

SAFAB Use Only	
YES	NO



**Student Affairs Fee
Advisory Board**
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2023

Department should complete one form for each individual request

Department:

Student Activities (in collaboration with DoIT and MSC)

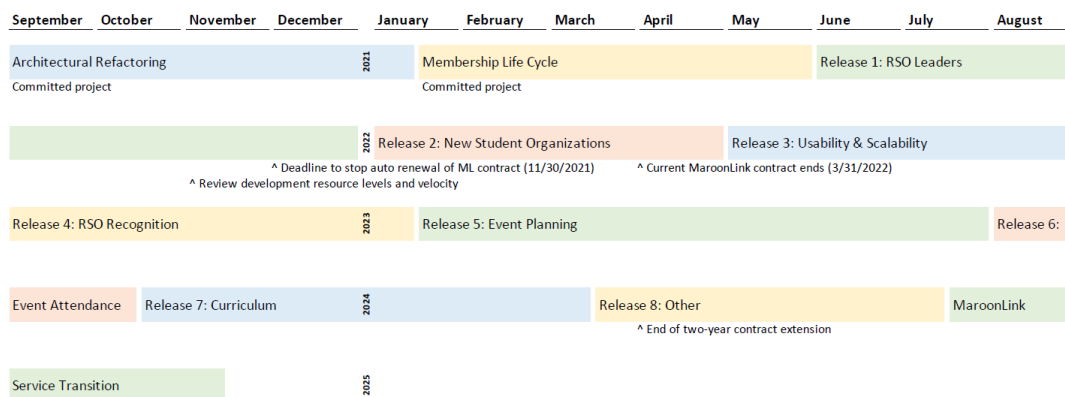
Program, Service or Operation Requested:

Engage (MaroonLink contract funds)

General Description:

MaroonLink, a web-based software tool specifically used for student engagement tracking and organization management, is currently in the final phases of its contract period (current three-year contract ending in March 2022). Over the last two years, progress has been made by the Division of Student Affairs IT (DoIT) on the development of a division-wide, single shared application, Get Involved, that will consolidate the functionality of MaroonLink, StuAct Online, and the MSC ELIAS system. In order to comprehensively phase out the use of MaroonLink on our campus, a 2 year contract extension will be necessary, per discussions with DoIT. This 2 year contract extension allows for the development of Get Involved. The current contract cost is currently shared among six departments (SACT, DoIT, Rec Sports, Res Life, Corps of Cadets, and MSC) with SACT covering 60% of the cost. Our 2019 portion was \$24,186. SACT’s estimated annual cost for 2022-23 is \$27,720 and for 2023-2024 is \$29,720. See below for the timeline established by DoIT for this project.

MaroonLink and Organization Recognition Replacement Release Calendar - DRAFT 11/17/2020
Each release represents readiness to “go live” with service replacement (excluding service transition)



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?

It will be important for us to maintain MaroonLink as an available tool for students and staff at Texas A&M while we finalize the transition to Get Involved. Our goal is to achieve continuity of service to the greatest extent possible. Currently, MaroonLink houses the university's Event Planning Form, as well as landing pages for our 1100+ recognized student organizations and a curriculum/reflection module used by the Maroon & White Leadership Program.

What department/Division strategic plan item does this support?

Department Strategic Priority: Enhanced Technological Resources

Student Activities will develop and procure new and innovative technological solutions that enhance the delivery of services, maximize learning and communication, and create process efficiencies for both resource administrators and users.

DSA Strategic Priority 5: Ensure Future Effectiveness and Sustainability

Strategically leverage resources and develop new strategies to ensure our future effectiveness and sustainability.

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

Because the MaroonLink application houses key student organization management components, as indicated above, we want to ensure that student leaders, advisors, and university staff members have access to this resource until an alternative is available. As with any technological transition, we intend to run the two application simultaneously for a defined period in order to confirm proper functioning of the new system. Additionally, a contract extension will enable us to provide a more thorough training and education campaign about transitioning to and using Get Involved.

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

Our goal is to discontinue the use of MaroonLink upon implementation of Get Involved.

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

We will continue to monitor usage of MaroonLink using the built-in reporting and metric features. These metrics help us understand analytics and trends related to event planning usage, number of users, etc.

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

Reserves will be used to fund a contract extension if one-time funding is not approved. Obtaining one-time funding, though, alleviates Student Activities reserves from being impacted by the technological needs of the over 1,100 recognized student organizations.

Total Estimated Cost

Funding Description	Amount
MaroonLink Contract Extension – 2022-2023	\$27,720
MaroonLink Contract Extension – 2023-2024	\$29,720
<i>Less Estimated Partial/Matching Funds (if Applicable)</i>	
TOTAL INCREASE REQUESTED	\$57,440