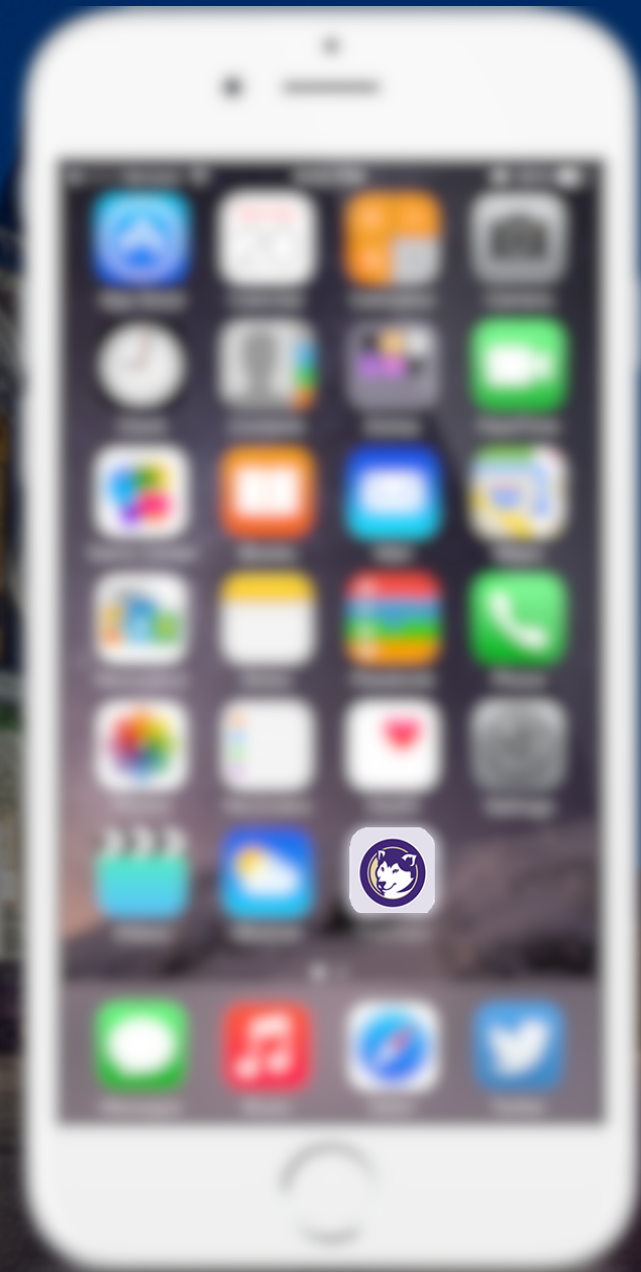




Mobile RSO Directory

**Increase student
involvement**

**with the click of a
button.**





DUBCLUBS

UNIVERSITY *of* WASHINGTON





U.S. News ranked UW **15th** *in value.*

The Michael G. Foster School of Business ranked
23rd *nationwide* **8th** *public schools.*



“

So what defines us — the students, faculty and community members at the University of Washington?
... It's a connection to others, both near and far.

”

45,000 total students

30,672 undergraduates

24% on campus

76% off campus



“ One hospital study found that patients reported a better experience if a nurse had offered them a warm blanket while they were on the gurney waiting for surgery. There are all kinds of “warm blankets” colleges can offer. ”

