UNIVERSITY *of* WASHINGTON TACOMA

Student Technology Fee Committee (STFC)
Annual Allocation Request

ALLOCATION REQUEST DATE INFORMATION

Date Created: | 2024-02-01 06:08:06 | Date Due: | 2024-02-07 17:00:00 | Date Submitted: | 2024-02-02 07:38:42

ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: | CampusGroups_Student Engagement Platform 2024-2025

Request Description: | This request is for the renewal of the Student Engagement Platform, DUBNET, which has been active since September 2023 to centralize involvement opportunities to allow students to get more involved

ALLOCATION REQUEST INFORMATION

Department Name:	Center for Student Involvement	Request Code:	24A0440
Contact Names:	Conor Leary	UW Tacoma Affiliation:	Staff
UWT Email Address:	cleary2@uw.edu	Phone Number:	2536924685
Title of Request:	CampusGroups_Student Engagement Platform 2024-2025	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?

This request is for the renewal of DUBNET, powered by CampusGroups, as a continued serivce for our students as a student engagement system at UW Tacoma. After the completion of the contracting process, the Center for Student Involvement was able to create the system and introduce it to students in September 2023. This provided a very short timeline for roll-out, but the CSI Was committed to having at least the service available for RSOs and CSI departments to gather a lot of the event materials that students would want to see. The product was pushed out to the campus and became the main avenue for which RSOs, or those introduced in starting RSOs, would conduct business. RSOs are required to list their events and meetings (as they add them to the 25LIVE reservation system) to add them to DUBNET so that the campus is aware that events are happening. RSOs are also encouraged greatly to take attendance through the 3 easy processes for how they are able to through the app, which does tie into our Dawg Bones program for incentivizing involvement (re-launched in Winter 2024) and provides the campus, as well as the organization with pivotal data about why involvement is so important for retaining and involving our students in their college experience.

Within our first year with the system, we have seen some immediate reactions from students that shows that it has greatly organized the process by which student organizations, and students in general, understand what's going on on most of campus. As we have focused a lot of our efforts on ensuring that students understand the system and its capabilities, our focus has turned in the Winter 2024 quarter to getting different departments and services on the system, to use the benefits to connect with students and to help with their efforts. With the system renewed, we will embark on further working DUBNET into the campus system so that more students use it as well as campus departments and it is actively used by students, at least once a day, to find what's going on on campus or how they're able get involved and have the expeirence they want to in college.

Why DUBNET has been effective

Securing a new Student Engagement System was a journey, but an important undertaking because these systems are built with students in mind. Not everything works as each individual student needs them to, but DUBNET was built in order to provide involved student leaders, as well as those seeking involvement, to find what's available on campus to join and connect with, and to do just that. So far, we have seen improvement in many areas on campus, just from the list of attributes that DUBNET has been able to help the Center for Student Involvement better organized, many of which are listed below:

- Provide access to all forms of engagement at UW Tacoma- This is a growing exericse by the Center for Student Involvement. All Registered Student Organizations are required to use DUBNET as a part of their committment to being an RSO on campus and all student-led initiatives out of the Center for Student Involvement use DUBNET as well. This feeds the events calendar on the system as well as provides students with an instantaneous ability to join a group's mailing list to receive updates right from the system. In Winter 2024, we opened the system for resources, services, academic departments, and more to join DUBNET and are currently working with multiple groups to get them into the system as well.

- Provide a connecting resource from departments and resources- So far, 74 groups exist on DUBNET that students can join and connect with

- Ensure analytics and demographic information can be collected to fuel successful assessment of programs and services- Data can be collected about how students are joining organizations or going to events and event attendance can be easily tracked through the system.

- Fully incorporate the UW Tacoma into the ease and functionality of an operational system that fits their needs.

Campus Groups has definitely up-end the level of support and efficiency provided by our previous Student Engagement Platform provider (Presence) and gone way beyond what was possible in the year where we had to use Microsoft Forms for everything. The product provides the campus with the ability to:

- Host Register student organization, campus offices, and departments

- Manage rosters of students, provide officer tyes, and communicate their programs, events, and services in a system that all UW tacoma students would have access to upon their registration in course

- 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 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

How DUBNET Has been effective:

Number of Members Uploaded: 5662
Number of Log-ins: 2141 individual accounts (at least once a week)
Number of Groups: 74
Number of Registered Student Organizations: 57 (3 pending approval)
Number of Events Listed: 412
Number of RSO Events: 258
Number of Attendees for all events listed: 2637
Number of Forms: 68
Number of Forms Submitted: 3129

This year's request cost for the renewal of the DUBNET System is for **$18,853 ($20,795.86 with tax)**. After our first year, no implementation fees will be applied to the continuation of the contract and the company has allowed us to enter a 3-year contract with them, with the statute in the contracting document that allows for us to leave the contract is funding is unable to be secured. This ask is much less than other competitors in this market and the early activity on the system alone in the first 6 months of the product's existence as a part of campus life has encouraged has to return, in order to apply and advance their product into next year. We have scratched the surface on what basic ways that students can use the system to get more involved and we have lots of plans to continuing growing the use and popularlity of the product with Registered Student Organizations, campus departments and services, and our current and prospective UW Tacoma student (as well as alumni).

