

Voice Technology on Campus: The Saint Louis University Experience



September 20, 2018



Voice Technology at SLU

Introductions

- **David Hakanson**
Vice President, CIO and
Chief Innovation Officer
- **Myrinda Grantham**
Assistant Director for Assignments &
Marketing in Housing and Residence Life
- **Kyle Collins**
Assistant Vice President,
Technology Transformation



Before We Begin

- We are using On24 for today's webinar. Please enter questions in the text field at the bottom of the Q&A Window.
- We are monitoring the discussion and will bring the Q&A comments into the conversation.
- We are recording the webinar and will send a follow-up email tomorrow that provides the URL to access the presentation and the slides.

The screenshot shows a webinar interface with a central slide and side panels. The slide features the title "Voice Technology on Campus: The Saint Louis University Experience", an aerial photo of a university building, the date "September 20, 2018", and the Saint Louis University logo. To the right, there are panels for "Webinar Information" (containing audio instructions and a Q&A link), "Twitter" (with tweets from @insidhighered and @weftplus), and "G&A" (with a "Q&A" button and a "Submit" button). A blue callout box with an arrow points to the "Q&A" button, containing the text "Enter Questions here".

Overview of SLU



- Catholic, Jesuit research university
- 18,000 students
- 4,500 employees
- \$800M revenue; \$1.2B endowment
- Physician practice with 600+ providers



Why Voice Technology

Why SLU Pursued Voice Technology

- Significantly decreases time to information
- Multimodal – not voice only, but potentially voice first
- Drive student engagement and access to information
- Key Issue: *productivity*



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How SLU Plans to Use Virtual Assistants

- Residential Experience
- Administrative Activities
- Classroom Engagement
- Health Care

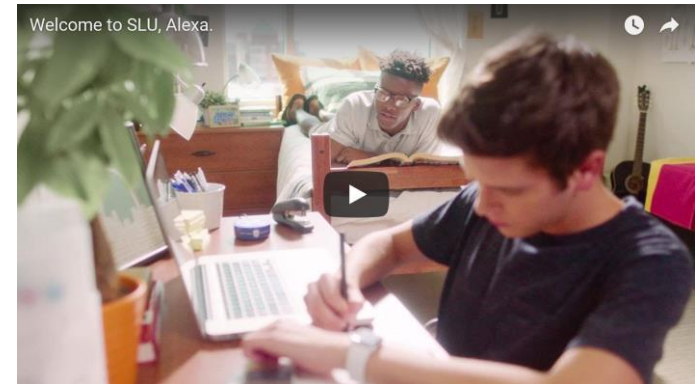


Introducing Alexa@SLU

www.slu.edu/alexa

Using Video to Get Our Message Out

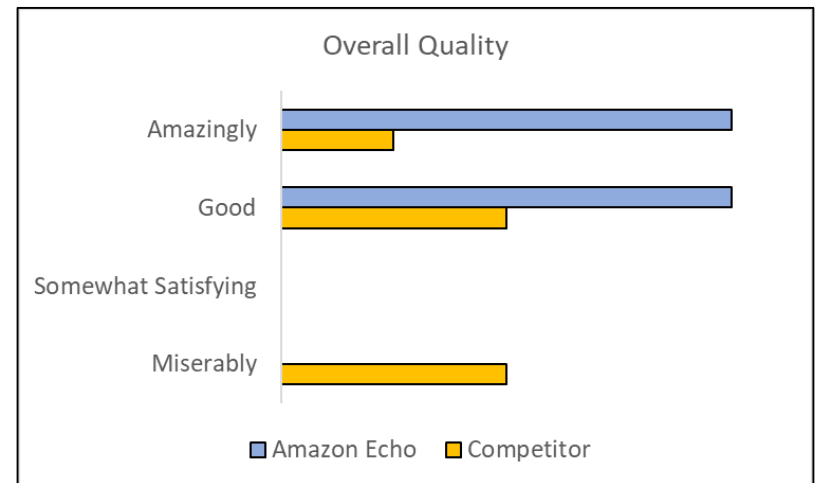
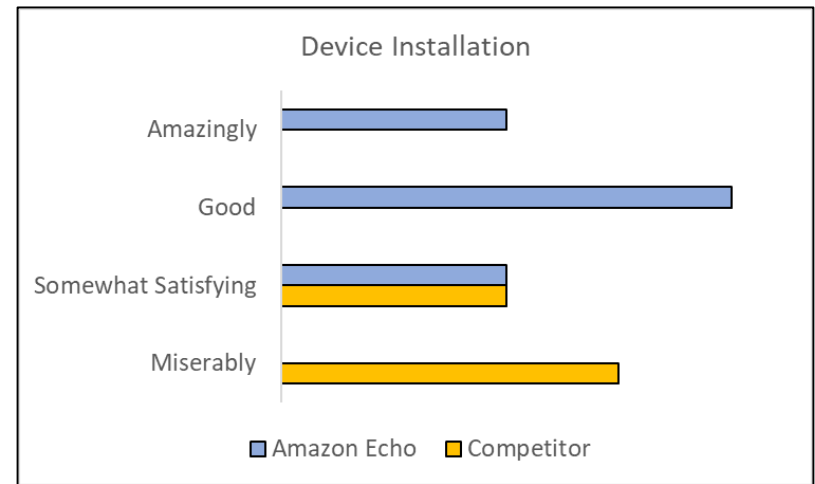
- Partnered with our Marketing & Communications team
- Engaged a local video production company
- Leveraged professional actors
- Focused on building a story – a student's journey @ SLU



