Budget Request Form FY2018

Department should complete one form for each individual request

Department: Student Activities

Program, Service, or Operation Requested
Collegiate Link (a.k.a. MaroonLink annual contract funds)

SAFAB Use Only	
YES	NO

General Description:

MaroonLink, a web-based software tool specifically used for student engagement tracking and organization management, is being used by a large contingency of students, student organizations, and University departments and offices. In that the predominant use of the MaroonLink tool is specific to recognized student organizations, AND given that the event planning process is actively endorsed and promoted by Student Activities staff as the best risk mitigation tool for student leaders and advisors, it is reasonable that the department share the contract cost with the Department of Information Technology. This request is specifically for permanent funding of the TAMU Collegiate Link contract.

For context, the Division of Student Affairs paid the full amount of the first three year contract (FY 13, 14, 15). In Spring 2016, a funding proposal was agreed to by five other departments in the Division of Student Affairs, with Student Activities bearing the primary financial burden (**$16,000.00**) for TAMU's use of Collegiate Link for the first year of a renewed three year contract (**$83,500.00**). Payment for FY 2016 was pulled from reserves with the expectation that permanent funding be requested from SAFAB for the next two contract years (2017 and 2018).

Request Type: ☒ Full ☐ Increase ☐ One-Time ☐ Partial/Matching

Type of Funds Requested ☒ UAF ☐ Other

General Questions:
How does this address an important need and positively impact students?
By providing Texas A&M students, departments, and offices access to the Collegiate Link product, MaroonLink, we are providing an easy-to-use resource for students to learn about and connect with a variety of events and activities on campus while providing student organizations a business tool that allows for secure (TAMU NetID

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- CAS authenticated login) membership tracking, on-line elections, form creation and data collection, service hour tracking, and experiential and reflective data collection with the availability of individual user co-curricular transcript functions.

What department/Division Strategic Plan item does this support?

<u>Department Priority</u>: Continue to develop new and innovative programs and services that are current and relevant to our students. Leverage technology to create efficiencies and improve customer services.

<u>Division</u>: Goal 5 – Strategically leverage resources and develop new strategies to ensure our future effectiveness and sustainability.

What is the impact if not funded?

The Division of Student Affairs invested in the Collegiate Link tool in 2013 with the expectation it would provide an option for event planning preparation and review as a part of our commitment to risk management. Since its introduction, features associated with this web-based organizational management tool have been recognized as legitimate opportunities to maximize technology resources while providing students, student organizations, and department staff with tools and opportunities to enhance and assess programs, activities, and services. The Student Affairs Department of Information Technology has promoted its use by Division departments (in addition to students) citing its ease of use regarding data collection and security features.

Should this request not be funded, the overall initiative would have to be reconsidered by the Division of Student Affairs.

Please provide any data, evidence, input (student faculty, staff, other) you gathered to help you determine the need for additional resources.

Over 4,184 events were submitted during the 2015-16 academic years of which 3,157 were reviewed and approved by an advisor and campus service providers (i.e. University Center, Environmental Health & Safety, Transportation Services, and University Police). There are no other "off the shelf" technology options that are designed to facilitate and track event planning protocols, campus-wide advertising, and attendance tracking options like Collegiate Link (MaroonLink). The closest product available was recently acquired by Campus Labs and will soon be assimilated into Collegiate Link as a new platform. To create a customized tool with the same features was estimated in 2012 to cost over $250,000.

This initiative was originally funded by the Division of Student Affairs to replace an aging and limited event planning resource offered through the Department of Student Activities StuActOnline database system. Preliminary reports were run to assess the use of MaroonLink in Fall 2015 and Spring 2016 that indicated over 3,175 events were approved with less than 200 of those being planned or coordinated by University offices or departments. User sessions and page views increased substantially from the 2014-15 academic school year, with over 1.7 million page views recorded between August 2015 and May 2016, suggesting that our student organizations and student leaders are becoming heavy users in the system.

What actions have you implemented internally to address the identified need?

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The MaroonLink tool has allowed us to begin tracking engagement with all types of programs and organizations on campus, and our recent update to UIN data markers has opened up a wealth of information from which we can begin researching the habits and patterns of student involvement and engagement on campus. We must, however, invest in building a culture of MaroonLink usage at A&M so that it can be used to connect and engage students. Given that MaroonLink use has already increased exponentially over the past academic year, it stands to reason that an intentional marketing / training campaign could benefit both students currently using the platform as well as our new users.

Generally, what assessment tools will you use to evaluate this program/service?

Recently the Department of Student Activities received grant funding from the Vice President for Student Affairs for a graduate assistant position that will assess the utilization of MaroonLink among students, faculty, and staff. Using the data collection and reporting features built into MaroonLink, the assessment plan will measure the following learning outcomes:

- Incoming students (Class of 2020, etc.) will develop an understanding of how MaroonLink can assist them in identifying engagement opportunities on campus
- Incoming and current students will understand the benefits and use of the Involvement tracking features offered in MaroonLink

To accomplish these outcomes we have the following goals:

- Increased student use and integration into the student engagement experience utilizing MaroonLink's student engagement profile.
- Increased use of the student involvement/experience feature by individual students that can assist in the recognition of marketable skills for resume development and employment after graduation.
- Enhanced method of tracking a student's engagement pathway as a new student and student leader.

How have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered?

Please explain.

As described previously, funding this initiative has been discussed among numerous individuals from departments across the Division of Student Affairs. Utilizing a user percentage fee or similar type of funding structure may be possible in the future.

Funding Description:

			Dollar Amount
Total Estimated Cost			**$16,000.00**
Less Estimated Partial/Matching Funds (if applicable)			
TOTAL INCREASE REQUESTED			**$16,000.00**

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SAFAB Comments/Notes:

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