



Student Affairs Fee Advisory Board

DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2027

Department should complete one form for each individual request

Department:

Office of the Vice President for Student
Affairs

Program, Service or Operation Requested:

RealResponse Anonymous Reporting Service for Tell Somebody Reporting

General Description:

RealResponse is a confidential reporting and feedback platform that allows Texas A&M students to share concerns through text message or web submission, with the option to remain anonymous. Unlike traditional reporting tools, RealResponse enables two-way communication so staff can follow up with reporters to gather additional information - often crucial for effective response and intervention. This lowers barriers to reporting sensitive issues such as well-being, hazing, or safety concerns while ensuring concerns are quickly routed to the appropriate campus resources. RealResponse complements the existing Tell Somebody Report by offering a more accessible and mobile-friendly option for students.

Request Type:

☒ Full ☐ Increase ☐ One-Time ☐ Partial/Matching

Type of Funds Requested:

☒ UAF ☐ Other

General Questions***How does this address an important need and/or positively impact students?***

RealResponse provides students with a confidential, mobile-first tool to report concerns, seek support, and share feedback in real-time through text messaging. This lowers barriers for students who may be hesitant to use traditional reporting mechanisms, particularly around sensitive topics such as well-being, hazing, misconduct, or safety concerns. By giving students an accessible and familiar platform, RealResponse enables earlier interventions, fosters a caring and responsive campus environment, and contributes directly to student well-being and safety.

What department/Division strategic plan item does this support?

This initiative directly supports several Division of Student Affairs Strategic Priorities, including:

(1) Well-being by expanding access to resources and support for students experiencing

challenges.

- (2) Inclusive & Caring Communities by providing a trusted, confidential, and accessible way for all students to be heard.
- (3) Leveraging Resources by enhancing existing reporting systems (Tell Somebody Report) by meeting students where they are and streamlining communication.
- (4) Telling Our Story by demonstrating a proactive commitment to innovation and student support that can be shared broadly across the university community.

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

In feedback sessions and demonstrations conducted with campus stakeholders (Student Life, Title IX, UPD, Student Community Standards, and others), students and staff emphasized the importance of a quick, simple, and mobile-friendly reporting tool.

Peer institutions that have adopted RealResponse have documented increases in student utilization of reporting systems compared to older web-only systems.

Student feedback collected through the Student Experience Study and ongoing conversations with campus partners has highlighted the need for lower-barrier, confidential communication tools.

Internally, staff observed that existing Tell Somebody Report usage patterns suggest that some students remain reluctant to use traditional web forms or email-based reporting. Thus leaving us with many concerning anonymous reports that lacked critical information to action on. Whereas, RealResponse allows for us to continue the dialogue with an anonymous reporter (maintaining their confidentiality), while also giving our staff the opportunity to collect critical information to address concerns.

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

We have optimized and redesigned the Tell Somebody Report website to improve clarity and ease of use. We are piloting targeted outreach to students about existing support resources.

Despite these efforts, gaps remain in student engagement with traditional systems. RealResponse represents a strategic enhancement, rather than duplication, that allows us to meet students where they are (text/SMS) while integrating into our existing reporting workflows.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

(1) Utilization Metrics: Number of RealResponse submissions compared to Tell Somebody Reports submitted via the web-based form. (2) Response Times: Average time from submission to initial staff response. (3) Referral Outcomes: Number of cases successfully routed to appropriate offices (Student Assistance Services, UPD, Title IX, etc.). (4) Trend Data: Changes in the number and types of reports (e.g., well-being, hazing, safety concerns) indicating earlier identification of issues.

***Have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered?
Please explain.***

The first year of RealResponse at Texas A&M was made possible through a collaborative pilot jointly funded by the Division of Student Affairs, University Police Department, and the Division of Risk, Ethics, and Compliance. This shared investment allowed the university to test the platform, evaluate its effectiveness, and gather feedback from students and staff.

To transition from a one-time pilot to a sustainable service for students, we are requesting recurring Student Affairs funding. This ensures that RealResponse becomes a reliable and consistently available reporting option for students, rather than a temporary tool.

The original collaborators (DSA, UPD, and Risk, Ethics, and Compliance) remain committed partners and can be leveraged in the future if increased costs or expanded features are identified. However, establishing recurring baseline funding within Student Affairs is essential to provide stability, continuity, and confidence for students relying on the platform.

Total Estimated Cost

Funding Description	Amount
Annual RealResponse Subscription Fee	\$18,000
Annual RealResponse Maxient API (for exporting submissions to Maxient case management system)	\$1,000
Annual RealResponse CAS API (for allowing Single Sign-on into RealResponse system)	\$1,000
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$20,000