-Daniel F. Chambliss



About Dub Clubs

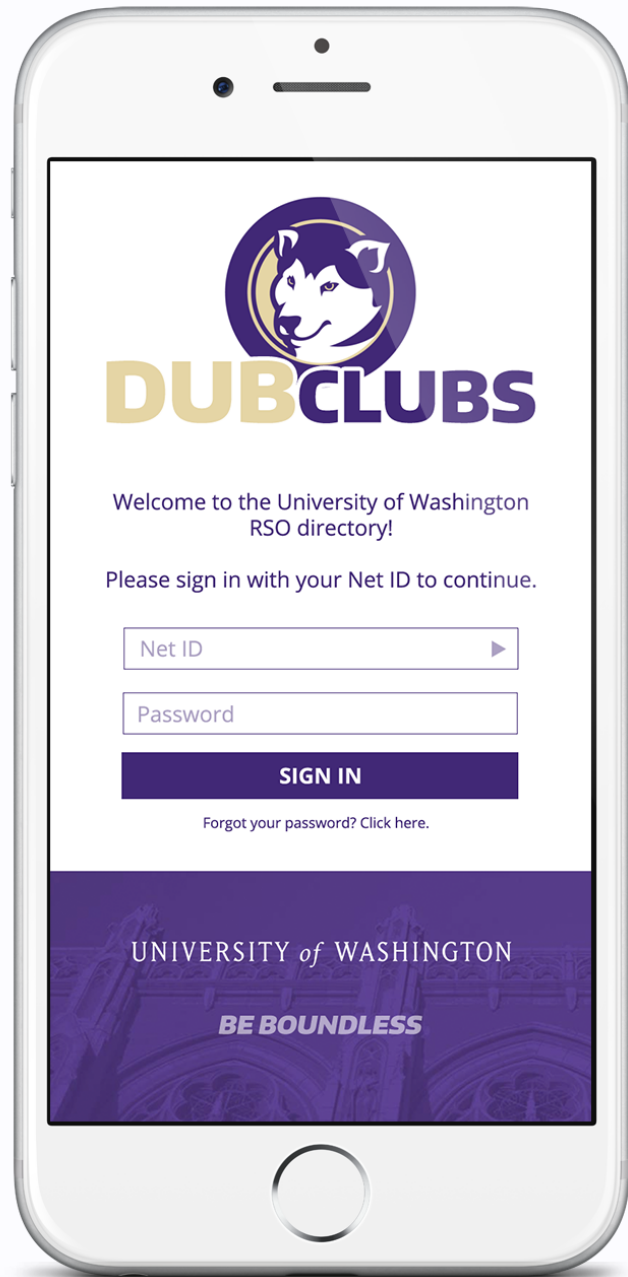
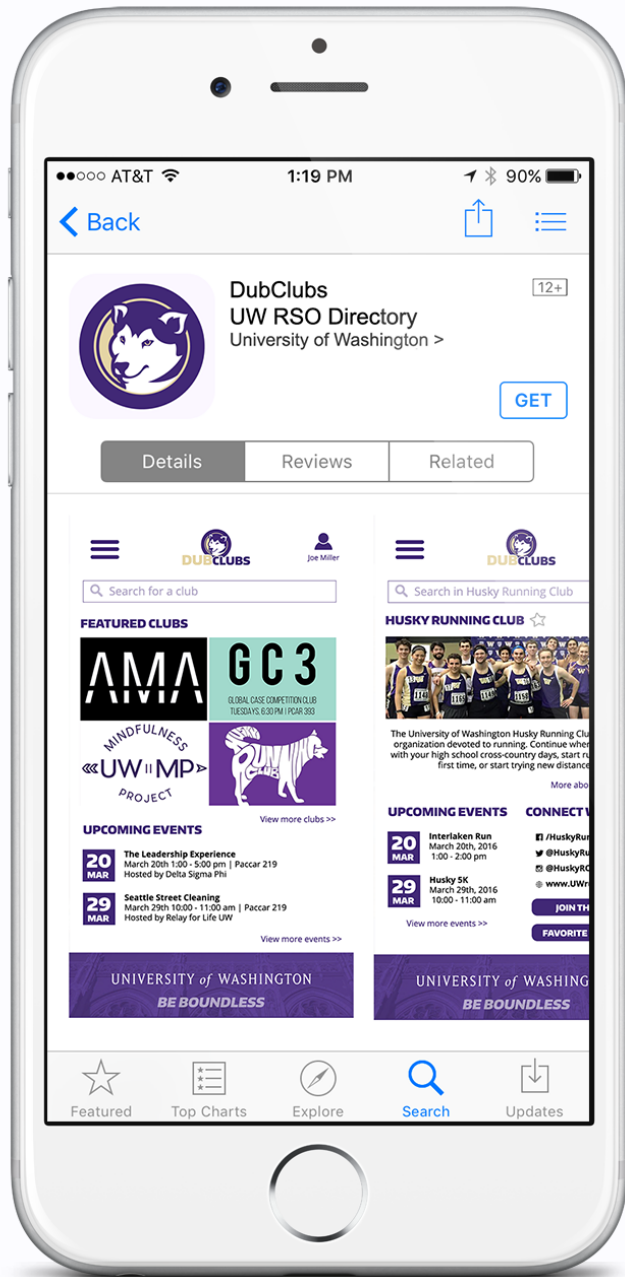


