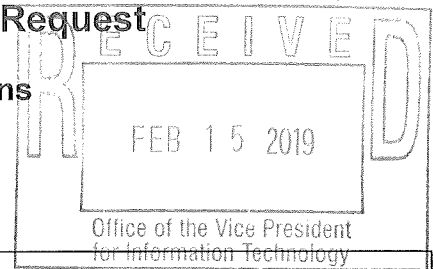


NDSU Student Technology Fee Action Plan Request

#1909



I. Action Plan Introduction and Authorizations

NDSU ORGANIZATION OR UNIT Wellness Center			
TITLE OF PROJECT Wellness Center Digital Marketing and Engagement Platform			
Project Duration (3 years maximum)	From: March 2019	To: July 2019	
Type of Project (Check one)	New <input checked="" type="checkbox"/>	Previously Submitted <input type="checkbox"/>	Renewal <input type="checkbox"/>
Total Technology Fee Request \$15,909.00			
Project Director Jeff Dertinger	Campus Address: Wallman Wellness Center 170H Phone: 701.231.5213 Fax: E-mail: jeff.dertinger@ndsu.edu		
Name (Type or Print)	Signature	Date	
Project Director Jeff Dertinger		2/15/19	
Unit Head Jobey Lichtblau		2/15/19	
IT Division Consultant Melissa Stotz	Signature 	Date 2/15/19	

Executive Summary (maximum of 175 words)

In an effort to provide more timely and accessible information regarding Wellness Center programs and services, allow more direct touch points with promotions and special events, along with improve the overall student experience at the Wellness Center, the department is requesting funding to implement an integrative mobile application (FusionGo), combined with digital advertising and promotional space for the facility.

There are three parts to this request:

Part One includes an add-on mobile application (FusionGo) that integrates with the Wellness Center's current membership system (Innosoft Fusion) to provide instant updates for GroupFIT, online and mobile registrations, facility schedules and engagement with social media and facility usage directly to the student's hands. This application would also provide digital access to the Wellness Center, instantaneous updates, and direct connection to the Wellness Center events, programs, services, and staff.

Part Two is integrating digital displays with this mobile application to showcase current events, upcoming programming and important information inside the facility along with direct engagement through visual elements and social media. This equipment is necessary to run the application in-house.

Part Three is adding an integrated music system that allows students to have partial control over the audio environment during social activities, intramurals, etc. by selecting and requesting music and genres that they would like to hear.

The Technology Fee Advisory Committee will only accept for consideration Student Technology Fee Action Plan Request forms which are fully completed and signed, and whose Project Directors have no past due reports on previously awarded projects as of the current submission deadline date, according to the guidelines listed in the Instructions, pages 1 and 2.

Technology Action Plan Request forms will be opened and reviewed after the submission deadline.

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II. Project Overview

1. How does this project meet student needs?

This project will actively engage students in the programs and services of the Wellness Center. The Wellness Center promotes a culture of life-long wellness by developing innovative programs and services for the NDSU community; this project would serve as the catalyst to better inform and engage NDSU students. By providing an instant, digital platform to push all information and events to the students, along with providing more engaging communication and opportunities within the facility, the student population will become more informed and willing to participate. This integration would additionally allow digital services for students off campus or unlikely to visit the Wellness Center physically. Digital ID's is a trending topic and this project would allow the integration of NDSU ID's into the digital space for use to access the Wellness Center. Lastly, this platform allows other wellness focused departments (Student Health, Counseling, etc.) to be more knowledgeable on Wellness Center programs and provide an opportunity to collaborate through message sharing in the digital space. All of this would help increase the culture of student well-being at NDSU.

2. What audience does this project directly serve? What audience is indirectly served? How many students are affected?

The NDSU student body is the audience served directly. This project's goal is to provide engagement and services in an innovative way to all NDSU students, as they all pay mandatory student fees which fund the facility. The indirect audience for this project is NDSU faculty, staff, and other affiliate/community members that are interested in the Wellness Center's programs. Additionally, this project would provide prospective students and parents an avenue to learn about wellness events, programs, services, that contribute to a culture of well-being at NDSU.

3. For projects that target a subset of NDSU's students, please describe the possibility for broader application in the future.

