

Generation Mobile

Using Technology to Improve
Student Engagement

Presenters:

Eddie Howard – Youngstown State University

Chris Schmidt – Lindsey Wilson College

Shane Pruitt – Oglethorpe University

Moderator:

Dr. Carney Strange – Bowling Green State University

OOHLALA

Today's Discussion



Dr Carney Strange (Moderator)

Professor Emeritus

Bowling Green State University
strange@bgsu.edu



Eddie Howard - Youngstown State University

Associate Vice-President for Student Experience

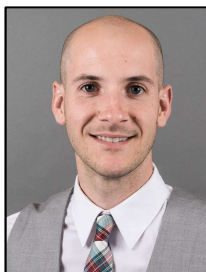
Topic: Centralization of campus ecosystem
ejhoward01@ysu.edu



Chris Schmidt - Lindsey Wilson College

Dean of Students

Topic: Increase sense of belonging on campus
schmidtcl@lindsey.edu



Shane Pruitt - Oglethorpe University

Director of Student Engagement and Leadership

Topic: Mobile assessment & engagement benchmarks
spruitt@oglethorpe.edu

Housekeeping

- Participants are muted, so please enter all questions in the Q&A window at the bottom-right.
- We are recording the webinar – and both the recording and slide deck will be made available.

The screenshot displays a webinar interface with the following elements:

- Slides:** The main content area shows a slide titled "Coping With Uncertainty: American Colleges and International Students". Below the title, it reads "An Inside Higher Ed webinar" and "Tuesday, June 13, 2017 2 p.m. Eastern". The slide features the "INSIDE HIGHER ED" logo and icons for a document, a speech bubble, and a group of people.
- Webinar Information:** A panel on the right provides details about the recording and audio setup. It includes instructions for participants who are not seeing the slide move or hearing audio, and a section for asking questions in the Q&A box.
- Q&A:** A window at the bottom-right is highlighted with a blue border. It contains a text input field labeled "Enter your question" and a "Submit" button.
- Twitter:** A panel on the right shows a Twitter feed with tweets from "insidehighered" and other users, including a tweet about a 40% decline in international apps in U.S. colleges.
- Media Player:** A media player at the bottom left shows a progress bar at 00:00/58:24.
- Navigation:** A bottom navigation bar includes icons for a video player, a presentation, a user profile, a Q&A window, a Twitter icon, a document, a list, a navigation arrow, and a question mark.
- Resource List:** A panel at the bottom right lists resources such as "Download the booklet", "Register for our Upcoming Webinar: Evolving Economic Models for Higher Ed", "Follow us on Twitter", and "Like us on Facebook".

POWERED BY ON24

About Generation-Z/Mobile

- Value experiences
- Check their devices 150 times/day
- Relationship to information: immediate and relevant



Youngstown State
University



Lindsey Wilson
College

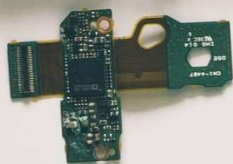


Oglethorpe
University

Flash Poll



Defragmenting the Student Experience



About Youngstown State

- Urban research institution in Youngstown, OH.
- Large campus of 145+ acres
- Enrollment: 12,756
- Large numbers of transfer and commuter students

