been made with the system in mind - and there is always the factor of what might happen if the system gets caught in a loading loop, and how that would decrease the likelihood of successful completion of a task by students. We have struggled with the Presence company as well to make sure that all students were included in the system that were registered for classes each quarter. We experienced a trend of failed data uploads and only "one" solution which included a member of the Presence team to manually enter new people, which did not happen as often as needed.

A major aspect of acquiring Presence was to be able to pull important data and analytics that would provide evaluation information and make data assessment possible for student engagement and involvement. Most times, reports requested from Presence have resulted in data not being organized in a helpful manner or not being delivered at the time needed, even when requested in advance. There have been some bobbles in requests as well, along with unhelpful glitches, that have added to staff workloads unnecessarily. One primary example was requesting that the Dawg Bones points be zeroed out at the beginning of the quarter, resulting in the request being run 3 different times and granting all of our participant negative point values. This required one staff member and student staff to sort through every student who had earned Dawg Bones and their profiles to eliminate the glitch errors that the analytics teams for Presence need 2-3 weeks to complete.

The three-year contract with Presence is up this year and as the staff most closely responsible for the system and its purpose on campus, we would like to leave our relationship with the company in order to acquire Anthology (Formerly Campus Labs). UW Tacoma has worked with the company in the past and participated in a live demo with the Anthology sales representatives (as well as was able to access the system from a current partner's view). Our intent is to acquire the Anthology system in order to have a more functional system that will align with our needs within the Center for Student Involvement and across campus. The main objectives would be to:

- Provide access to all forms of engagement at UW Tacoma
- Provide a connecting resource from departments and resources
- Ensure analytics and demographic information can be collected to fuel successful assessment of programs and services
- Fully incorporate the UW Tacoma into the ease and functionality of an operational system that fits their needs.

Anthology would up-end the level of support and efficiency provided by Presence. Anthology would provide the campus with the ability to:

- Register student organization, campus offices, and departments
 - This would allow the Center for Student Involvement to maintain knowledge of which groups were organizing at UW Tacoma and provide them with a direct line of support through Anthology and the CSI
 - Student officers, staff, and faculty members would be able to manage rosters and position types, as well as communicate their programs, events, and services in a system that all UW Tacoma students would have access to upon their registration in courses
 - Organizations will be able to directly communicate with their members, manage their organization finances, and submit events for approval
- Store documents and create functional forms that can help to achieve particular goals, inquiries, and polls
- Publish new stories and updates
- Advertise and broadcast involvement opportunities on the website as well as on their Corq app, personalized for UW Tacoma and available for students to download to their phone
- Host Intra-Organization Elections and campus-wide elections including ASUWT elections. This process will also allow voting to only occur from those who are eligible to vote in particular circumstances and based on different demographics.
- Collect significant event attendance data through multiple avenues, including QR Code, clickable links, card swipe, and manual entry

Our request is for \$31,350, which includes a one-time implementation fee of \$7000 that would not be included in future price models. Also, there is a Give Pulse connection that, should the Center for Service & Leadership's proposal be approved for Give Pulse, would be included. If the proposal for Give Pulse does not pass, the connection would not be needed and would drop the price to \$27,350. The funding, based on contract terms, would change based on the implementation fee, but would be a frequent request in order to maintain the service annually and is outlined here: <https://bit.ly/3KRSAtp>. The company can provide a Demo to the STFC so that you're better able to understand the drastic differences between Presence and Anthology and how the level of functionality, support, and effectiveness will increase from the switch.

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.

The benefits of having a student engagement platform for the institution, its organizations, resources, departments, and students to use are tremendous. While our campus community has experienced conflicts with the Presence system, the amount of engagement throughout the last 3 years, especially with the pandemic, proves the need for a system like this. Presence has served as a landing portal for student involvement and for student connection. Because it has housed all available organizations, with their upcoming meetings and events, and has broadened to advertise as many campus events as possible, the student engagement platform has become a central resource for our students. Presence has provided a calendar of events, organization management systems, attendance-tracking systems, an incentive program, data and assessment materials, asynchronous experience support, service hour tracking, forms, and more all in one location that have assisted students in understanding more about what they might be able to take part in throughout the year. It has also allowed for there to be an organized system of referrals, approvals, and refusals that have helped influence the event management and production system at UW Tacoma, so events and activities can occur on the campus.