Since all NDSU students pay mandatory student fees, which fund the Wellness Center, this project has a direct impact on the entire student body. This project would increase the engagement of current student users and allow the Wellness Center to reach students that do not typically use campus recreation, child care, aquatics or the fitness area.

This platform could be utilized to reach students in the residence halls through digital/video classes, Bismarck Nursing students and off-campus populations. We feel as though participation and overall wellness would be enhanced if students had a method to quickly and easily connect to the Wellness Center programs and services.

4. Describe both the immediate and long term impact of this project.

Immediate: Funding of this project will allow students to more easily access information on GroupFIT classes, intramural programs, aquatics and safety education, child care opportunities along with engaging directly with Wellness Center participants and staff in the facility.

Long Term: Previous case studies have shown that students who access the Wellness Center and engage in wellness activities have higher GPA's than non-users. The goal of this project is to increase engagement of students with all Wellness Center programs/services along with increasing student traffic into the facility. In addition, the use of digital platforms will reduce the amount of expense currently spent on print advertising, which would allow for that student funding to be reprioritized.

5. Who will pay for ongoing expenses following the technology fee funded portion of this project (e.g., who will replace hardware or software after it has reached its end of life)?

The startup costs would be covered by the TFAC grant and all subsequent expenses (yearly subscriptions, maintenance, etc.) would be continued by the Wellness Center.

6. Describe how this project will follow NDSU's best practices in information technology. (Please make sure the NDSU IT Division staff you consulted signs in Part I of this form.)

Computers/displays/networking will follow NDUS and NDSU policies.

Installation will be completed by Facilities Management and NDSU ITS.

7. What service on campus is most similar to the one proposed here? How does this project differ?

Currently, there is no service like this elsewhere on campus. As the Wellness Center is singular, a methodology to provide digital engagement and services in the wellness environment to students is unique. Similar equipment exists on campus, but is not integrated with a membership system, registration, or current programs and services.

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III. Project Description (5 pages maximum)

Include information on the background of this project: how did it come to fruition?

The Wellness Center completed a software implementation in 2015 that brought more secure access, online registration, digital calendars, and an online member portal for students to utilize for all Wellness Center programs. This was concurrent with an increase in the number of programs offered in fitness, campus recreation, intramural sports and the addition of aquatics in 2016. This membership system has been integrated into most Wellness Center business practices, including facility reservations for student organizations, racquetball court reservations online, viewing schedules, check-in registration for GroupFIT programs and much more.

In 2017, Innosoft launched FusionGO as a complimentary platform to the in-house application to provide engagement and digital communication opportunities for campus recreation and student wellness programs at client institutions. FusionGO provides a mobile platform that is designed to bring the following to students and participants:

- **Mobile access to facility schedules**
 - **GroupFIT classes**
 - **Aquatics and climbing hours**
 - **Programmed courses and special events**
 - **Closures and immediate updates**
- **Engagement**
 - **Integrates with Wellness Center social media**
 - **Allows for direct contact with Wellness Center programs and staff**
 - **Instant feedback**
 - **Online videos**
- **Expansion**
 - **Foundation for online videos**
 - **Ability to reach non-traditional or off campus students**
 - **Additional resource to reach satellite campus students**
 - **Digital ID's – ability to work with Card Center to digitize access to the Wellness Center**

The fitness and wellness industry continues to trend into the digital and instant feedback environment. Recently, the Wellness Center completed an equipment installation that brought ellipticals and recumbent and stationary bikes that connect to data and to user hardware via Bluetooth. The new equipment allows for tracking and storage of each workout. This trend is increasingly popular and the proposed project is to continue to align with the innovative enhancements within the industry.

By providing a digital platform that can be utilized for communication, a foundation for satellite programs and services, along with direct, easy and convenient access of the student body for instant feedback and touch points, the Wellness Center would be able to best serve its audience and enhance student well-being.

The Wellness Center has a top priority 'ask' and a plan b 'ask' to assist with the decision of the TFAC committee.

Initial Ask: This includes everything listed below in the budget items, totaling \$15,909.00 and would allow for the implementation of the entire project and lay the entire foundation for future growth.

Secondary Ask: If the initial request is not approved, the Wellness Center would ask for everything listed below, but would remove two digital displays and the integrated music system. These items would be added at a later date based on the capital improvement plan priority of the Wellness Center. This new request would total \$12,222.00.

