Project Title: UCLA Anderson Student Club Sites

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Project Team:
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• Ernesto Mendez (ACIS SharePoint Administrator)
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• Kenny Liao (ASA VP of IT, MBA Student Representative)

Technology:
• Microsoft SharePoint 2010, HTML, CSS, Javascript, C# .NET
• WePay API [http://www.wepay.com/api](http://www.wepay.com/api)

Implementation Timeframe:
• Project kickoff was on June 11, 2012 with delivery on September 24, 2012.
Project Description

UCLA Anderson student clubs provide an opportunity for MBA students to network and grow in communities centered on a specific industry, interest or personal identity. The students brought to light the importance and impact the clubs have on student recruitment and school perception, which elevated the priority of this project to redesign the club’s public presence and provide tools for clubs to manage an internal facing website. The focus of this application will be the internal facing website, an idea that started with three primary requirements: a large web accessible file repository to share club documents, an attractive web presence that was template-based and easy to keep up-to-date, and a way to facilitate club sign-up along with collecting dues. From that initial request the idea to create an authenticated student club portal came into shape and after some initial requirement meetings, the project scope was determined.

From an IT perspective, SharePoint 2010 was selected as the delivery platform. This technology infrastructure was already in use at UCLA Anderson and as a development platform, it provided the necessary authentication/authorization security layer along with a proven .NET development layer. Also, as an enterprise-class solution from Microsoft it was clear that the platform would easily scale to accommodate all 51 clubs plus any new future clubs.

From the student perspective they had the following requirements:

1. Provide up to 5GB of storage space for each club
2. Integrate with existing club calendars on Google Calendar
3. Provide a versatile and attractive site design and layout
4. Provide a system to display content based on authorization levels (authenticated user, club member, club officer)
5. Provide a mechanism for students to join a club and pay dues through WePay

The first two items were easily addressed. SharePoint provides a site quota system that allowed us to limit the size of each club site. Working together with the Anderson Computing & Information Services (ACIS) server group, we were able to ensure there was sufficient disk capacity and growth available to accommodate the storage requirements. Regarding the club calendars, we were able to re-use an existing SharePoint webpart that was purchased to display Google calendars on the UCLA Anderson intranet that is also built on SharePoint 2010.

To address the remaining three requirements we chose to build a customized club portal in SharePoint 2010 utilizing the existing authentication and authorization model built into that system with a custom look and feel implementing the specific features the students were requesting. To speed up development of the solution, contract developers with expertise in SharePoint were utilized.
The user interface and design was created in HTML and CSS and then translated into SharePoint MasterPages and a series of SharePoint webparts. The final design allowed individual clubs the flexibility to “brand” the site with minimal effort while maintaining a consistent look and feel between the club sites. To make content management less time consuming, we took advantage of the Facebook and Twitter plugins provided by each of the social media outlets. By pulling in content from tools that the clubs were already using, this allowed the clubs to keep their club sites fresh with new content without having to specifically update the club site itself.

Beneath the visual layer of the graphic design, SharePoint provided a solid foundation to implement the functional requirements of the club sites. Through a series of webparts, the overwhelming breath of SharePoint’s abilities were focused on the specific tasks students needed in order to manage their club site. Functions such as user management, page creation, permissions and file management were given simpler user interfaces while still leveraging the full capabilities of SharePoint.

In addition to using what SharePoint provided out of the box, additional functionality was added, such as integration with WePay. WePay is a payment gateway similar to Paypal and was identified as the preferred way to collect club dues. The UCLA Anderson Student Association (ASA) was not satisfied with Paypal and sought out an alternate solution finally settling on WePay. Utilizing the WePay API (Application Programming Interface) an entire workflow was developed that allowed students to select a club to join, be sent to WePay for payment and then returned to the club site. From within the user management tools, the new members are clearly identified as paid through the WePay service. ACIS also worked with Kenny Liao, the ASA VP of IT to develop instructions for club representatives on how to create their WePay storefronts and connect their WePay stores to the club site. In the end, we were able to create a seamless connection between the club site and WePay so students could join the club and pay their dues where applicable.
Club listing of all UCLA Anderson student clubs. This club listing can be filtered based on club category (professional, interest, identity, athletic, institution) or via search.

Club homepage for the Entrepreneur Association including a branded billboard image, their mission statement, club description, annual events, Facebook and Twitter information.

Club calendar integrated into the site. The calendar webpart is a 3rd party plugin and loads data directly from a Google calendar maintained by the club.

Example of the simplified "Site Actions" to maintain the site. The options presented are focused on the functionality of the club site and link to customized admin screens.
Demonstrated Success Criteria
The implementation deadline for the club sites was September 24, 2012 - the date for the ASA Club Fair. On this day, all the ASA clubs setup booths to promote their clubs and drive membership. Driving club membership and paying through WePay were the success criteria for the initial launch determined by Kenny Liao, the ASA VP of IT and primary student stakeholder.

In total, there are 51 official UCLA Anderson student clubs broken down into the following categories:
- Athletics: 10 clubs
- Identity: 15 clubs
- Institution: 4 clubs
- Interest: 7 clubs
- Professional: 15 clubs

Across all the clubs, a total of 2,268 members were added to club sites allowing the club officers to manage their members. Of the 51 total clubs, 31 clubs collect dues ranging from $30 to $135. For dues paying members, 27% (520 members) made their payments through the WePay integration with some notable clubs having 100% signup through WePay (Women's Business Connection with 82 members, Out@Anderson with 23 members, Management Consulting Association with 77 members).

For the first year the club sites were implemented the initial numbers are very promising. Over 60% of the club sites had members signed up in the club site and among the professional clubs, 80% showed members. These are very encouraging numbers for driving membership during the first year of implementation, exceeding our goal of 50% utilization. Also, there were many logistical lessons learned during the first club fair that are being addressed for the ASA Club Fair for 2013.

As for payment through WePay, 27% of all dues were paid through WePay, which exceeded our goal of 25%. As with club membership, there were many logistical lessons learned that are being addressed for 2013.

Lastly, the outgoing and incoming ASA VP of IT believe in the usefulness of the club sites and have requested additional functionality to be built into the system which will drive additional traffic and usage of the club sites throughout the year. ACIS has identified two new features (Tiered pricing for club membership and event registration) that will be implemented for the 2013 ASA Club Fair.