While carving out this need for a student engagement platform, functionality, technological issues, and a lack of motivation from the overseeing company, including the degradation of DawgDen's reputation on campus, has led to this proposal, where the increase in funding allotted to having a student engagement platform will correct particular conflicts that students are having in order to provide far more benefits.

Students as a whole

Central Location for all-things involvement

Having a central location to have students turn to to find involvement opportunities has increased the sense of student belonging at UW Tacoma. Anthology will continue that by providing multiple facets of its platform that cater to creating a central environment where students can log on (with their UW Net ID) in order to explore organizations, events, and engagement opportunities in a far more functional and user-friendly system (that loads far quicker than Presence). The Center for Student Involvement has worked to use the different facets of Presence, which Anthology possesses and has more of, to create an immense resource for students to turn to for whatever they need. Anthology will be used by student leaders, but also the students who are looking to pursue their passions, or create space to pursue them. Notifications can be added to the landing page for every student that direct their attention to important announcements, increasing the ways in which information can be shared throughout campus.

Events Calendar

The event management system within Anthology will illustrate all possible engagement opportunities that are uploaded to the system. Students will be able to check what's going on at UW Tacoma from their desktop, on a mobile browser, or in the Corq App, developed by the company to broadcast the events calendar for an institution directly from what's stored inside

Incentive program to reward commitment to involvement and progress in areas of growth

An Involvement Incentive program known as Dawg Bones was enacted to encourage student participation in virtual activities, as well as provide tangible rewards to students for building time for involvement into their schedules. This program will adapt and be brought to Anthology as well in the form of pathways, where students will learn to better understand their commitment to involvement based on tangible and intangible incentives. A major aspect of Dawg Bones has been the recognition that from involvement comes valuable things in the form of prizes, but the program was created to help students understand the value that events, organizations, and programs have in the development of important skill sets. The program also emphasizes that because students are making involvement a priority that the more time they spend on campus is worth it, to increase their chances of walking away with exclusive prizes or skills they may have worked on while gathering them.

Access important forms

A student engagement platform also provides students with access to important forms that can be developed by student organizations, campus departments, and administrators to gather important information. One of the signature aspects that would benefit the whole UW Tacoma community, administrators and students would be able to create forms that could be easily dispersed and used by the UW Tacoma. The Elections aspects of Anthology would be instrumental in helping the campus to elect student representatives to ASUWT and allows members to elect their RSO officers in a fair and partitioned way- where only members of that organization could be given a vote. Lists could be developed and the system would be able to ping those individuals who need to vote through email.

Registered Student Organizations

The Center for Student Involvement would be able to use Anthology for the annual online registration for Registered Student Organizations, which allows us to continue our paperless process. Anthology would provide each RSO with a web page that they can use to promote their organization, events, and efforts, while also offering them administrative access, which includes record-keeping systems to maintain copies of meeting minutes, event photo album, constitutions, social media accounts, and membership management. Anthology also provides student groups with the opportunity to manage organization rosters, alumni members, send messages to members, track their RSO funding (NEW with Anthology's finance tool), promote events, monitor event RSVP status, and track attendance at campus/organization events. Using Anthology would allow students to centralize so much of their RSO documentation into one place and the administrative back-end can be accessed by multiple officers.

Anthology would continue to provide access to important forms and the form tool has certain improvements that would make construction and promotion of the form much easier for students. Presence's system has been considered by main form creators as clunky, with a drag-and-drop construction that takes too much time to situate different questions. Anthology uses a more customized approach and allows each form to only include the necessary areas where the creator would like to gather information. RSOs would continue to be have access to the Campus Event Form, Conference & Training Form, RSO Operations Fund, and UWAA RSO Request Form , as well as the Event Proposal Form and Advertising Request Form that add their events to the events calendar and push it out for promotion across campus.

Anthology's more functional system will better assist RSOs in achieving their goals as well as the Center for Student Involvement's initiatives towards demonstrating the effectiveness of student involvement. User struggles to connect with Presence have left data unreported about event attendance, membership retention, and RSO success that can be better promoted to students with a new system. Many of our key student leaders who work with their RSOs have struggled with the connectivity of DawgDen and it has become apparent to the CSI that the inability to log on within a certain time frame to get one or two things done for their organization results in officers not completing their tasks. With the new system functioning far more reasonably, the CSI would be better able to hold student leaders accountable to particular practices, like maintaining an active membership roster, recording event and meeting attendance, and keeping their webpage up-to-date.