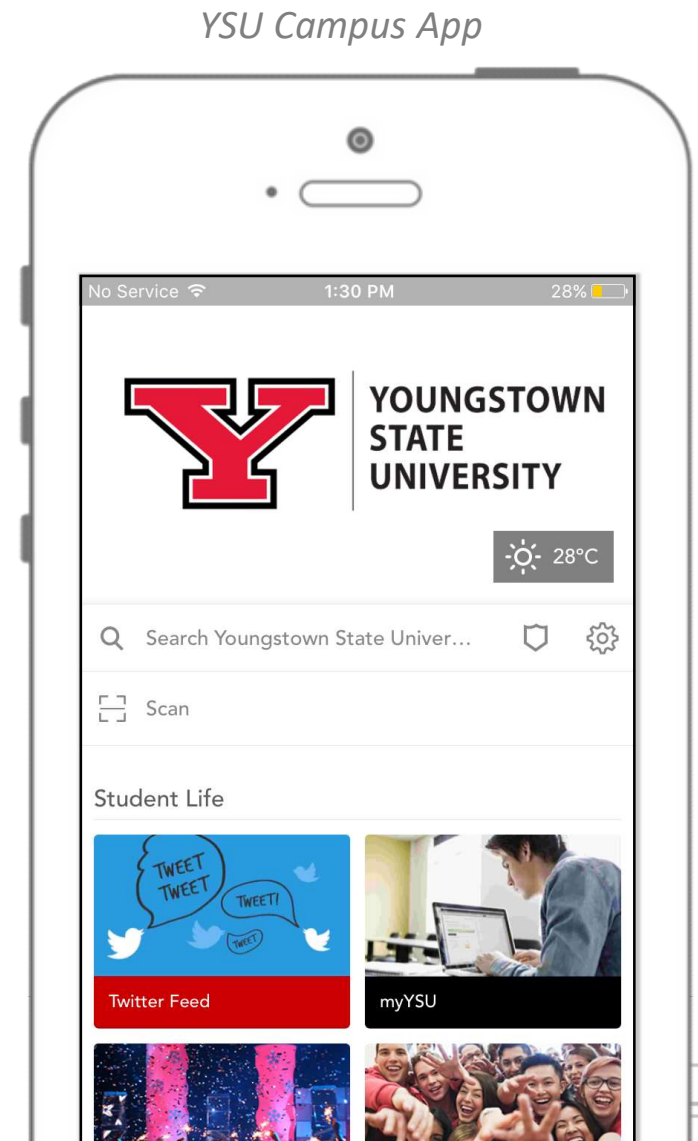


Youngstown State – Challenges

Decentralized campus resources

Lack of real-time student engagement data

Low student survey response rate



Youngstown State – Project Outline

PHASE 1

CONSOLIDATION

Move from multiple-app model to singular campus app model

PHASE 2

INTEGRATION

Integrating with existing LMS, SIS and SSO systems

PHASE 3

ASSESSMENT

Harmonize data-collection and platform for assessment

Phase 1: Consolidation of Mobile Experience

Goal 1

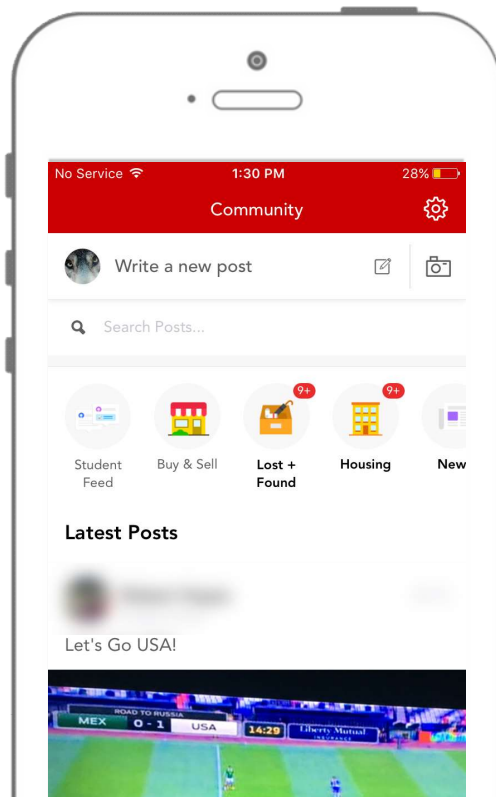
Reduce the complexity of the campus ecosystem

Goal 2

Provide a virtual personal assistant for students

Goal 3

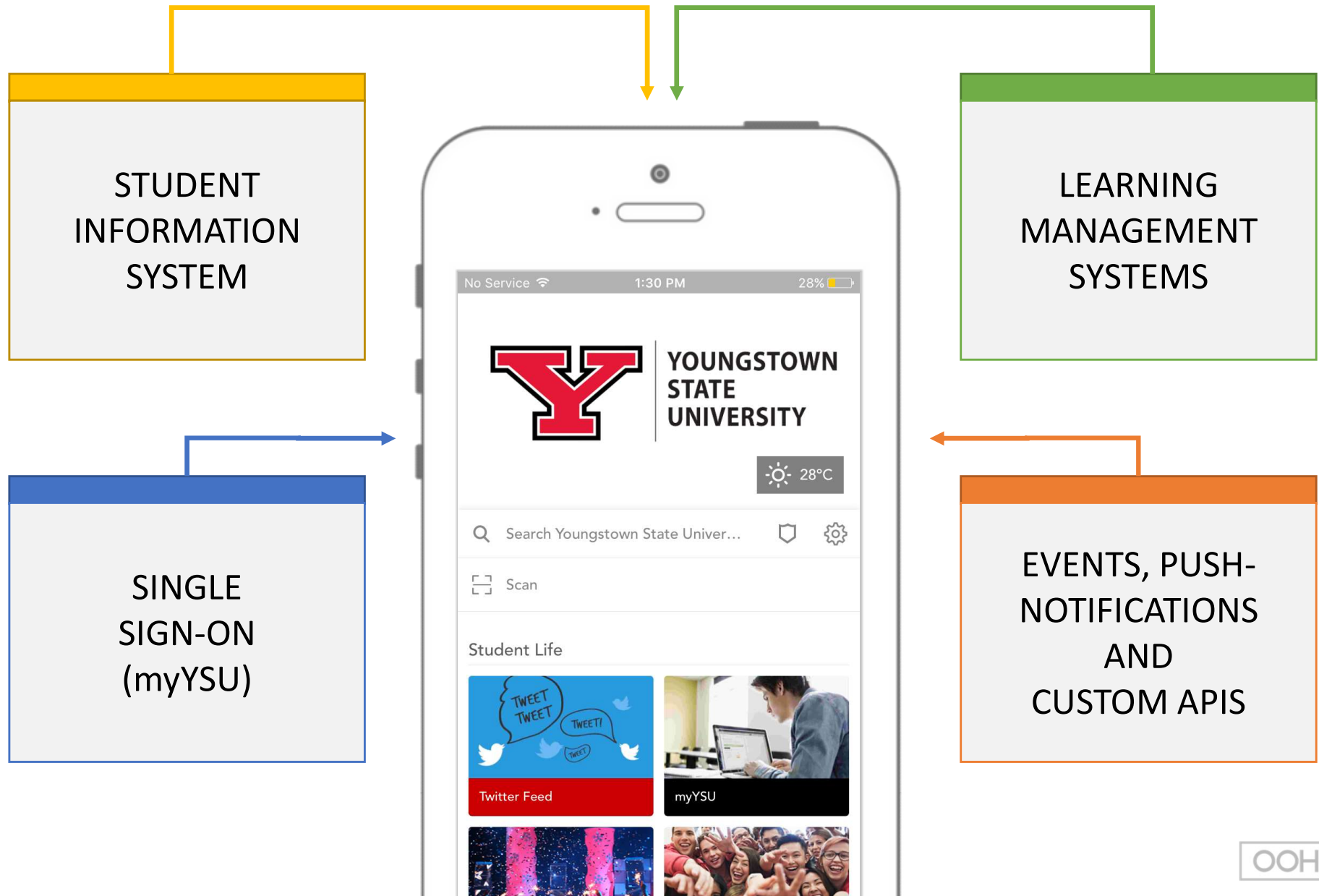
Improve the first-year and transfer student experience



Results:

- **Over +1 million app activities in 2016**
- **72%** of students agreed that the app helped them learn about their campus surroundings during the first weeks of university or college
- Unifying campus services and resources

