| Title | | |
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| | **Dynamic, customized, integrative web platform to support students' career-readiness (renewal, block)** | 03/28/2023 |
| | | id. 36134330 |

by **Briana K Randall** in **Student Technology Fee Proposal**

brianakr@uw.edu

## Feedback Form

## Original Submission                                             03/28/2023

| Add Collaborators | **checked** |
|---|---|
| Primary Applicant Name | **Briana Randall** |
| Primary Applicant UW Email | **brianakr@uw.edu** |
| Primary Applicant Position Title | **Executive Director** |
| Primary Applicant Phone | **+12065430535** |
| Organization Type | **UW Non-Academic Department/Unit** |
| Non-Academic Department/Unit Name | **Career & Internship Center** |
| UW Organization Code | **2120109040** |
| UW Box Number | **352810** |

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| Department/Unit Affiliation and Authorization | **To ensure that all proposals have pre-clearance from their respective department or unit and a guarantee that department or unit resources will be utilized to support the proposal, we ask that you submit a Department Affiliation and Authorization Request to an authoritative contact within your department or unit. In most circumstances, this will be a chair, director, associate dean, or dean - someone who can allocate departmental or unit resources. If you are a RSO, this should be your departmental advisor, not your SAO advisor. If you are an RSO without an affiliation with a department or unit, you are not eligible for STF funding. Upon sending this request, the authorizing individual will receive an invite to fill out the form. Due to limitations with the Submittable platform, the invite will not include any information or description regarding your proposal. Please ensure that you have contacted the individual prior to sending this request and inform them about your proposal and that they should expect to receive an email from Submittable with an invite to fill out this form. Note: Registered Student Organizations (RSOs) must have department or unit affiliation. RSOs without affiliation or authorization from a UW department or unit will be denied funding.** |
| Authorization Request | ███████████ |
| | **Proposal Details** |
| Proposal Name | **Dynamic, customized, integrative web platform to support students' career-readiness (renewal, block)** |
| Is there a pressing need to consider this proposal faster than the typical timeline? | **No** |
| | **1. Idea This section will ask you to describe the idea and need behind your proposal, including how long there has been a need to address the problem or question and how students have been involved in this proposal and its implementation. Criteria Preference will be given to proposals which demonstrate interdisciplinary approaches to the usage of technology to offer unique opportunities and experiences. Preference will be given to proposals which demonstrate a higher quality of student involvement in the planning and implementation of the proposal. Preference will be given to first-time or infrequent Applicants, or Applicants generally under-served by the STF historically.** |

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| Describe the problem you intend to solve or the question you are investigating? | **Eighty-four percent of incoming freshmen across the country indicate that "being able to get a better job" is "very important" in their decision to go to college. Preparing UW Seattle's 49,522 students to be career-ready is an important and substantial undertaking. To ensure that students of different backgrounds, academic interests, and learning styles have equitable access to career preparation, critical resources should be provided in a variety of media and available online 24/7. In this proposal, we're asking the Student Tech Fee Committee to renew the funding provided the past two years so we can continue providing access to a dynamic, customized career development web platform (careers.uw.edu) that integrates information from academics, co-curriculars, alumni, employers, and labor market specialists. Objectives: 1) Provide students with 24/7 access to numerous high-quality web-based career resources (blogs, videos, recorded webinars, industry guides, etc.) 2) Use a platform designed by experts specifically for the career needs of UW students, allowing for tailored content based on stage of career development, career interest, and identity/affiliation 3) Highlight the online career tools we invest in by integrating them into relevant webpages, thus increasing engagement with the tools. 4) Utilize automation opportunities to ensure timely posting of fresh content and comprehensive access to features. 5) Support holistic student development by integrating career prep information with information on relevant UW courses and co-curricular opportunities; career outcomes of recent Husky graduates; profiles and advice of UW alumni; profiles and tips from employers who hire Huskies; and dynamic accurate labor market data.** |
| How long has this been a problem or question? | **Prior to the pandemic, the labor market was changing at a rapid pace and the rate of change has only accelerated over the past 3 years. To adequately prepare Huskies for life beyond UW, we need a career web platform that provides dynamic, up-to-date, accurate, and tailored information.** |
| Briefly describe the level of student involvement in this project. | **4 of our student employees use our website on a daily basis - referring students to it, creating graphics and videos for it, giving us tips for improving it, and utilizing its resources for their own development. They strongly support this proposal!** |
| | **2. Resources This section will ask you to categorize the type of funding you are requesting; provide a line-item budget including all the equipment or services you are requesting, their cost, and a justification for each; and forecast any changes you foresee to your funding needs in the next 3 to 5 years. Criteria The Committee will evaluate proposal costs in comparison to other like proposals and give preference to those most equivalent to or less than that average award amount.** |
| Type of Funding Requested | **Block Award** |