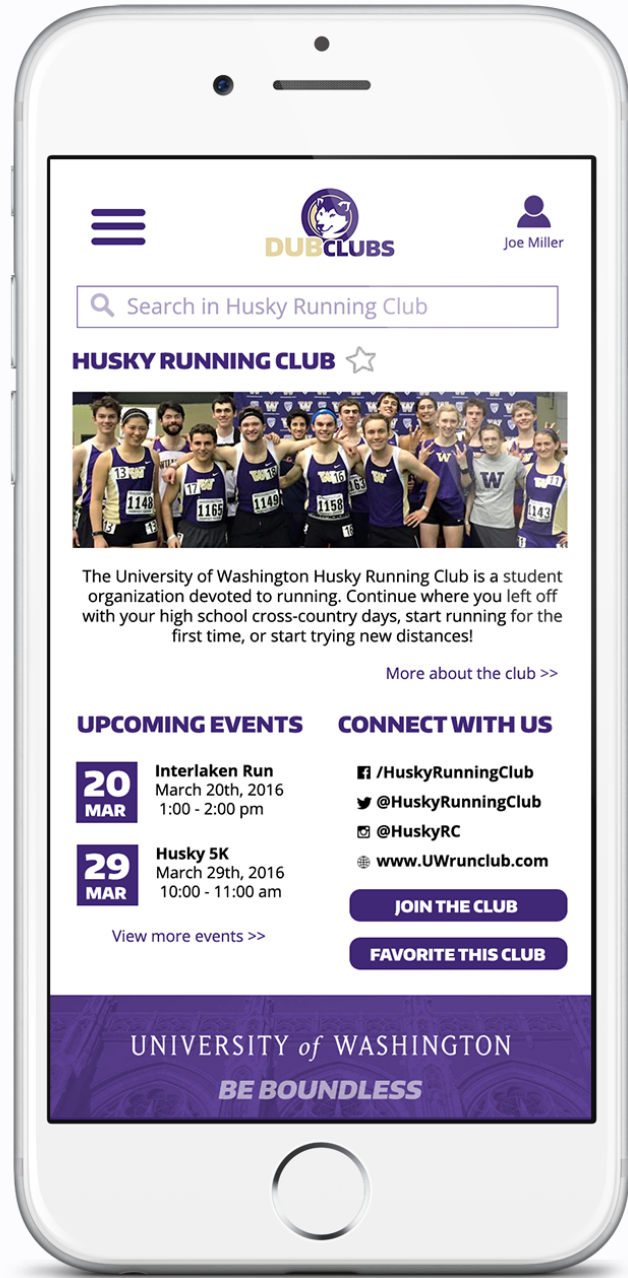
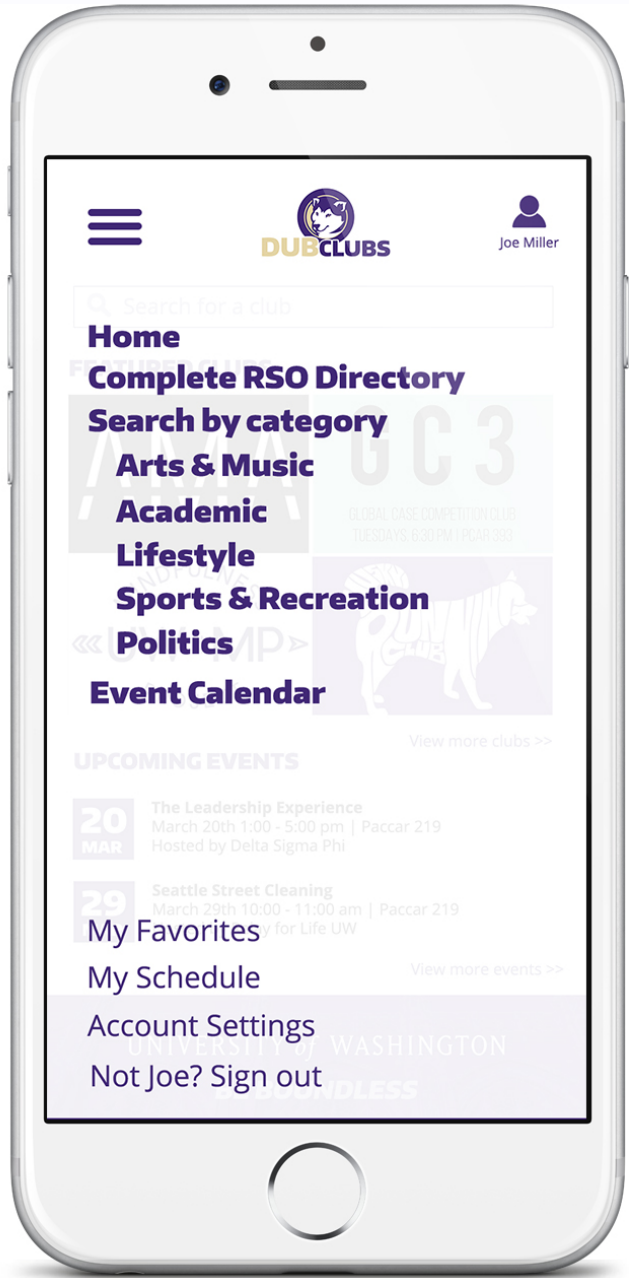
Software: iOS