UW Tacoma Departments & Services

Faculty and Staff members would also be able to use Anthology for their efforts, especially in the promotion of campus resources and services, as well as engagement opportunities their areas are hosting. Like RSOs and as they've done on the student engagement platform, they can be provided with organization accounts where they can upload events directly into the system so their information appears on the Events calendar. The student engagement platform can grow in opportunities with the more departments and services that have pages on the system. The ease of use of Anthology can be easily taught to a member of each office so that organizations are better able to connect with the students. Organizations can emphasize their opportunities through events or by updating their organization page, as well as assemble a membership roster of interested students to email or ping when new events are created by their area. From that list, the UW Tacoma departments and services can collect important information and data to evaluate what populations are coming to their events and accessing their services.

RSOs and departments can access exportable reports which allows for immediate reference to and assessment of campus functions.

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.

Staff members and Registered Student Organizations officers will have administrative access to their organization pages that will allow them to edit their organization pages, submit events for approval, submit forms to gain funding or promotional assistance, track membership attendance, and collect attendance at events. Staff members and particular student leaders in office-sponsored positions will be able to approve forms and things as needed by their position expectations.

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.

New students will be informed to use the system once they are registered for classes throughout orientation activities and really emphasized during Welcome Days as THE campus resource to learn more about events, involvement opportunities, and organizations.

Student use will also increase because of the Corq app which students can download and that is updated by any and all events on the Anthology system. Along with the calendar, each student will receive their own QR Code in the app that they can use to scan easily into events. While each event has a QR Code that they can scan, event organizers can also ask students for their individualized QR Code that when scanned, checks them right into the program.

Student organizations will be introduced to the system over the summer and any active organization will have their information transferred over from the DawgDen system to Anthology upon implementation so all they'll have to do is log on and they'll have access to their organizations and members. Student organization officers will be trained throughout the summer on the different facets of Anthology and in collaboration with the Anthology implementation team, the Center for Student Involvement will create informational videos and documents to help students make the best use of the system. Student leaders, as part of their Registered student Organization expectations, will be expected to utilize the system to post their events, update their organization page, manage their membership, and take attendance at their events and meetings (which can be done through multiple ways include QR Code, link, swipe, and manual entry).

Staff and Faculty who already have resource pages on DawgDen will be communicated with about the transition and encouraged to keep their resource in the system. Those resources without organization pages will be encouraged about the benefits of having a page and for uploading their events directly into the system, so that they're viewable on the main resource for student engagement opportunities. Staff can be trained throughout the summer in order to emphasize the helpful features of the system that will better help them promote and advertise their services or events and collect information for assessment purposes. Anthology allows students who attend events to be sent a customized survey about the event and to rate events when they occur so that the sponsoring department can learn more about how they're supporting the student experiences.

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.

Currently, STFC funds have been acquired to support the student engagement platform, DawgDen. Due to issues with the system and a lack of development from the company after our 3-year contract, the Center for Student Involvement, with insight from student leaders who have access to the system and purpose to use it, have sought a better system that will support our involvement efforts. Although the finances for the system have increased, there are a great amount of functions to use and avenues to explore further use when implemented. Our team was very impressed with the ease and functionality of the system to the point where we see the change supporting our efforts in spreading the resource to student leaders, faculty/staff, and students so that they're able to make use of the system for multiple purposes, aside from what the student engagement platform has already been useful for.

Anthology has provided technological support information for UW-IT and the company has worked with UW Tacoma in the past, but also currently works with UW Seattle.

If the STFC funds were not approved were Anthology, we would need at least some funding to pursue the replacement of Presence if Anthology goes unsupported. We have decided to not continue with Presence, but need to have a system in place that will help to fulfill all the functions and attributes of the student engagement platform system.

Funding Request Items

Item	QTY	Cost Per Item	Shipping Fee	Tax Per Item	Subtotal
Anthology Engage Division License	1	\$20,350.00	\$0.00	\$0.00	\$20,350.00
Give Pulse connection (added if Give Pulse is approved by STFC)	1	\$4,000.00	\$0.00	\$0.00	\$4,000.00
Room & Resource Integration- 25 Live (Forgoing this for first year of service)	1	\$0.00	\$0.00	\$0.00	\$0.00
Implementation Fee (one-time and only in the first year)	1	\$7,000.00	\$0.00	\$0.00	\$7,000.00
OVERALL TOTAL:					\$31,350.00