Launching into the Next Century
Delta Eta Chapter #99
Tony Salatino & Madelyn Weber

BAP Annual Meeting 2018
Embracing the Opportunity | Washington, D.C.
The Past

- EMAIL

- Lack of cohesiveness

- Lack of member & alumni engagement
Our Vision

● Increased engagement

● Networking hub

● Cohesiveness
Why an App?

- US adults 18-29 years old:
  - 100% own a cellphone
  - 94% own a smartphone
- Immediacy
- Visibility
- Interactivity
The App

Seattle U Delta Eta BAP the app
hosted by Guidebook
Early Stages of Development

● Technical:
  ● Comp Sci Club

● Platform:
  ● App compatible with Apple, Android, and Microsoft

● Cost Effective:
  ● Cost for the Chapter: $5/download
  → Apple fee $99/year
  → Google fee $35 one time

● Privacy and Security
How the App helps us

- Single Calendar
  - Make meeting and event information easily accessible
- Engagement
- Information tool:
  - Deadlines for applications
  - Resource for recruiters to find information on candidates
- Allows for fast feedback after each event
  - Surveys
- Data Analytics
Our Menu
Getting Connected

Our Officers 2018-19

President
Nicole Dowding

VP of Membership
John Paul Pilapil

VP of Community Service
Madelyn Weber

VP of Programming
Abby Edelman

Members

Update your profile with image, contact info and more!

Later       Now

Nicole Dowding

Madelyn Weber (You)

Kara Wong

✓ Attending
Finding Events

Calendar

February 2018

28 29 30 31 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 1 2 3

12:30 PM
APC: Weekly Meeting

1:20 PM
PIGT 100

4:00 PM
Service: Treehouse

Google Map

Albers School of Business and Economics
Seattle University, Seattle, WA 98122
Moving Forward

- Attendance tracking
  - Check-in
  - Manage hours
- Lifetime engagement
  - Gold Chapter Video inspiration
- Sponsorships & Fundraising
Thank You

Contact us at:
BAP@seattleu.edu
# App Features Needed

<table>
<thead>
<tr>
<th>Features</th>
<th>notes</th>
<th>integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login</td>
<td>private: members need to be invited</td>
<td></td>
</tr>
<tr>
<td>About us</td>
<td>general information</td>
<td></td>
</tr>
<tr>
<td>Calendar: Events</td>
<td>up to date schedule notifications</td>
<td>Speakers, address, bios, maps, etc</td>
</tr>
<tr>
<td></td>
<td>Required information: Photo, Name, Major. Optional: telephone, email, interests, fun facts, BIO, career interests, etc.</td>
<td>Once members login, webmaster gets notified</td>
</tr>
<tr>
<td>members</td>
<td></td>
<td></td>
</tr>
<tr>
<td>push notifications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>social media integration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>news</td>
<td></td>
<td>Reuters, NPR, Associated press</td>
</tr>
<tr>
<td>beacon notifications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>seamless notifications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>messaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>happenings now</td>
<td></td>
<td></td>
</tr>
<tr>
<td>attendance tracking</td>
<td></td>
<td>current event attendance tracker</td>
</tr>
<tr>
<td>shared proto album</td>
<td></td>
<td></td>
</tr>
<tr>
<td>segment audience</td>
<td></td>
<td>group notifications</td>
</tr>
<tr>
<td>monitor performance</td>
<td></td>
<td>user analytics</td>
</tr>
<tr>
<td>Evaluation survey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weather</td>
<td></td>
<td></td>
</tr>
<tr>
<td>safety &amp; emergency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td></td>
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</tbody>
</table>
## Outcomes Part I

<table>
<thead>
<tr>
<th>Majors Distribution</th>
<th>Fall of 2017</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>94%</td>
<td>84%</td>
</tr>
<tr>
<td>Finance</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

- Accounting
- Finance
- Business Analytics
Outcomes Part II

- 100% member increase
- Attendance increased from 63% to 76%
- Under represented minority is now more than 10% of our chapter
# APP evaluation