Price: Free to download

Intended users: Students

Interactive Technology





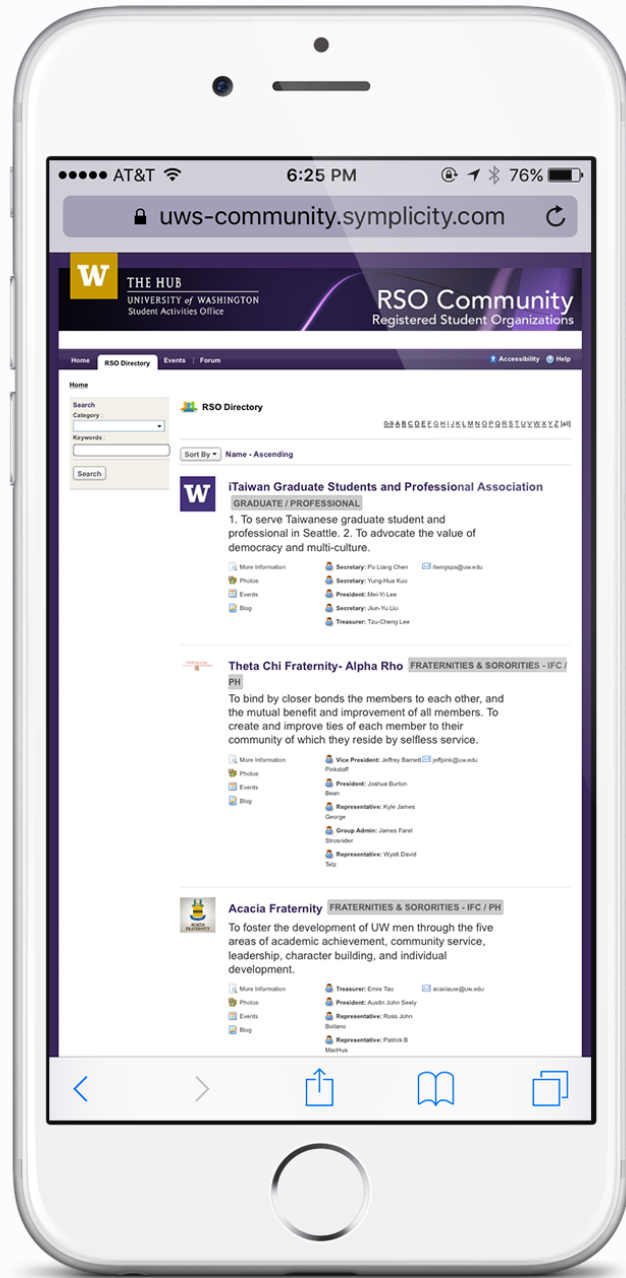
*"It's easy to drown in the crowd. In large, massive, classes are **impersonal**, registration is difficult at best, and the stress of highly competitive majors takes its toll. UW really pushes your limits, in ways I'm not sure is right. It can give you a great education, but seems like its focus is on its research and not its students."*

