Agenda

April 29, 2025

Via Teams @ 2 pm

Present: Lion Barret, Katrina Whitney, Stacy Swayze, Sweta Kharel, James Sherin, Camden Delano

Absent:

Guests:

Minutes: Kevin Lomax

Call to order: 3:00pm

1. Virtual Career Fair Funding Request
   - Sep 24- April 24
     - 56k page views
     - 19k total users
     - 19k active users
     - 16k engaged sessions, 0ne sessions: 2 clicks or min of 10 sec
     - 52% engagement rate
   - U connect helps see what is the most frequently and most used pages for the data analytics
   - Also has subscriber analytics regarding information on marketing trends, school year, major identifications
   - Has internships sites
   - Labor market insights help students find internships with Lalley fellows' programs and career development
   - Career services for online students
   - Kevin: Metrics for average session length?
   - Kat: will follow up and get back to us
   - Would like to split payment of certain modules from the budget.
   - Career Services can support 1 year of career services payment of UConnect
   - Not looking for a specific amount rather looking for platform cost STF is comfortable
   - Looking for 22k – 25k support from the STF

- Total views means how many times has the content been view not view by per person
- Budget:

Item		Description	Market Rate	2025-2026	2026-2027	2027-2028
Platform		License, maintenance, hosting, and tech support	15,000	15,000	15,000	15,000
Video Content		Youtube, Vimeo, Wistia	5,000	2,000	3,000	4,000
Communities		Pages and groups by categories, industries, identities, majors, class years, etc.	5,000	5,000	5,000	5,000
Labor Insights		Self-guided access to location specific data about trends in job and industry, etc.	10,000	8,000	9,000	9,500
Blogs		Create newsfeed, promote career development opportunities and employer profiles	5,000	5,000	5,000	5,000
Classes		**New feature**- an external library of classes focused on career readiness and development. (Think LinkedIn Learning) We would switch from away from "People" to this new feature	5,000	5,000	5,000	5,000
Experiences		Experiences are an entirely unique uConnect content type, like blogs, events, jobs, etc. They are designed to uniquely represent experiential learning opportunities that don't quite fit into the definition of a 'job', 'class', or 'organization', per se.	5,000	2,000	3,000	4,000
		Precent increase %5 in second year and beyond		2,100	2,250	2,375
Total			50,000	44,100	47,250	49,875

2. Budget Update
   - Current Fund Bal: n$399,403
   - Forecasted budget including spring term ball: $594,160
   - Operational Cost: $205,944
   - Computer lab upgrade cost: $123,240+Tax
   - Remaining Bal: $264,976
3. Computer Lab Upgrades Update
   - Closing: Black 226, Shaw 218, Music 213
   - Redistribute Black 226 to Randall 216 and Dean 230
   - Reducing Lynwood 114 to 10 computers
4. Computer Replacement:
   - Sam 170 (49 computers)
   - Sam 242 (35 computers)
   - Houge 118 (30 computers)
   - Shaw Smyser 217 (36 Computers)
   - Total: 150 Computers
   - Total Cost Total $123,240 +Tax
5. Voting on Virtual Career Fair Funding Request
6. Funding Request Weighted Decision Matrix Development
   - Matrix Criteria
     - Cost

- Number of Students Impacted
- Time to implement
- Available for online students
- Usage Percentage
- Others
- ROI:
- Reoccurring cost (how frequent, how much) [Annual renewal vs one time request]