<table>
<thead>
<tr>
<th>APP platorms</th>
<th>$ per month (pm)</th>
<th>Costs</th>
<th>Focus</th>
<th>concerns</th>
<th>Industry focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appery</td>
<td>$69</td>
<td>flexible</td>
<td>expensive</td>
<td>sales</td>
<td></td>
</tr>
<tr>
<td>appmachine</td>
<td>$99</td>
<td>no development fee</td>
<td>not professional look</td>
<td>general</td>
<td></td>
</tr>
<tr>
<td>Appmaker</td>
<td>$50 pm</td>
<td>No Development fee</td>
<td>the app creation is easy, but it doesn't look professional</td>
<td>general</td>
<td></td>
</tr>
<tr>
<td>Buildfire</td>
<td>$69</td>
<td>flexible</td>
<td>web and marketing.</td>
<td>sketchy</td>
<td>marketing</td>
</tr>
<tr>
<td>Appypie</td>
<td>$99</td>
<td>no development fee</td>
<td>not professional look</td>
<td>general</td>
<td></td>
</tr>
<tr>
<td>Buildfire</td>
<td>$50 pm</td>
<td>No Development fee</td>
<td>the app creation is easy, but it doesn't look professional</td>
<td>general</td>
<td></td>
</tr>
<tr>
<td>Guidebook</td>
<td>$5 per download</td>
<td>No Development fee</td>
<td>hosting is in education/information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intellect soft</td>
<td>Development fee &gt; 10K</td>
<td>specializes in making mobile apps for global business with offerings for startups and growing businesses.</td>
<td>not professional look</td>
<td>general</td>
<td></td>
</tr>
<tr>
<td>Mobisoft</td>
<td>Development fee</td>
<td>creates small business apps for a variety of platforms with support for device application.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mokira</td>
<td>Development fee</td>
<td>custom small business apps and web design for brands and startups.</td>
<td>Expensive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PhD Lab</td>
<td>$555 Development fee &gt; 10K</td>
<td>runs through developers</td>
<td>general</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoutem</td>
<td>$49 pm</td>
<td>Development fee &gt; 1K</td>
<td>couldn't test the platform</td>
<td>OK</td>
<td></td>
</tr>
<tr>
<td>Small planet</td>
<td>flexible</td>
<td>allowing you to create a mobile app no matter your business size.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Cubix</td>
<td>Development fee &gt; 2K</td>
<td>offers apps for small business</td>
<td>Expensive!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWIFTIC</td>
<td>$57 pm</td>
<td>creates enterprise and small business apps from scratch with a design and strategy option.</td>
<td>only uses Facebook or Google calendars</td>
<td>e-commerce</td>
<td></td>
</tr>
<tr>
<td>TechAhead</td>
<td>Development fee</td>
<td></td>
<td></td>
<td>e-commerce</td>
<td></td>
</tr>
</tbody>
</table>
App Features for All Majors

- Accounting Resources
  - AICPA
    - www.aicpa.org
  - Becker CPA Review
    - www.beckerconversions.org
  - Beta Alpha Psi
    - www.bap.org
  - CFE
    - www.cfenet.com

- Finance Resources
  - 71st CFA Institute Annual Conference
    - 13–16 May 2018
  - CFA Institute
    - https://www.cfainstitute.org
  - Financial Risk manager
    - Global Association
  - Russell Investments
    - https://russellinvestments.com

- Business Analytics
  - Tableau
    - https://www.tableau.com
  - TDWI
    - https://tdwi.org
  - Geek Wire
    - https://www.geekwire.com
Madelyn is an Accounting major pursuing a career in public accounting that will ultimately lead to a CFO position. She received Albers "Top Sophomore" award in 2017 for having the highest GPA in the school. An accomplished basketball and volleyball player, Madelyn enjoys fashion, photography, poetry, and traveling. Madelyn is very involved with Alpha Kappa Psi, as well as community service and campus initiatives.