LACK OF COMMUNITY

*"There are a lot of opportunities but you have to really search for it; UW does a **terrible job of informing students.**"*

*"Great well respected research school with tons of opportunities. Socially it is very **easy to get lost in the crowd.**"*

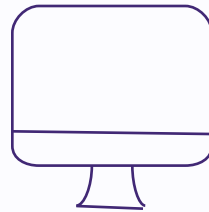
*"Worst case of '**Seattle Freeze**' I've ever seen. Hard to make friends who are willing to be your friend for more than 5 minutes or outside classes. Your existence means nothing here."*



UW's Student Activities Office

Goal: *"Help students develop skills in leadership...and to make life at UW fun and memorable"*

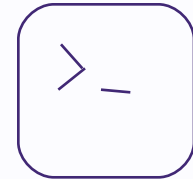
Problems with the current system:



Not User
Friendly



Not well
promoted



Not tech-
savvy

WHO BENEFITS?



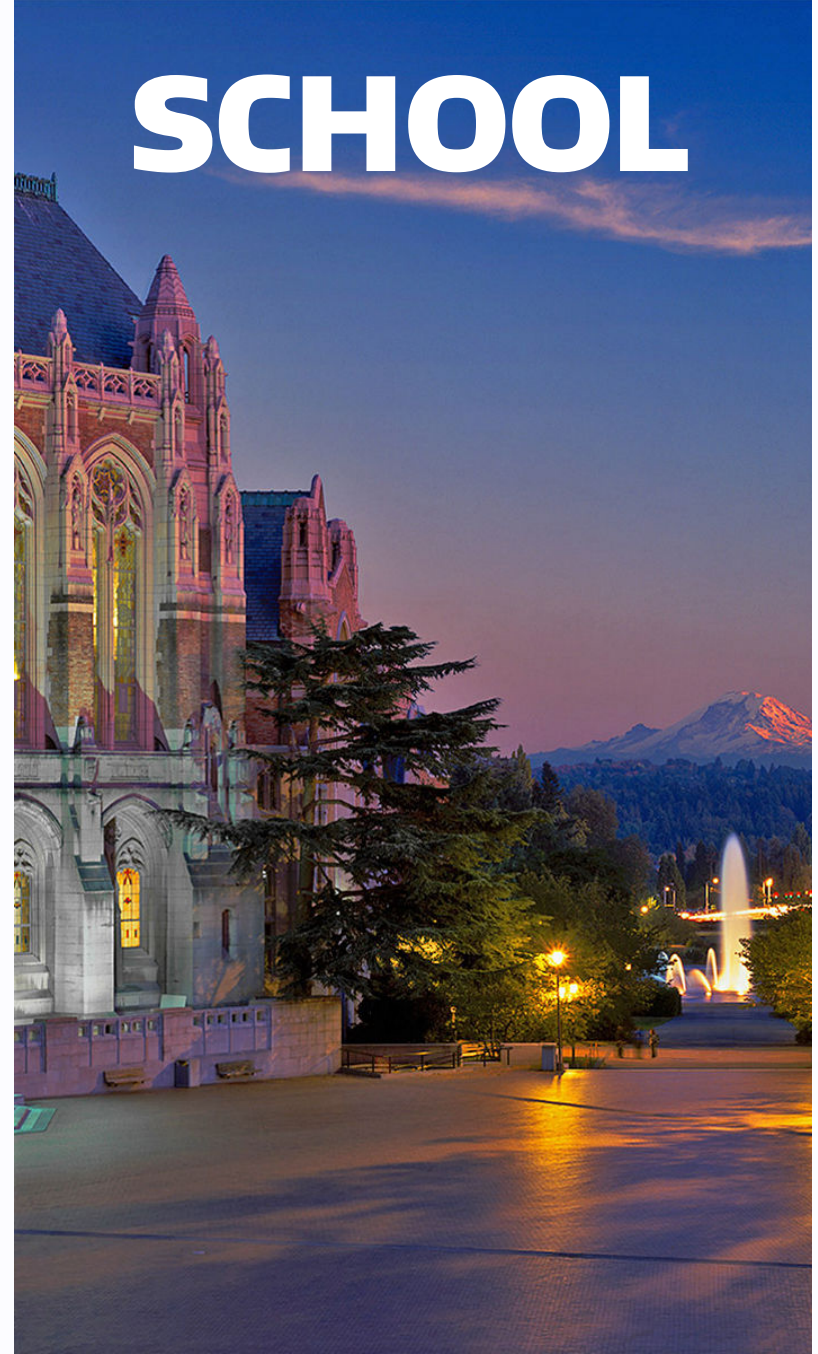
STUDENTS

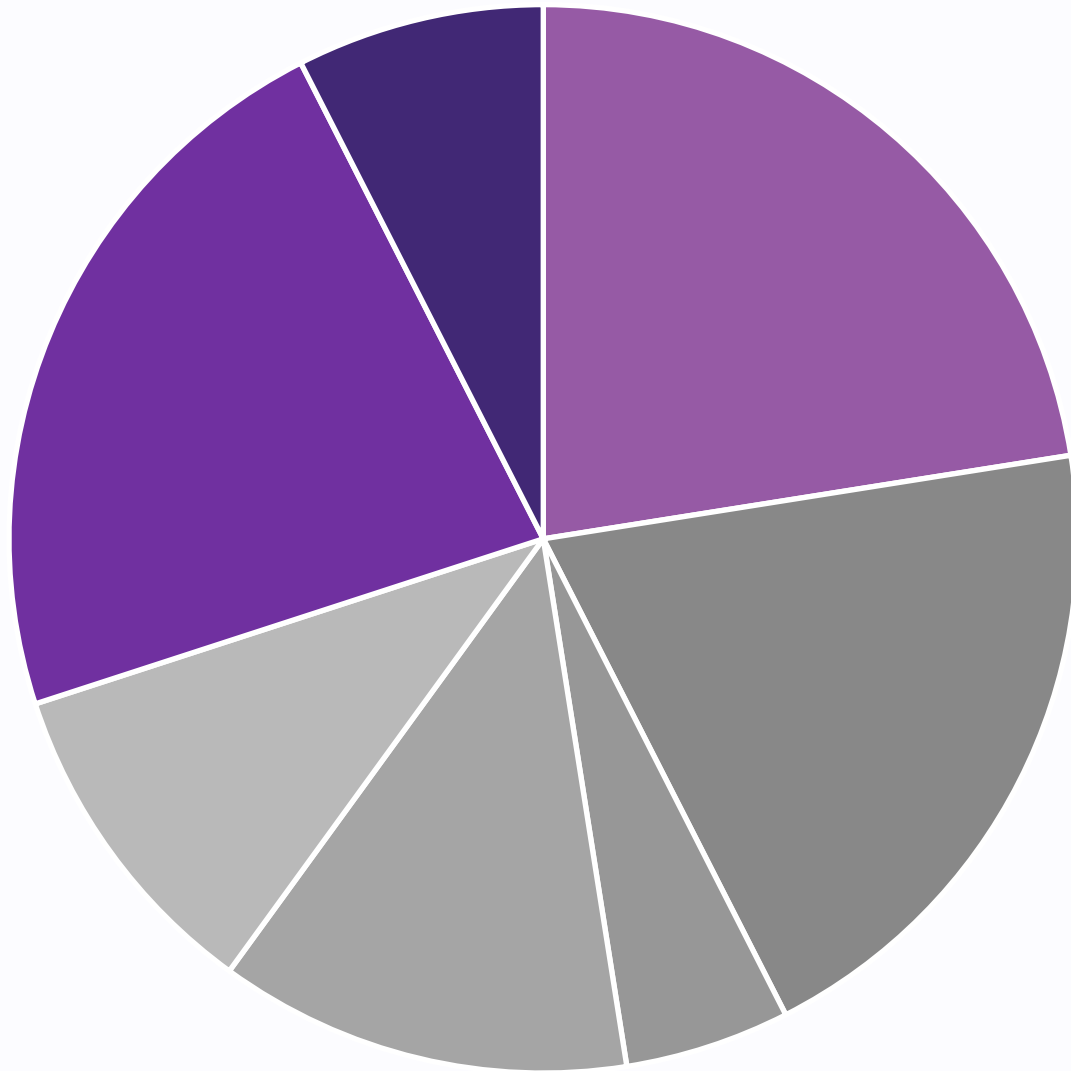


CLUBS



SCHOOL





- Undergraduate academic reputation
- Faculty resources
- Alumni giving rate
- Student selectivity
- Financial resources
- Retention
- Graduation rate performance

Implementation



Partner

Rollout

Streamline

Expand

Financials

UW Revenue & Expense Projection



Marketing



University of Washington 
College & University

W

[Timeline](#) [About](#) [Photos](#)


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Angus Elder and 146 other friends