The History of A Student Engagement Platform at UW Tacoma (*Provided from last year's proposal; this does help provide more information about why the system was delayed for a year)

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 were 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 grew difficult to work with, especially in extended loading times known unofficially as Presence "loops" where pages refused to load until reloaded, possibly multiple times. It was made clear to our office that students did not enjoy the layout of the system and when those who meant to use the system for work they needed to get done were constantly at odds with the loading times and functionality, the objectives they would have logged on to achieve were not completed. While the company said that these inefficiencies were being worked on and at times, fixed,

we continued 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 made use of the program to manage their organizations and students looking to get involved, DawgDen was something they didn't 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 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 tried to deal with these issues through customer service and their client associates, but a lot of our issues went unresolved. For the last two years of our contract, administrators in charge of primary construction and operation of DawgDen 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 went into Presence were made with the system in mind – and there was always the factor of what might happen if the system got caught in a loading loop, and how that decreased the likelihood of successful completion of a task by students. We]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.

Negotiations Started, stopped, and continued (slowly)
Throughout Spring 2022, the CSI sought a replacement for Presence. Anthology, formerly Campus Labs, provided a student engagement platform that would be helpful for most of our needs, with greater functionality than Presence. Although the increase in price was noticeable, the CSI knew that we needed to replace Presence with another system that would continue to support students to better connect them to organizations, events, resources, and services. Contract negotiations began and quickly became a back-and-forth, run-around discussion between UW and the company. Anthology refused to accept a number of items outlined in our UW Accessibility, IT Security, and UW Legal Terms and Conditions. Because of this, the CSI broke connection and stopped negotiations in order to seek a company that would better acknowledge and adhere to our policies.

In August 2022, the CSI connected with Campus Groups as a functional and helpful tool for students to make use of to increase their organization membership and structure, access a calendar of events, submitted event registration information, and promote different engagement opportunities. The conversations began, to determine the legal and technical requirements and they turned quickly to negotiations. This process has been drawn out and has lasted until February 2023, where we are hopeful that the company and the University will come to a collaborative decision to work together, within concessions to our UW Accessibility, IT Security, and General Terms and Conditions. The process has been relentless, but is fueled by the determination that Universities, and their engagement activities, thrive when their a centralized resource for students to use to seek out more involvement.

What's been happening in the interim

Over the summer, when it became clear that a Student Engagement Platform would not be active for the Autumn Quarter, the CSI transitioned much of the facets of the student engagement platform to Microsoft Forms and our University Website. Students lost autonomy over submitting their events to a campus events calendar. Organizations lost their abilities to create their organization pages for review, add events, make edits to their organizational web pages, and keep promoting their existence on a University system. The Center for Student Involvement needed to create Microsoft Forms to track attendance through forms that needed to distributed to any and all event organizers, as long as they completed yet another form. Data and analytics were lost because without a system to house demographic information for students, all that was able to be collected was names and Net IDs.

Our center needed to adjust to not having a pivotal system that allows students to connect with each other, to find engagement opportunities, and for our office to understand more about what students want to see on campus, what they're going, and how they're making connections at UW Tacoma.

2. Benefit to Students: Discuss how students have (for returning applicants) or will (for new applicants) benefit from this technology. How will additional funding of the technology benefit students?

The benefits of having a student engagement platform for the institution, its organizations, resources, departments, and students to use have been tremendous. A student engagement platform serves as a malleable landing portal for student involvement and for student connection. DUBNET houseshouse all active RSOs, which are required to upload thier meetings and events that they put into the 25Live System, and provides leaders with access to make edits that they need to and can advertise as many campus events as possible. On a college campus, a student engagement platform has become a central resource for our students and becomes valuable to their sense of belonging. Campus Groups provides a calendar of events, organization management systems, attendance-tracking systems, a points feature, data and assessment materials, asynchronous experience support, service hour tracking, forms, and more all in one location that assist students in understanding more about what they might be able to take part in throughout the year. It also allows for there to be an organized system of referrals, approvals, and refusals that help influence the event management and production system at UW Tacoma, so events and activities can occur on the campus.

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. CampusGroups provides 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. The Center for Student Involvement has worked to use the resources available on DUBNET to showcase organizations, events, forms, and what their attendance at events means. CampusGroups is used by student leaders, and students who are looking to pursue their passions, or create space to pursue them. The landing page that is easily customized has been a fantastic place to store quick and easy information to links to the UW Tacoma website, to better help students find what they might be looking for.

