"AS Review Website Gets Professional"

Proposed Motion:
Sponsor:
Persons of Contact: Erasmus Baxter (as.review.editor@wwu.edu)
Guest Speaker:

Date:
Attached Document
> Attached is the WordPress hosting options.

Background & Context
Due to the current AS website not offering the functionality to host articles, photos and other content the AS Review has been using a free WordPress site provided through the university to fill this need. However, since the free sites are designed to offer students a place to showcase work and share information they do not contain full functionality. In particular, they are not able to install plug-ins, like ones that would manage by-lines or increase mobile compatibility, or provide a top-level domain name, making branding harder. The new AS website should incorporate the features needed but will not be finished for another couple years.

Summary of Proposal
A one-time purchase of hosting for the AS Review website to allow a top level domain and installation of plug-ins to enhance functionality until the new AS website is built.

Fiscal Impacts
$60 for one year of hosting, or $100 for two years of hosting. Both options come with free top-level domain.

If financial impacts occur:
What do you need to happen?
> □ *Transfer $ from_ _____ (budget) to_____ (budget).*
> *XBoard's approval to spend $_____ from_____ and no othersteps needed.*
> □

Alternative Solutions
Options (Please provide multiple options for the same proposal if alternatives are available).

[See attached]
Rationale
Briefly describe why this proposal should happen.
> Around two-thirds of our traffic comes from mobile users. This in conjunction with social media is how most students consume news. Installing plug-ins will allow us to control that interface to compete for views, present professional content and compete with other news outlets in student's feeds. It will also increase our customizability and functionality as we find ways to remain relevant and fulfill our mission moving forward.