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| Briefly describe why this project needs recurring funding? | **We were granted funding for this proposal in 2021 and 2022. We have shown consistent growth in usage and improvements in the user experience. We are requesting that STF fund our annual fee for this dynamic platform without needing to submit yearly renewal applications.** |
| Download the Budget Template | **To ensure we receive all the information we need to make a decision, please utilize our Budget Template which you can download here. Please also consider UW Procurement policies, particularly as they apply to equity and diversity in selecting suppliers.** |

Upload your completed Budget

**STF_Proposal_Budget_Template_CIC_uConnect_Spr_2023.xlsx**

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| Total Annual Amount Requested | ███████ |
| Have you considered other vendors and brands in drafting your budget? | **Yes** |
| Do you anticipate changes to your annual funding needs in the next 3 to 5 years? | **Yes** |
| Briefly describe the anticipated changes to your annual funding needs in the next 3 to 5 years. | **The fees for existing modules typically do not change, but uConnect is always adding new integrations/modules and we might want to add some in future years.** |

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| Describe what resources your department or unit will provide to support this project. | **All Career & Internship Center staff members contribute to the maintenance of our website. Here are some examples: The Executive Director handles big picture layout questions, communicates with the vendor, teaches staff how to use the platform, cleans up the back end, etc. The Associate Director for Coaching ensures that all the resources, such as recordings of our webinars, on our student-facing pages are up to date. He also makes sure all workshops and webinars sync from our Handshake calendar to our uConnect calendar. The career coaches each post weekly to 3 blogs (on interest and identity pages). The Employer & Community Connections team members maintain the blog on our front page, post and update all career fair information, and maintain pages regarding our Employer Education Series, Industry Mentorship Program, etc. The Program Coordinator alerts the team when she gets questions from customers about things that are unclear or hard to find on our website. She also includes many links to our various web resources in the weekly e-newsletter she sends to undergrads. Two of our student employees actively create graphics and videos for our webpage. Curating web content is written into the job descriptions when we hire new staff because we truly view our website as an essential way to scale our work and reach more students.** |
| Have you sought other sources of funding? | **No** |
| Why have you not sought other sources of funding? | **I have not been able to identify other sources of funding for this effort. We have sought (and secured) funding from different sources for our Husky Career Closet. Additionally, some college career centers contribute to the cost of some of our specific vendor resources.** |
| Optional Attachments | n/a |
| | **3. Access This section will ask you about who is eligible to utilize the equipment or services, the availability of the equipment or services, and whether users need to be trained prior to using the equipment or services. Criteria Preference will be given to proposals providing a higher standard of access, defined below, as is reasonably feasible to expect. Uniform - Any equipment or service which is available for use by any student from any UW campus without restriction; available continuously, or nearly continuously; or is not geographically contained to one campus. General - Any equipment or service which is available for use by any student from at least one UW campus; available regularly; or generally unrestricted, but which may require pre-registration or appointments. Restricted - Any equipment or service which is available for use by a limited number, class, or affiliation of student; generally limited in availability; or restricted by pre-registration, training, appointment, or specific affiliation requirements.** |

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| Which UW campus(es) will the equipment or services be available? | **Seattle** |
| Who are the primary users of the equipment or services? | **UW Students, Staff, and/or Faculty** |
| Briefly describe, in more detail, who the primary users of the equipment or services are. | **Our website is geared towards UW-Seattle students, but most of our web resources are widely applicable and open to everyone.** |
| Can non-primary users request to use the equipment or services? | **Yes** |
| Briefly describe how and when non-primary users can request to use the equipment or services? | **It's a website so anyone can use it. Several of the products featured on the page are protected by UW single-sign-on and restricted to UW users.** |

What times and days will the equipment be available to users, generally?