Events Calendar

The event management system within CampusGroups illustrates all possible engagement opportunities uploaded to the system. RSOs can feature their events and meetings in the big calendar, encompassing all events, while also storing them on their individual group's calendar so their members never miss important information that's shared. Campus Departments and Student-Led Initiatives can also do the same as events are created within groups and can be shared out to the campus community. There are a number of features around Events that help students engage with possible attendees, such as being able to send quick invites and allowing members to register for the event, so they hold place for time on their calendars. DUBNET Is also an app that students can download so they're able to check on what's happening, register for events, and check-in to programs right from their phone. Every event on DUBNET also has their own individual hyperlink and QR Code, which makes for easy sharing across other platforms or in-person.

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

Re-launchign in Winter 2024, the Dawg Bones program has been incorporated into DUBNET, where students who check into programs and activities, as well as fulfill other tasks on DUBNET, receive points that they can exchange in the Center for Student Involvement for Prizes. This Involvement Incentive program 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. 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

DUBNET has helped to provide better management for Student Leaders in being able to locate particular forms that they need to access different benefits of being a Student organization. Students have also benefited from the number of forms and surveys available that gather their perspectives or needs so that student organizations, campus departments, and administrators can adapt to what they need. So far, through the 68 forms and surveys available on DUBNET, the system has collected 3129 submissions, which includes our Advertising Resources Form, where students and campus members can have their advertisements shared in the Grit List (which is built on DUBNET) and on campus TVs, as well as the 4 Survey conducted by ASUWT. One of the signature aspects that has benefitted 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. In Spring 2024, the Elections aspects of CampusGroups will be instrumental in helping the campus to elect student representatives to ASUWT as the system will allow for fair dispersal of forms to the students in each school who are electing Senators. RSOs will also be able to host elections on the system in a fair and partitioned way– where only members of that organization could be given a vote. This has really helped drive students and community members to DUBNET as they recognize that they're logging into a system to complete a task, that holds a great deal more for them to engage with.

Registered Student Organizations

The Center for Student Involvement provided preliminary information and the basic needs of the RSOs at their annual online registration, which allows us to continue our paperless process. CampusGroups has provided 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. The basic needs for all RSOs have been to: update their pages, put their events in the system, establish their membership list in the system, and track attendance. ADmittedly, we have provided them with basic training as well, but in Winter 2024 and Spring 2024, we will be hosting trainings to help students understand more about other aspects of the system can help their organizations grow. Every organization is provided with a customized hyperlink and QR Code by the system that they can use simply to attract membership and all students have to do to join a group is find them on DUBNET. We have seen some great advances for RSOs already who have been putting their events on DUBNET, making use of the membership email system, and keeping their group's page updated.

UW Tacoma Departments & Services

Faculty and Staff members have been and will also be able to use CampusGroups 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, some have joined the system already and have been 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 CampusGroups 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.

3. Access: Describe who will be using or will have access to the resources being proposed. In addition, all previous requestors, please provide historic data highlighting the usage and accessibility of technology. All new requestors, please provide user need data.

CampusGroups is be 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 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 are 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.

As the system is already in place, the renewal would just mean we would continue with our contract.

As the year continues, our efforts are turning towards enhancing student understanding of how the system can be used to heighten their involvement. We are also working with Campus Departments and Services to get them and their events on DUBNET so that students who are interested in finding out something about what's going on within the campus community can easily open DUBNET and see what's happening that day, week, month, or quarter.

During the summer, the CSI will review the effect DUBNET has had so far as well as determine what features can be added to training modules and have opportunities for growth to further streamline systems that help students engage with their campus experience.

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.

Due to where finances come from with the Center for Student Involvement, our department has always sought the support of STFC for a student engagement platform. It benefits the students as a whole, and even though each individual student needs to log into the system to access its contents, the CSI takes it as a part of the distribution of funds to provide training, promotion, and information that gets as many students to log on as possible. It is incorporated into our philosophy about how student engagement can truly impact someone's experience at the institution for students to understand that they can determine their level of involvement by utilizing a system like this. That is to say that this is the sole funding source that we've had in the past to pay for a service like this. We hope to keep the structure of DUBNET going and to head into the new year with the goal of obtaining more usage and adding more groups for students to connect with during their time at UW Tacoma.

Funding Request Items

Item	QTY	Cost Per Item	Shipping Fee	Tax Per Item	Subtotal
CampusGroups Contract (Annual Cost - Renewal for Year 2)	1	$18,853.00	$0.00	$1,941.86	$20,794.86
				OVERALL TOTAL:	$20,794.86