Phase 2: Integration of Existing Systems



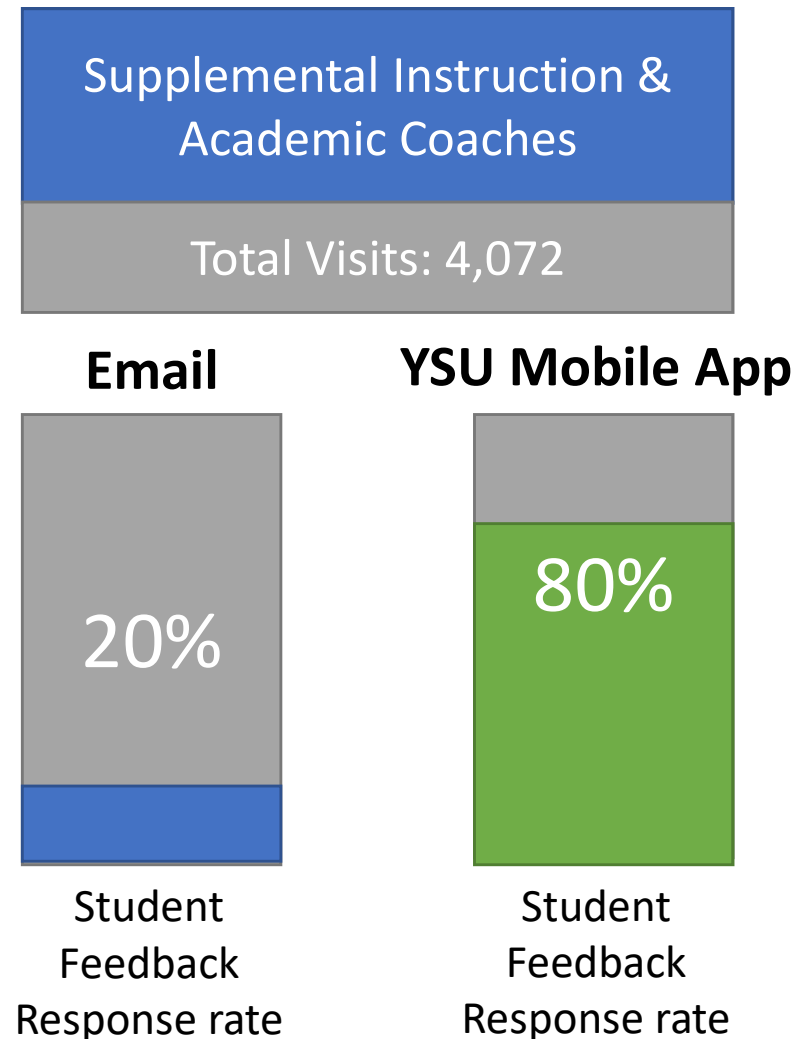
Phase 3: Micro-assessment via YSU app

Goals:

- Increase student response rates
- Centralization of student feedback

Results:

- Actionable data in real time
- Acted as motivator for staff
- Reduce staff hours on manual assessment processes



Increase sense of
belonging on
campus



About Lindsey Wilson College

- Private, liberal-arts institution in Columbia, KY.
- Enrolment: 2,651+
- Large first-generation population
- Demographics: F 63% : 37% M



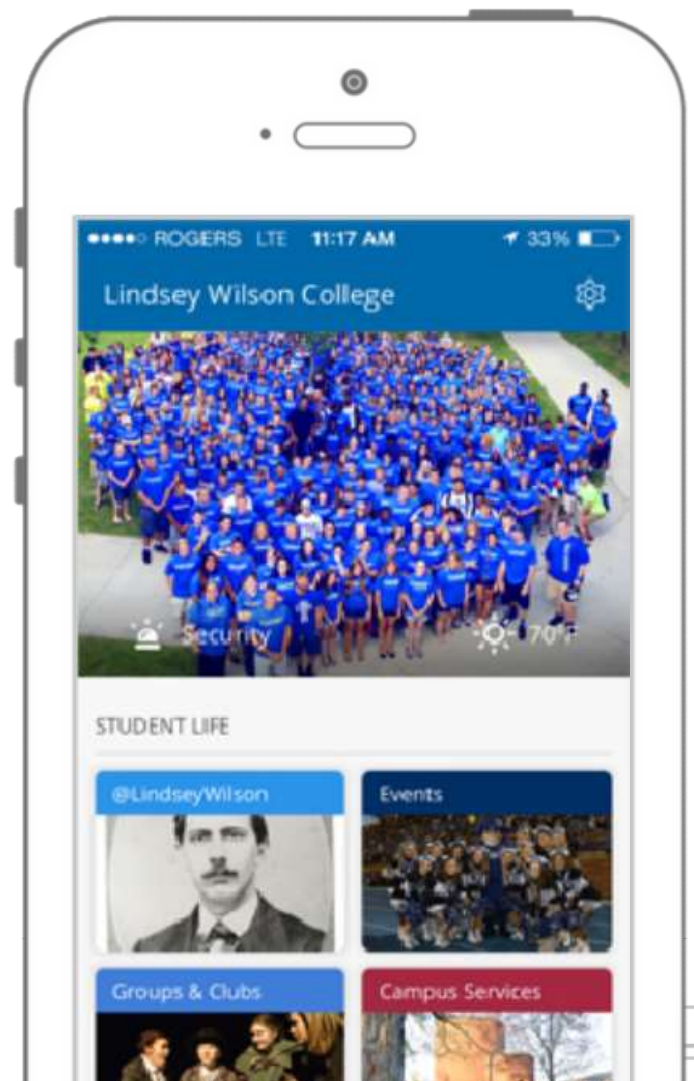
Lindsey Wilson College – Challenges

Low retention rate

Traditional communication channels not successful: Email, Social Media, Poster, Website

Engagement gap between commuter and resident students; desire to enhance student experience

Lack of assessment and insights of the student experience



Lindsey Wilson College – Impact of Mobile

Students take ownership of the campus culture

85%

Student Adoption

350,000

Campus wall views

75%

Of students agree when using app, they feel like they belong to the university community

“The app for Lindsey Wilson College has literally been my lifesaver since I first downloaded it.”

Whitney Oaks – 19, Sophomore



Lindsey Wilson College – Culture Shift



87K+

Conversations on the app

Students displaying pride in their institution – they own the culture.

Great way to model behaviour and teach students how to engage online.

Connecting Commuter Students



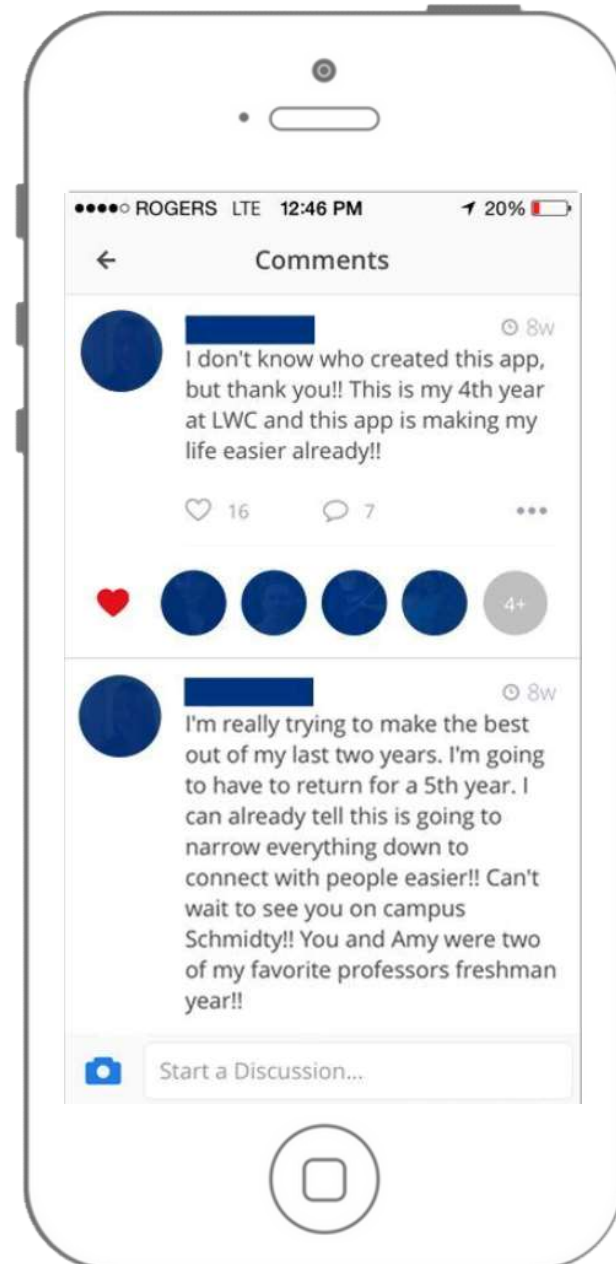
Chris Schmidt, Dean of Students
Lindsey Wilson College

