Making Campus Apps Work: Connect with Students, Drive Engagement

Bryan Alexander, Principle @ Alexander Consulting
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Joey Tolentino, ITS Application Development @ UAlberta
Stephan Meyer, SVP @ Ready Education
Stephan Meyer
SVP IT @ Ready Education

- Connection Platform
- 350+ institutions, 2m+ students
- 4x engagement, 90%+ adoption
Institutional perspective

- Many investments in Student Success (high $$)
- Creation of multiple/fragmented communication channels
- Issues with basics of reaching students
Students are Living in Apps

Of all digital time spent on mobile
77% vs 23% on desktop

Of all mobile time spent in apps
87% vs 13% for mobile web

3.2 hrs Per day in apps

Less than 2 hours watching TV

Averages for users 18 - 24
Meanwhile…

majority of Campus App initiatives have failed.

Why?

What does it take to drive impactful connection and engagement that support Student Success?

What will the Campus of 2025 look like?
Student Connection Framework

1. Centralization
   Unify campus resources

2. Integration
   Integrate with key campus resources

3. Community
   Build community

4. Engagement
   Increase community engagement

5. Assessment
   Real behavioural insight

6. Intervention
   Reach target students

Connection & Impact Spectrum
Low
High
Most Campus Apps...

1. Centralization
   Unify campus resources

2. Integration
   Integrate with key campus resources
Most Messaging Solutions...

4. Engagement
Increase community engagement

6. Intervention
Reach target students
Most Student Success Solutions...

2. Integration
Integrate with key campus resources

5. Assessment
Ready behavioural insight

6. Intervention
Reach target students

Data Driven
High
Low
Campus App

Communication

Engagement

Insight

->

Student Connection Platform
Information Platform vs Connection Platform

2010

Today
Vanessa Kenon, Ed.D.
AVP IT @ UTSA

• Large Public Research University
• 32,792 Student Enrollment
Key Outcomes for the Mobile App

Provide an outstanding campus experience and building for the future
Reduce the Complexity of the campus ecosystem
Provide a virtual personal assistant for students
Improve the first year student experience
Experience Gaps: Simplify the campus ecosystem

**CHALLENGE**

Students have a fragmented and decentralized campus experience

**SOLUTIONS**

Unify the campus experience across digital, mobile and experiential platforms

Personalized information means students receive assistance tailored to them
Success Statistics

- **Student Adoption**: 90%
- **Yearly Total App Opens**: 1.4M
- **Campus resources accessed**: 6.5M

1.8M Personalized push notifications sent to students in the past year. Averaging 1/week per student.
myUTSA Roadmap for Success

1. LMS / SIS Integration
2. Orientation Team
3. Parking Integration
4. Student Community
Key Takeaways

• Understand student expectations for their campus app

• Involve both students and staff throughout the process

• Engage with other mobile-focused institutions for best practices
Joey Tolentino
IST Application Development, Manager
UAlberta

- Large Public Research University
- 35,000 Student Enrolment
- 6 Campuses
Historical View: Where we were before

- Low app store ratings when the SaaS product replaced the custom app.
- Low support and collaboration from Service Providers.
- Low app adoption and engagement from students, staff, and faculty.
- Lack of visibility of a digital community.
Key Outcomes for the Mobile App

- Launch an app that students will **Actually Use**
- Increase **Sense of Community**
- Measure **Engagement**
Communication Gaps: Get your message heard

CHALLENGE

Students receive too many emails and often don’t read them

SOLUTIONS

Targeted Push-notification messages & announcements delivered directly in their campus app

Campus Wall enables direct communication & provides insight into campus culture
Increased Peer Engagement

Friendship

Peer advice

Learning to navigate a large campus
Individual Event Dashboard

Keynote – Michael Kerr

39 Check-ins
34 Ratings
Average Rating: 5.0
Assessment

User Feedback

⭐⭐⭐⭐⭐

I feel great and pumped to attend the rest of the day!

User Feedback

⭐⭐⭐⭐⭐

Amazing energy! This is one of the first keynotes that I thoroughly enjoyed! Very entertaining, but also relevant to our workplace! Thanks for coming and sharing your thoughts Michael! :)
Success Statistics

App Downloads: 17,612
Total Conversation: 27,186
Student Response Rate: 95%

27,186 Total conversations
Key Takeaways

• Engage and create workgroups of service providers—early.
• Introduce the idea and vision of the culture you wish to promote.
• Be present; be someone in the community that can be identified with.
• Work with your Campus Success Consultant:
  • Learn from other successful institutions.
  • Leverage READY Education’s teams for training, content management and asset management.
• Continuous improvement based on community feedback.
Student population changes

- Near-majority adult
- Nonwhite
- Increasing first-generation students
- Veterans
- Learning disabilities

https://www.flickr.com/photos/un_photo/6708914025/
New Report: Supporting Student Success at Community Colleges

Christine Wolff-Eisenberg

What goals are community college students trying to achieve through their education? What challenges are they facing? What services might help them succeed?

These questions are at the center of a multi-year research project that Ithaka S+R and Northern Virginia Community College, along with six other community college partners and with support from the Institute of Museum and Library Services (IMLS), are currently undertaking. Today, we’re issuing our first report from the project, Amplifying Student Voices: The Community College Libraries and Academic Support for Student Success Project. Through this project, we are exploring (1) how “student success” can be defined in a way that is inclusive of both policy priorities and students’ own needs, and (2) what services colleges and their academic libraries can offer to most effectively help students attain success.

On the Hook
Record level of student debt shows no signs of slowing

Source: Federal Reserve Bank of New York; Bloomberg
Cumulative Student Loan Debt at Completion of Undergraduate Degree or Certificate by Gender, 2004-2012

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>2004</th>
<th>2008</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td>Bachelor's Degrees</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Women</td>
<td>$14,959</td>
<td>$17,498</td>
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<td>Subbaccalaureate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>$4,875</td>
<td>$7,616</td>
<td>$9,338</td>
</tr>
<tr>
<td>Men</td>
<td>$4,261</td>
<td>$5,725</td>
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</table>

Note: values for 2004 and 2008 adjusted to 2012 dollars using the Consumer Price Index.
How to kidnap a 28 year old in 2016

RARE POKEMON INSIDE
Mixed reality at work

HoloNet 1.0: Visualization of bimolecular networks in 3D using augmented reality. Version 2
Blended/Flipped/Hybrid Classroom

**Use of Flipped Classes**

- Yes, all of my classes are flipped: 41%
- Yes, some of my classes are flipped: 20%
- No, but they will be within the next year: 5%
- No, but I'm exploring the possibility: 20%
- No, none of my classes are flipped: 14%
Design for mobile *first*
Sundar Pichai said this last week on Alphabet’s earnings call:

*In the long run, I think we will evolve in computing from a mobile-first to an AI-first world*
Post-AI education

Curriculum and life: is school for unemployment or working with AIs?
Curriculum and life: what does it mean to be human when machines exceed us?
Design for mobile *first*
Student Connection Platform

Communication
Centralized + Integrate

Engagement
Organized + Personalized

Insight
Data + Intervention
Panel Discussion
Q&A
Thank You!