 144,472 people have been here
Angus Elder and 71 other friends

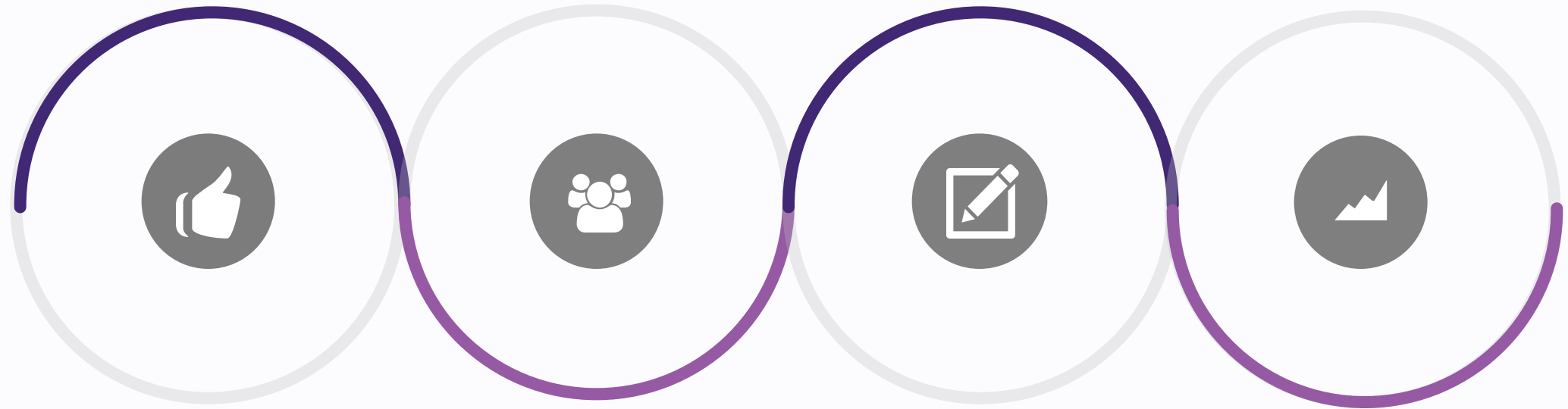
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What are the benefits?



Student
Satisfaction

Club
Participation

Application
Rates

Student
Retention Rates

A night scene featuring a large Gothic cathedral on the left, illuminated with warm lights. In the center, a fountain with multiple jets of water is lit up. The background shows a range of mountains under a dark sky. On the right, there are trees and a street lamp that creates a bright lens flare. The overall atmosphere is serene and majestic.

THANK YOU FOR YOUR TIME.