I was walking in to work any **my phone 'chimed'**. I looked and it was **a post on the wall**, I opened it and I couldn't be happier.

I know [student]; she is quiet and reserved, she's a hardworking student but also **works a lot of hours at Walmart to attend school.**

Her comment is **really meaningful** because the app is **connecting her socially and academically.**

She gets **feedback when she needs it** and informational resources are now at her fingertips. This kind of **feedback from an upperclassman is incredible.**



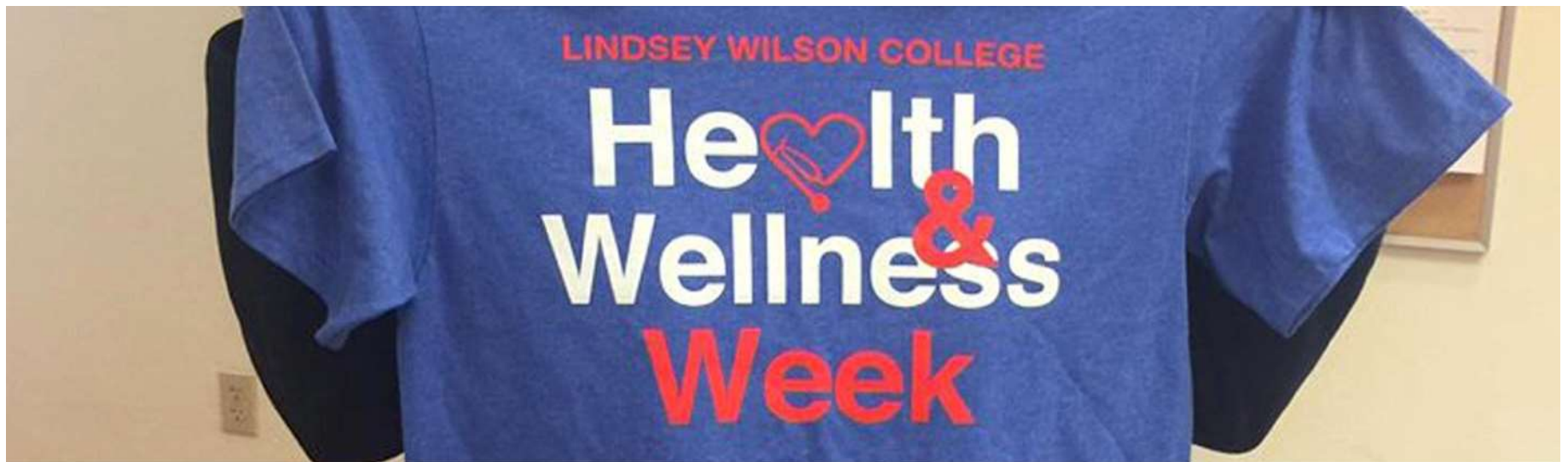
Mobile & Mental Health

64%

Of students agree that the app contributes to positive feelings of being on campus.

85%

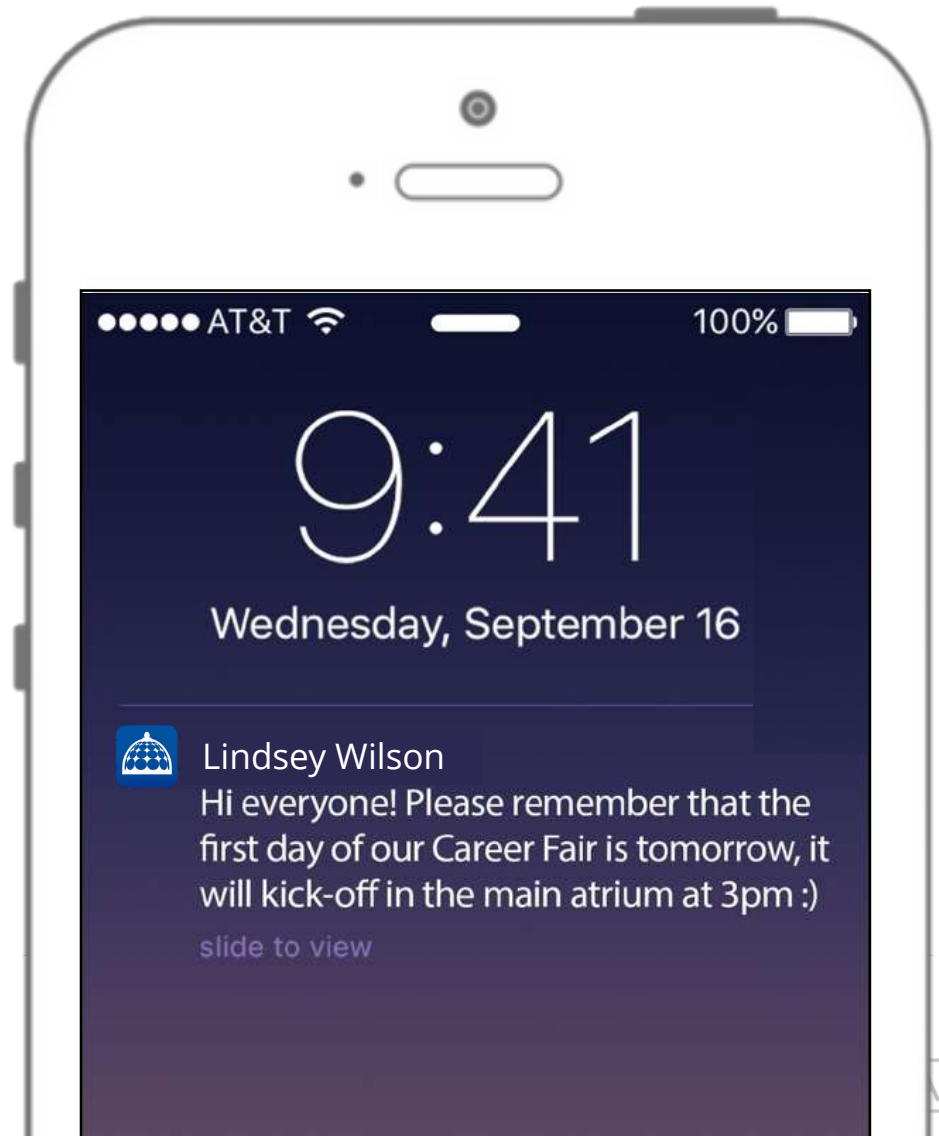
Of students feel the app provides them with a platform to voice their opinion at their institution.