**Use Schedule.xlsx**

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| Do users need to be trained prior to using the equipment or services? | **No** |
| Do users need to schedule an appointment to use the equipment or services? | **No** |
| Is there a use charge associated with the equipment or services? | **No** |

**4. Implementation** This section will ask you to describe your implementation timeline and plan, identify risks and explain your mitigation strategy, and detail the security and maintenance plan for the equipment or services. Criteria Preference will be given to proposals which provide a detailed, clear, and feasible implementation plan which takes into consideration reasonable risks and detailed ways to mitigate them. Best Practices Define clear, achievable, and timely milestones for project implementation. Clearly define how the project will be implemented, from equipment purchase and setup to use and ongoing maintenance. Thoroughly consider the impacts of supply chain disruption, inflation, cost of maintenance, impact on current services, and the equipment's end-of-life procedures on the project.

## Location and Storage

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| Where will the equipment or services be stored or hosted? | **Our website is https://careers.uw.edu and is part of the UW network.** |
| Is this location operated by your department or unit? | **Yes** |
| Does your proposal include hazardous or controlled materials requiring specialized storage? | **No** |
| Briefly describe how the equipment or services will be secured to prevent loss, theft, damage, or unauthorized use. | **We went through the proper procurement and privacy steps when we first contracted with uConnect. We plan to renew the paperwork when our contract is up for renewal July 1.** |

## Risks

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| What major risks do you foresee with the implementation of your project? | **None, as our website is already running and our user numbers are steadily increasing. We do plan to bring on one additional module this year, which will provide sourced content that we can publish to 2 of our 8 identity pages with the click of a few buttons. I truly think getting the new module up will be seamless, and will substantially enhance our identity pages.** |
| How will you mitigate these risks? | **The uConnect support team is truly wonderful. I don't say that about every support team ;-) All C&IC team members have website maintenance time built into our calendars so addressing issues as they come up is not a concern. Additionally, I meet with our uConnect Customer Success Manager monthly to review usage, get ideas for improvement, etc.** |

**5. Outreach** This section will ask you about your proposed outreach plan - how you will ensure that intended users are made aware of this new equipment or service. Criteria Preference will be given to proposals which provide a detailed, clear, and feasible outreach plan to reach all intended UW-affiliated students or users. Best Practices Employ a variety of outreach methods including social media, email, and word of mouth

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| What methods do you plan to use to conduct outreach to primary users? | **Direct Email** <br> **Email Newsletters** <br> **Social Media** <br> **Posters or other physical media** <br> **Word of Mouth** <br> **News Outlets (UW News, The Daily, etc)** <br> **Other** |
| Optional. Please briefly elaborate on your outreach plans. | **Weekly newsletter to undergrads, daily social media posts, periodic ads in The Daily, posters in the MGH hallway, Handshake resource area, reader boards in the residence halls, etc.** |
| Other, please describe. | **In addition to our own communication channels, our website is pushed out by our partners in the VP of Student Life's office, Undergraduate Academic Affairs, the Graduate School, EOP, First Year Programs, Office of Ceremonies, other career centers, academic advisers, etc. Even faculty once in a while ;-)** |
| How do you plan to reach non-primary users who may not be affiliated with your department or unit? | **We don't have a plan for this, as we are most interested in driving UW-Seattle student traffic.** |

**6. Outcomes** This section will ask you to identify specific metrics and quantify the outcome of your project. Criteria Preference will be given to proposals which serve a higher quantity of UW-affiliated students or users. Best Practices Also consider the estimated number of UW-affiliated students or users who will benefit from the project (think about impact).

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| Describe and justify the metrics you will use to measure project success. | **We began overhauling our website in 2019 to be more intuitive, inclusive, dynamic, and customized. Since that time, we've seen a 178% increase in users! 2019 - 202,000 2020 - 238,000 2021 - 392,000 2022 - 562,000 And 2023 is off to a great start, with a 33% increase in website profile creations compared to Winter 2022. Our uConnect rep recently said this - ""THE ENGAGEMENT DATA! It's just amazing. I have spent the last couple months reviewing engagement data with a number of schools and UW just blows everybody else out of the water." Our website is seen as a national best practice, other schools use ours as a template when overhauling theirs, and I've been asked to speak regionally and nationally on how to scale career services through integrative websites. Here is a closer look at pageviews in 2022 of a few specific areas of our website, indicating that students with a wide variety of interests, identities, and learning styles are engaging with our site. Identity pages - 9,332 Career interest pages - 34,334 Career planning pages - 27,701 Student event calendar - 89,386 Videos - 19,942 Blogs - 330,979 Jobs - 255,983 Another interesting data point is that it's typical for us to have 3.5K+ users during each hour between 5pm and 2am on weekdays and from 1pm to 2am on Sunday, which shows that students engage with our site to find the resources they need when our staff are not available. In summary, our website seems to be effectively helping us scale our work and reach more students.** |
| On average, how many users (both primary and non-primary) do you anticipate using the equipment or services each year? | **575000.0** |
| On average, how many people do you anticipate benefiting from the equipment/services/ or overall project each year? | **575000.0** |
| Briefly describe how you arrived at these estimates. | **These numbers are based on past usage data.** |
| | **7. Impact This section will ask you to describe the expected impact of the project in the short and long term. Criteria Preference will be given to proposals demonstrating a higher quality of impact on UW-affiliated students or users. Best Practices Higher quality includes reaching under-served communities. Expands opportunities to communities.** |

| Describe the immediate (1 - 2 years) impacts of your project on primary users and the broader UW Community. | **As mentioned in the first section, "preparing UW Seattle's 49,522 students to be career-ready is an important and substantial undertaking." Additionally, daily changes in the labor market, advancement in job search tools, and increasing mental health concerns among college students make our work both more critical and more complex. Unfortunately, we do not receive sufficient money from the state to hire additional staff, and increasing costs across the board mean we have 2 fewer FTE than before the pandemic. I view our website as another staff member - one that can reach students who aren't available during business hours, help students who are too self-conscious to meet with a career coach, and provide a broader depth of insight than any single career coach. Our partnership with uConnect is absolutely critical to our mission of enhancing all students' career readiness. Without STF funding, we would likely need to pull back on the modules and integrations our website has. We could fund our baseline uConnect platform, but likely not our integration with HuskyLanding, the RSO Directory, Candid Career, Labor Market Insights, Vault/Firsthand, or Career Outcomes. This would significantly decrease the appeal, usefulness, and impact of our site. Additionally, without STF funding, we would need to eliminate the two new student employee roles we brought on this year. We want to keep moving our web platform in a forward direction so we can continue providing diverse, dynamic, customized, integrative career resources to as many Huskies as possible 24/7.** |
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| Describe the long-term (3+ years) impacts of your project on primary users and the broader UW Community. | **We are trying to Elevate Career on campus, which means encouraging and equipping staff and faculty across campus to help us promote student career development. We've made wonderful strides the past few years, in large part due to the appeal of our website. When a potential campus partner sees our site, and specifically an identity or interest page that directly relates to their specific student population, it helps them buy-in to our mission. We've worked incredibly hard to get our site to where it is, and do not anticipate making major changes this year, which could have the following impacts: We will have more time to share our site with campus partners (such as identity offices, colleges, advisers, faculty, etc.) to suggest cross-promotion ideas, provide walk-throughs of specific resources, and coach on how to refer students to specific pages. Students will start seeing links to our site on syllabi, departmental webpages, office social media accounts, and more. Students will feel that engaging with the career center is a normal, expected thing that everyone does (not somewhere only the truly lost students go). More students will access the career resources they need in a timely fashion, thus allowing them to more fully maximize their time at the UW and make better career decisions. This will result in more Huskies having the skills, experience, academic knowledge, and professional connections to land roles leading to personal fulfillment, financial wellness, significant contributions to workplaces and communities, and continued engagement with the UW family.** |

**Additional Contacts** Please name and provide the emails of other contacts associated with this project if different from the Primary Applicant. Note: Every proposal is required to have a named Budget Contact who is responsible for providing fiscal support including reconciling the budget and making purchases. Please reach out to your Department or Unit contact if you are unsure who this is. Note: Registered Student Organizations are required to have a named Advisor Contact. In most cases, this is the departmental advisor assigned to the RSO. This may also be the Student Activities Office Advisor.

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| UW Staff Budget Contact Name | ████ |
| UW Staff Budget Contact Email | ████████ |
| Department/Unit Contact Name | **Briana Randall** |
| Department/Unit Contact Email | **brianakr@uw.edu** |
| Student Contact Name | ████ |
| Student Contact Email | ███████ |
| Other Contact Name | n/a |
| Other Contact Email | n/a |
| Acknowledgements | **I have Department or Unit authorization to apply for STF funding.** **I have Department or Unit authorization to physically store or host any equipment or services in a dedicated space.** **I have read and understand applicable STF policies and procedures and agree to abide by them.** **All the information provided in this proposal is current and accurate to my knowledge.** **I agree to submit an annual report detailing the success and current status of my project.** **I understand that my proposal and responses therein will be made available for public consumption.** |