Presentation Agenda

- RamLink - Then, Now & Future
- RamLink Metrics - Where We Are Now
- Budget Request
History of RamLink

• Serve as the Involvement Clearinghouse for Colorado State University
• Co-Curricular transcript - University wide initiative to track common experiences and high impact practices
• Serve as the primary vehicle to leverage involvement culture at CSU
• New marketing campaign and logo design
CSU High Impact Practices & Tracking
New RamLink Interface!

Sign in to the RamLink experience

Jump in with these opportunities!
## RamLink Metrics

<table>
<thead>
<tr>
<th></th>
<th>Organizations</th>
<th>Involved Users</th>
<th>Service Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2013</td>
<td>491</td>
<td>9,611</td>
<td>6,568</td>
</tr>
<tr>
<td>October 2013</td>
<td>595</td>
<td>10,505</td>
<td>9,967</td>
</tr>
<tr>
<td>February 2014</td>
<td>620</td>
<td>10,828</td>
<td>11,964</td>
</tr>
<tr>
<td>October 2014†</td>
<td>658</td>
<td>11,568</td>
<td>13,841</td>
</tr>
<tr>
<td>February 2015</td>
<td>679</td>
<td>11,864</td>
<td>16,407</td>
</tr>
<tr>
<td>October 2015</td>
<td>440</td>
<td>11,309</td>
<td>20,131</td>
</tr>
<tr>
<td>March 2016</td>
<td>507</td>
<td>11,756</td>
<td>20,574</td>
</tr>
</tbody>
</table>

- 15% increase in active organizations
- 4% increase in involved users
- 2% increase in logged service hours
## RamLink Metrics

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>354,519</td>
<td>447,522</td>
</tr>
<tr>
<td>Users</td>
<td>26,845</td>
<td>35,315</td>
</tr>
<tr>
<td>Sessions</td>
<td>45,241</td>
<td>62,346</td>
</tr>
<tr>
<td>Pages</td>
<td>7.84</td>
<td>7.18</td>
</tr>
<tr>
<td>Duration</td>
<td>5:09</td>
<td>4:53</td>
</tr>
</tbody>
</table>

- +15.5% increase in pageviews
- +31.5% increase in users
- +37.8% increase in sessions
- -8.4% decrease in pages per session
### RamLink Finance's

<table>
<thead>
<tr>
<th></th>
<th>Allocated Amount</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>RamLink Contract</td>
<td>$10,180</td>
<td>$10,180</td>
</tr>
<tr>
<td>2 Student Staff</td>
<td>$5,000</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,180</strong></td>
<td><strong>$14,180</strong></td>
</tr>
<tr>
<td><strong>Remaining Amount</strong></td>
<td></td>
<td><strong>$1,000</strong></td>
</tr>
</tbody>
</table>

**Co-Sponsorship Includes:**
- VSPA & CASA Partnership Baseline/API contract $8,320
- SLiCE Assistant Director for Involvement gives 5 hours/week
- SLiCE Involvement team gives about 25-35 hours/week
- SLiCE Marketing Coordinator gives 2.5 hours/week
- Estimated Total: $20,459.66
## UTFAB Allocation Request

<table>
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<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
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Thank you!

Questions?