Lindsey Wilson College – Campus Safety

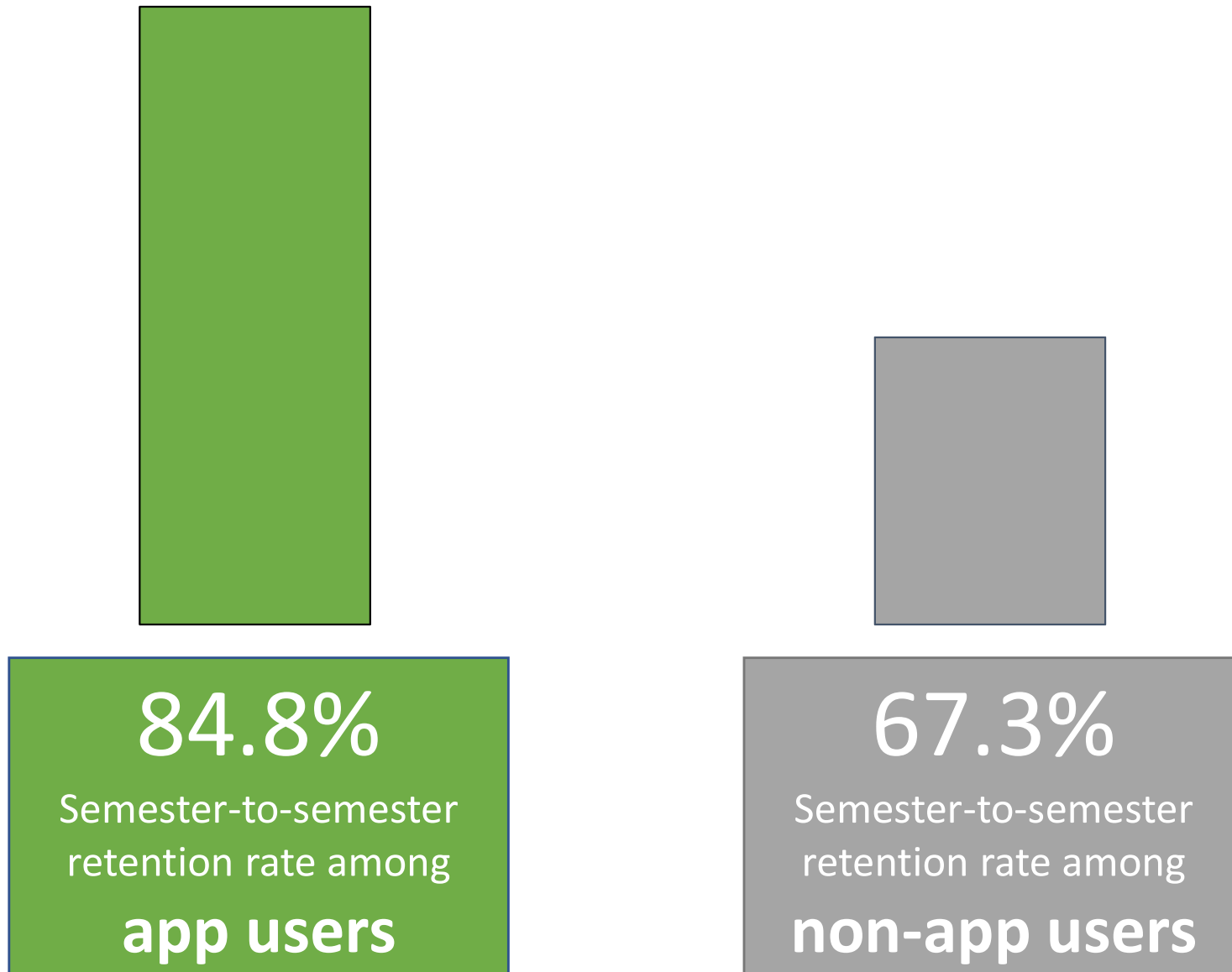
The app has become the starting point for emergencies.

And a resource point for students to reach out.



Retention Impact – Semester to semester

First year students



Mobile Assessment & Engagement Benchmarks



Flash Poll



About Oglethorpe University

- Private, liberal-arts in Atlanta, GA
- Enrolment: 1,183
- 40% first-gen students
- 66% live on campus
- 98% receive financial aid



The Petrel Promise

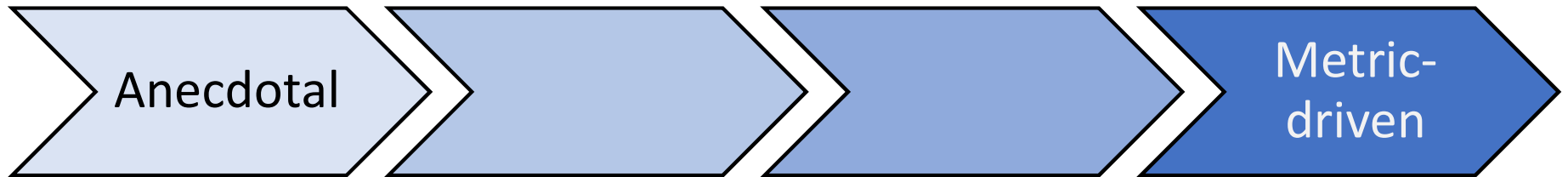


Petrel Promise:

Graduate in four years,
get a job or grad school
admission within 6
months, or your fifth
year is on us!

The Student-Centered, Data-Driven Movement

DECISION-MAKING MODEL



Challenges with Previous Assessment Tools

Card-swipe Functionality

Expensive to implement

Tough to collect data

Clunky to administer

Tough to get full coverage of events

Time intensive process

Frustrating experience for students

Oglethorpe University – Mobile Strategy

Web-Portal

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Mobile Strategy

Strategy:
Think like a
Gen-Z

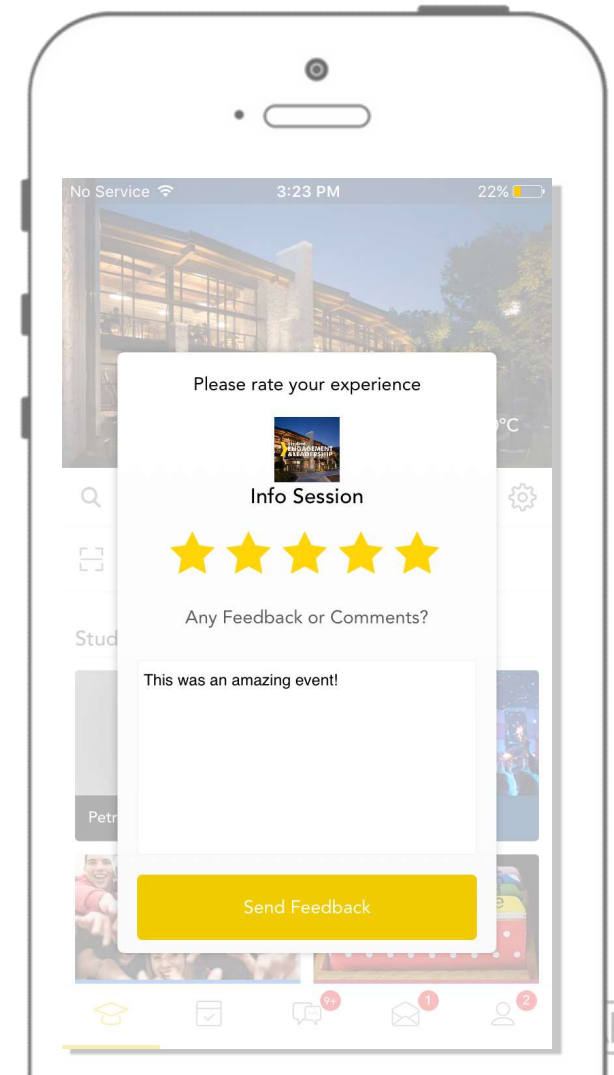
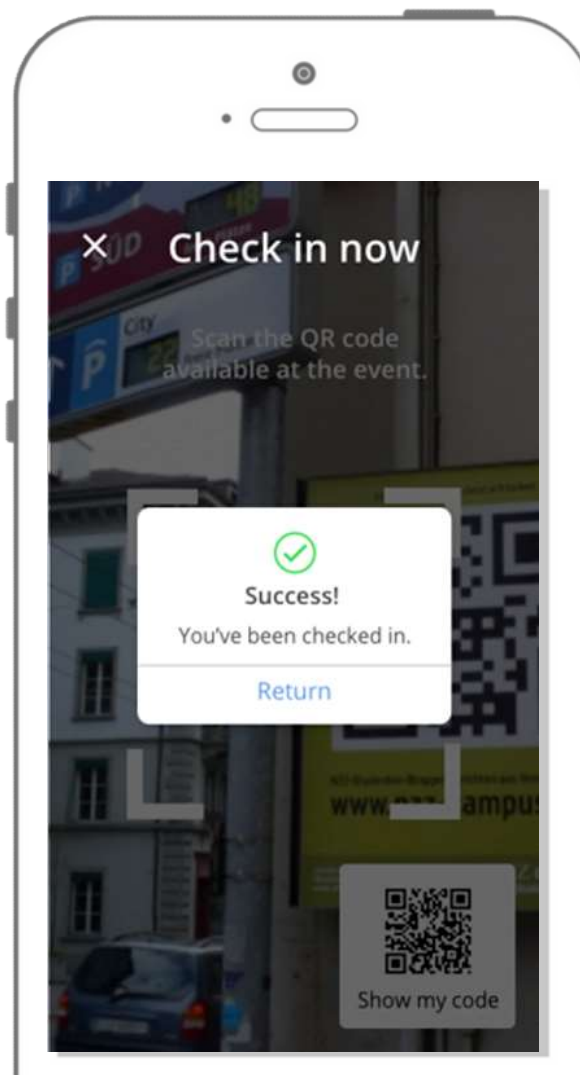
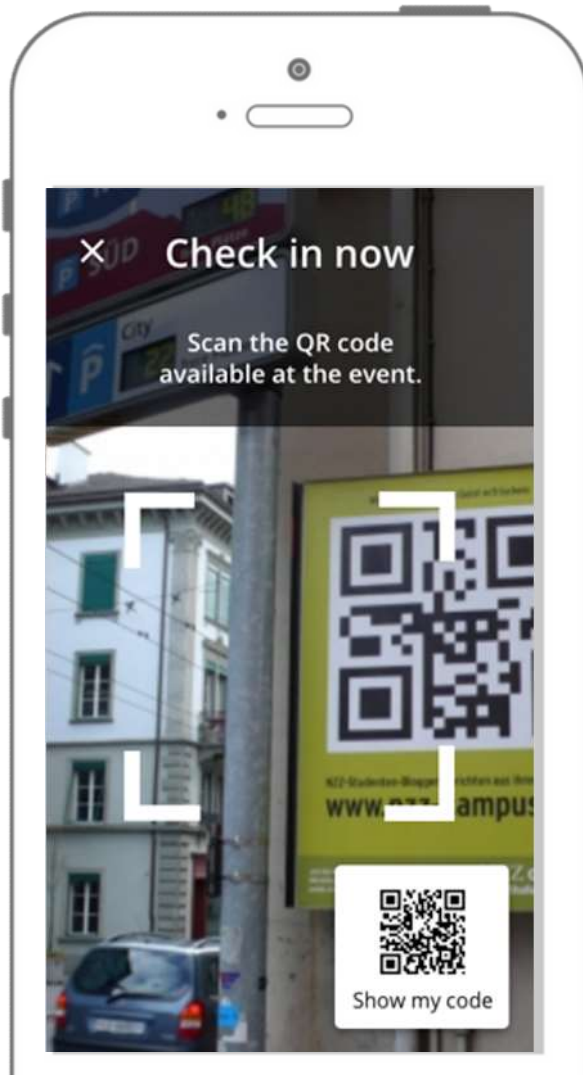
Mobile is an
opportunity to
**rethink student
engagement**
in a way that is
relevant and fast.

Simplifying the Process

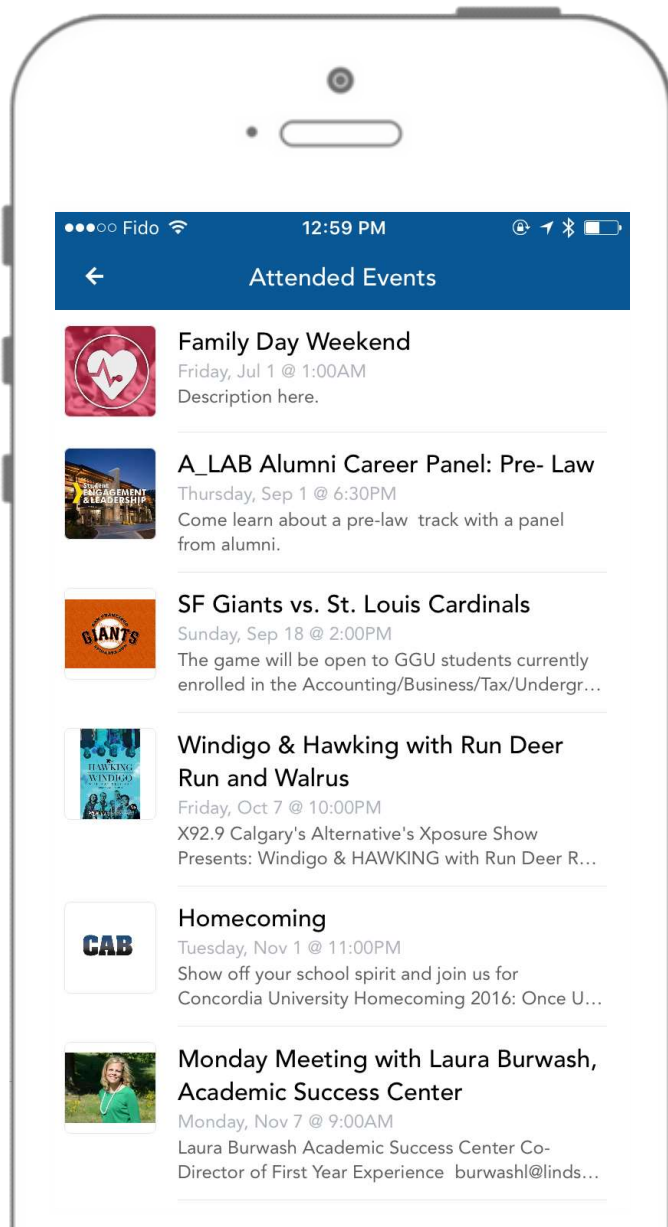
QR Codes for events and services

Built in QR scanner

Automated push notification



Rethinking Assessment with Micro-Surveys



Launched in 2016 to track 100% of events.

Average student feedback rate over 70%

Real-time feedback mechanism allows for iterative programming changes

Students are now starting to build a co-curricular resume

Oglethorpe Mobile – App Impact

95%

App Adoption

73%

Community response
rate to questions on the
campus wall

11min

Average response time

93%

Of students would
recommend the app to
their peers

4% Gain

Fall-to-Spring Retention Rate

Predictive Modeling

Multivariate Approach

1/Engagement: Events attended

2/Grades: Mid-term and end-of-term

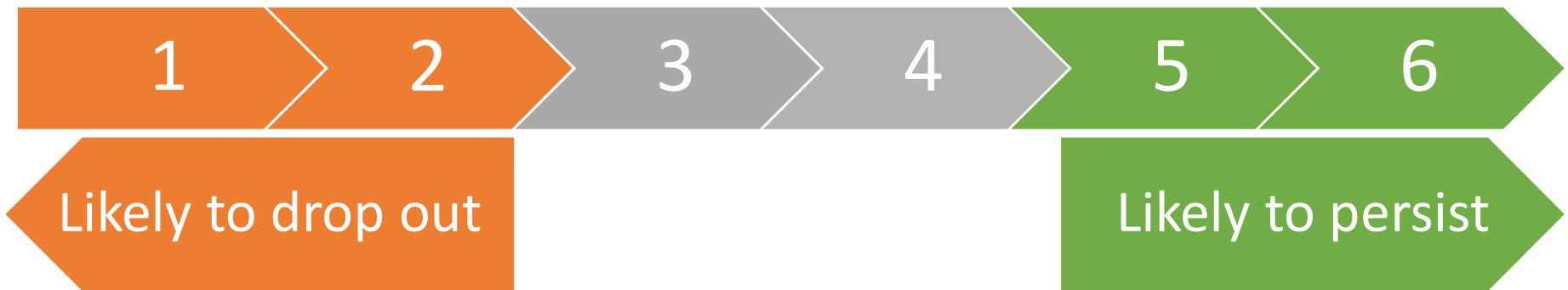
3/ Wufoo Form: Faculty reporting system for student attendance

Benchmarking and Predictive Models

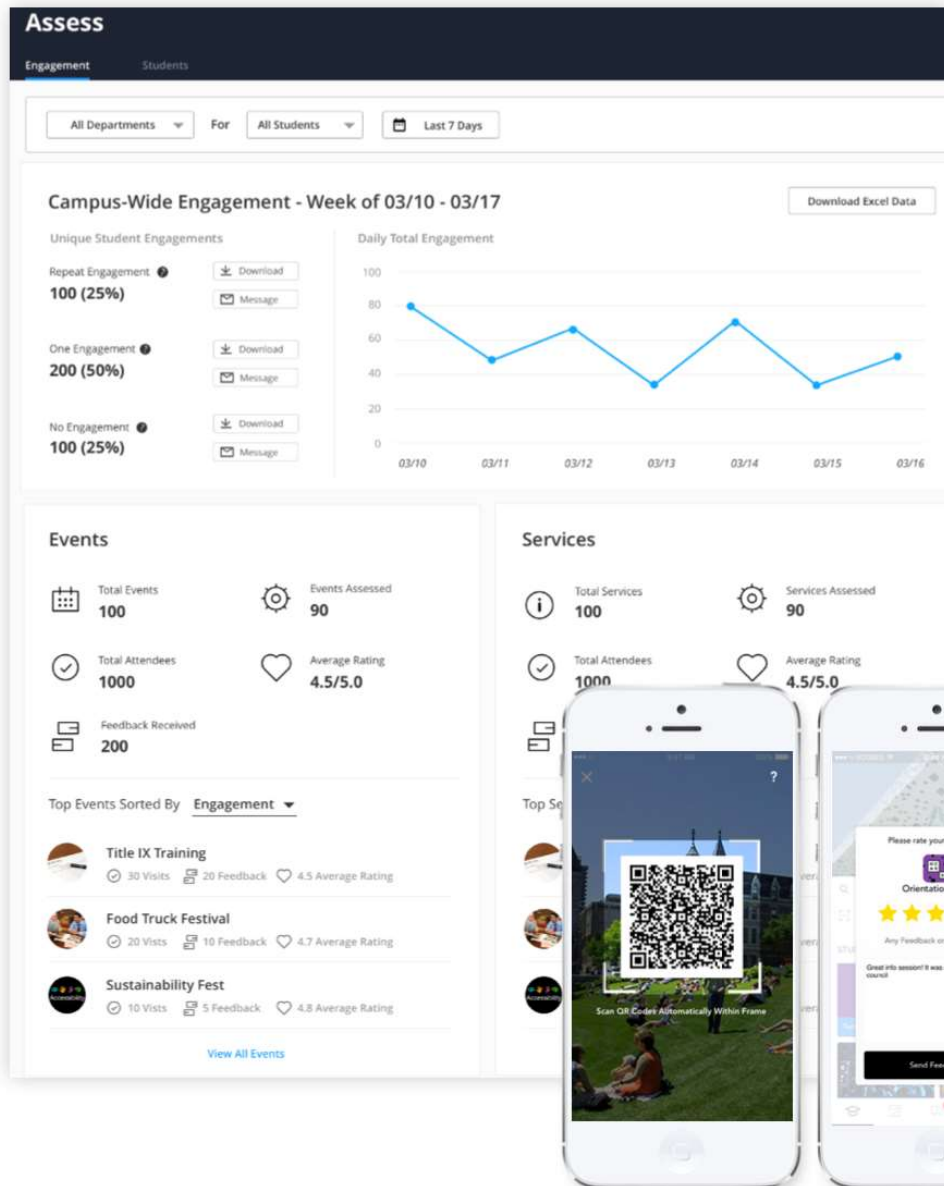
App usage is a **significant predictor** of event attendance

Event attendance is shown to be a **predictive factor** of retention.

BENCHMARKS FROM EVENTS ATTENDED IN THE SEMESTER



Next Frontier in Intervention Tools



Moving from spam messaging to **INTENTIONAL, PERSONALIZED** messaging to students.

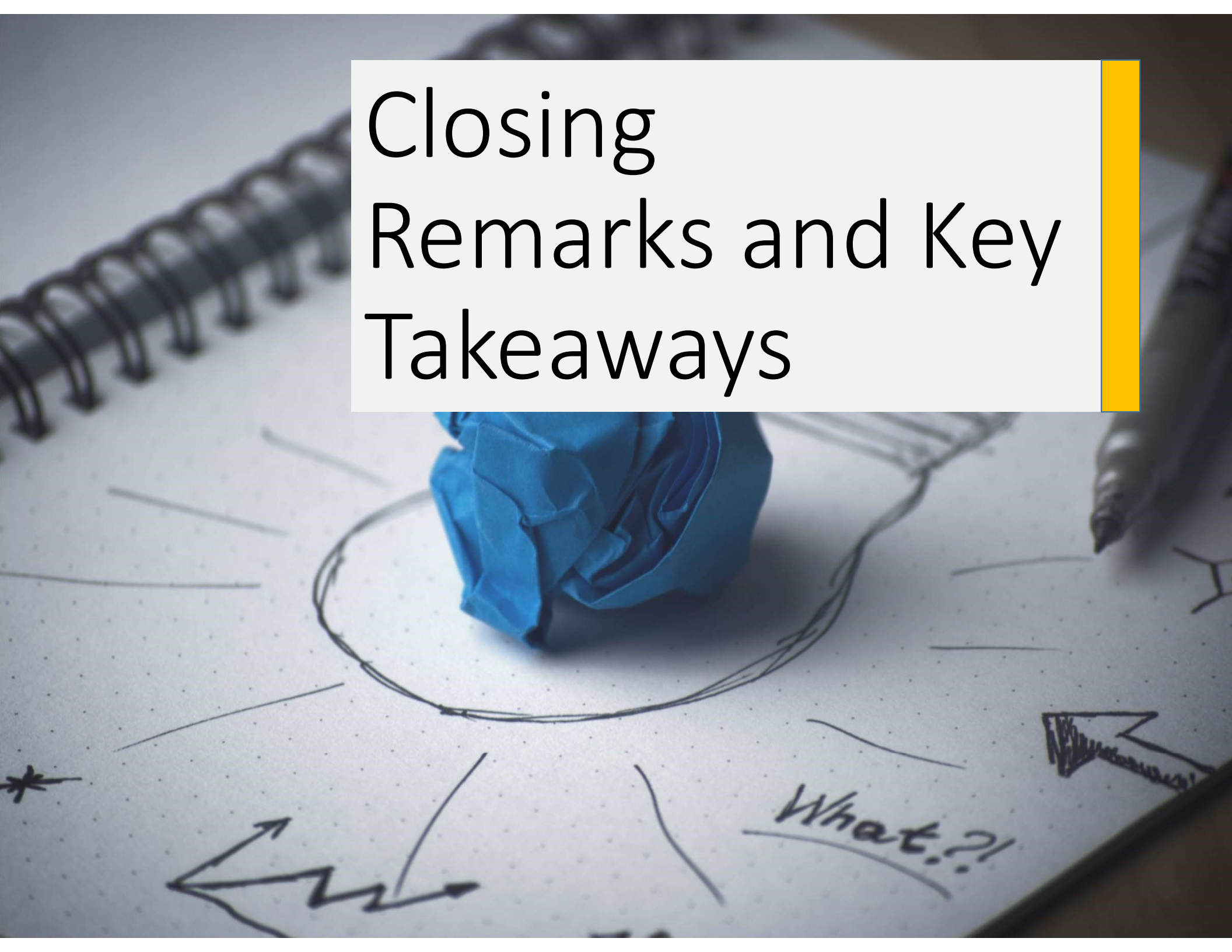
Student of Concern Comm.

Intervention Time	Events
Six Weeks	3
End of Semester	6
End of Year	12

Questions and Answers



Closing Remarks and Key Takeaways



Closing Thoughts

Generation Z is not 'millennials on steroids' – they think differently

Technology can be an important tool to enhance student affairs work, not replace it.

Efficacy and demonstrating impact is a critical part of the project implementation phase.

The future of higher education is going to be technology enhanced.

Interested in learning more?

Request a
Personalized
Consult

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