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IV. Milestones

List the date for each project milestone. These milestones should represent the **significant** accomplishments that will be associated with the action plan. For each milestone, please indicate its expected outcome and the means for assessing that outcome. (The table may be extended as needed.)

	<u>Date</u>	<u>Milestone</u>	<u>Expected Outcomes</u>	<u>Means of Assessment</u>
1.	April 1 st , 2019	Initiation of Project	Equipment and Materials Ordered	Completed purchases
2.	April 15 th , 2019	Installation of wiring and hardware by Facilities Management or selected contractor	Installation Complete	Completed installation
3.	April 30 th , 2019	Installation of ITS materials	All displays installed, completion of FusionGO Implementation, music system installation	Fusion training w/staff complete, ITS install complete
4.	May 9 th , 2019	Beta Testing Complete	Complete initial testing of mobile application, internal promotions, music system test.	Prepared to Go Live
5.	May 28 th , 2019	Go Live	Go Live with a weekly strategic engagement plan	All items checked off the installation list
6.	June 3 rd , 2019	Marketing Push	Begin marketing the new platform, utilize summer orientation, etc. to push the use of the system to incoming students	Analytical data based on usage, downloads, engagement numbers.
7.	March 1, 2020	Assessment Collection	The Wellness Center will receive feedback and data to determine the success of the new technology	The Wellness Center will add number of questions to the annual operational survey to obtain necessary data to determine effectiveness.

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V. Supporting Documentation

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VII. Budget Justification

Describe how you arrived at the budget totals in Section VI, Budget.

You are expected to follow all applicable university policies and procedures regarding salary expenditures.

You are expected to follow the state-approved purchasing guidelines when purchasing materials and supplies.

- Equipment: List name, estimated cost and quantity of each item and explain why it is important to the project. Include installation and maintenance costs in your estimates.
- Materials and Supplies: List name, estimated cost and quantity for each non-equipment items and explain why it is important to the project.

55" Thin-Depth Commercial Display:

\$1,469 Each X 5 requested units

Total: \$7,345

This equipment is the foundation for the internal portion of this project. The mobile application provides an avenue to provide direct access to students and be instantaneous, but the displays will allow for feedback, engagement and involvement within the facility. These will also provide the foundation for future departmental collaboration and student control over the audio environment in the fitness areas of the Wellness Center.

WMK-3255S Wall Mount

\$239 Each X 5 requested units

Total: \$1,195

This equipment is essential to the installation of the above noted displays.

HDMI Cables

\$12 Each X 5 requested units

Total: \$1,195

This equipment is essential to the installation of the above noted displays and connection to an internal computer.

Ethernet Cables

\$12 Each X 5 requested units

Total: \$1,195

This equipment is essential to the installation of the above noted displays and connection to the local network.

Labor/Installation

Total: \$1,000

This number is an estimation based on prior work with Facilities Management and NDSU ITS for similar work pulling data and installing equipment in the Wellness Center. Any additional charge here would be covered by the Wellness Center. Any over-estimation would be returned to the TFAC.

FusionGO Mobile/Digital Application

\$3,000 for implementation / \$2,500 for year one licensing

Total: \$5,500

This is the reason for the request. FusionGO would carry a one-time upfront implementation and integration fee. Innosoft staff would work with the Wellness Center to customize the platform for the department's programs/services and conduct training to ensure a positive transition to the Go-Live date. Additional training and stakeholder feedback would be collected during the implementation project. \$2,500 in licensing per year

would also be charged as a part of this project. This request includes funding for year one of licensing; the Wellness Center would pick up and fund additional years of licensing costs.

RockBot Music Application

Total: \$600 / year

This application would integrate with the above equipment, displays and FusionGO to provide a controllable and engaged internal environment for the student population. This funding request is for year one of the application fee; the Wellness Center would fund subsequent years of this application.

RockBot Music Player

Total: \$149

This player is required to run the RockBot Music Application and is a one-time fee.

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VIII. Budget Match

1. Attempted Budget Matches:

- (b) Computer hardware
- (c) Local network setup
- (d) Unforeseen charges during setup and installation

1. Actual Budget Matches:

- (e) \$600/year after year one for the RockBot application
- (f) \$2,500/year after year one for the FusionGO application
- (g) Annual maintenance and hardware replacement fees

1. Additional Budget Match information: