# UNIVERSITY of WASHINGTON
## TACOMA

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

## ALLOCATION REQUEST DATE INFORMATION

Date Created: 2025-02-05 13:29:45          Date Due: 2025-02-07 12:00:00          Date Submitted: 2025-02-06 21:59:10

## ALLOCATION REQUEST TITLE/DESCRIPTION

Request Title: Campus Groups_Student Engagement Platform 2025-2026

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: 25A0491

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Title of Request: Campus Groups_Student Engagement Platform 2025-2026

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.  Introduced in September 2023, the CSI has grown the system from launching in a very short timeline to provide instantaneous service for students looking to get involved in RSOs, campus departments, and at events on campus.  The product was replaced a difficult-to-use system that was a struggle for students to use and is provided not only as a way for students to find connection, but as a main avenue for RSOs to assemble membership, promote their events, and 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 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.

In the two years where we have had DUBNET, we have been offered the opportunity to increase the central nature of events on campus into the Events Calendar on DUBNET as well as support the development of 20+ organization that have joined our campus and DUBNET this year (totalling 73 active organizations).  Our focus for the 2024-2025 academic year turned towards incorporated departments and campus areas that feature a wide variety of events to further enhance the Events Calendar to reflect any and all opportunities they may wish to attend.  With the system renewed for a third year, we are able to continue offering registered students with the chance to find events easily, to join clubs right from their computer or smart device, receive emails, complete forms, and track their participation in the unique opportunities on campus.  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 and student involvemetn in mind.  Not everything works as each individual student needs them to, but DUBNET was built to provide involved student leaders, as well as those seeking involvement, the opportunity to find what's available on campus to join and connect with, and to do just that.  We have seen improvement in many areas on campus and more activity because of the greater visibility of available events and student organizations, many of which are listed below:

- Provide access to all forms of engagement at UW Tacoma- DUBNET Has the potential to replace reliance and use of Microsoft Forms and Google Forms with their built-in for systems.  Student organizations and departments can created surveys that help them conduct the business they are working on for students and can pull insightful data.  Each form is provided with a quick access link or QR Code directly from the system.  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.  Each new RSO has completed their Organization Registraition for on DUBNET and complete the Event Registration Form to feed the events calendar on the system.  ASUWT has led the charge in using the system to collect important survey information by running multiple surveys and collecting over 500 responses for each.  The adminstrative end has been able to supply them with important data and demographic information that has influenced the formation of the reports found here: https://www.tacoma.uw.edu/asuwt/our-student-survey-data#permalink-177119.  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 and have continued that as a dedicated effort.  While DUBNET is first and foremost for student use, we have found it valuable to introduce the service to those departments and services that create student-centric experiences so that student do not miss any opportunities to grow and succeed

- Provide a connecting resource from departments and resources- This year, DUBNET is populated by 103 groups, including 73 Registered Student Organizations and 30 Campus Resources and Departments

- 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-ended 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:
**2024-2025 Data**  (*2023-2024 Data*)
Number of Members Uploaded: **5934** (*5663 in 23-24*)
Number of Log-ins: **3672**  individual accounts (at least once a week) (*2141 in 23-24*)
Number of Groups: **102** (*74 in 23-24*)
Number of Registered Student Organizations: **72** (1 Pending Approval) (*57 in 23-24*)
Number of Events Listed: **1033** (*412 in 23-24*)
Number of RSO Events:  **346** (*346 in 23-24*)
Number of Attendees for all events listed: **4134** (*2637 in 23-24*)
Number of Forms: **184** (*68 in 23-24*)

This year's request cost for the renewal of the DUBNET System is for **$21,728 ($23,965.99 with tax)**.  After our second year, we have added a plug-in that will support efforts to bring the event offerings from Career Development in the DUBNET system.  We will enter our 3rd year of the 3-year contract with CampusGroups with the intent of understanding as much about the system as possible and evaluating the continued use of particular features that are supported by this payment.  This priced, in our time of developing proposals for Student Engagement Systems, remains one of the most cost-effective on the market for a system that combines many of the requirements that students need to engage with one another on a college campus through student organizations and events.

**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 houses 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.  CampusGroups 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-launched 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 184 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 8 Surveys 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 was 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.  The system will be used again to conduct this process.   RSOs can now 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 continue to be added to 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, many created 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.  Some of the UW Tacoma Departments listed on Dubnet include:

- Center for Student Involvement
- Center for Equity and Inclusion
- Champions Program
- Husky Post Prison Pathways
- Husky Success Series
- Husky Sustainability Fund
- Husky Volunteers
- Institute of Innovation and Global Engagement (IIGE)
- IT Help Desk
- Library
- Makerspace

- Office of Student Advocacy and Support
- Pack Advisors
- Psychological and Wellness Services & Student Health
- The Office of First Gen
- UW Tacoma Alumni Relations

**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 will continue 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 | $21,728.00 | $0.00 | $2,237.99 | $23,965.99 |
| | | | | OVERALL TOTAL: | $23,965.99 |