Voice Technology at SLU

Residence Hall Pilot

- Spring Semester, 2018
- 20 Amazon Echo / 20 Competitor devices
- Installation and ease of use made Amazon Echo the clear choice



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Residence Hall Strategy

- Echo Dot in all 2,300 residence hall rooms
- Phase 1 Alexa skill with basic/public information
- Phase 2 will focus on personalized services



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Strategy – Key Components

- Partnerships
 - Internal
 - External
- Planning

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Partnerships - Internal

- Housing & Residence Life
 - Key collaboration
 - Planning and identifying AskSLU skill questions
 - Distribution of Dots
 - Support of students
- Marketing & Communications
 - Alexa @ SLU video
 - Marketing – internal and external
- Other units
 - Registrar
 - Business & Finance

SLU Installing Amazon Alexa-Enabled Devices in Every Student Living Space on Campus

Saint Louis University is the first college or university in the country to bring Amazon Alexa-enabled devices, managed by Alexa for Business, into every student residence hall room and student apartment on campus.



The Echo Dot smart devices in each room and apartment will come with a custom SLU skill designed to answer questions specific to the University and campus experience.

SLU will deploy more than 2,300 Echo Dot smart devices by the start of classes later this month.

And thanks to a custom SLU skill deployed on each device, students will get instant answers to more than 100 questions specific to the University – from “What time does the library close tonight?” to “Where is the registrar’s office?”

“The students we attract are highly driven to achieve success in and out of the classroom,” said David Hakanson, SLU’s vice president and CIO. “Every minute we can save our students from having to search for the information they need online is another minute that they can spend focused on what matters most: their education.”

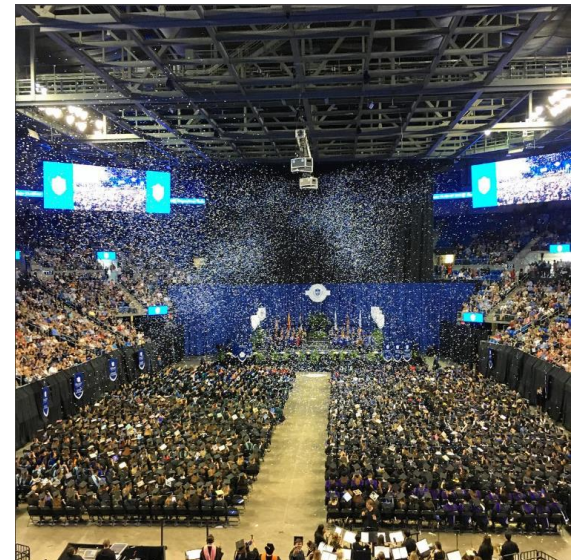
Through the SLU-specific skill, Alexa will also be able to provide information about:

- Billiken athletics’ games
- Concerts
- Major speakers on campus

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Housing & Residence Life Perspective

- AskSLU skill as an opportunity
 - Connect students to campus
 - Quick access to information
- Brainstorming questions for the skill
 - How do I call maintenance?
 - When can I have visitors in my room?
 - What is not allowed in my room?
 - What time does the Rec open?



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Housing & Residence Life Perspective - Deployment

- Student rooms not lounges
 - Devices can be attributed to one or two people
 - Included on room inventory just like a desk chair
 - If damaged or missing, students billed through same process
- Strategic organization of devices for deployment
 - Boxed by RA and delivered to buildings
 - Naming convention tells location of device
- Utilized student staff for deployment of devices
 - Marketing collateral
 - Plug in and ask Alexa a question to get on the network

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Housing & Residence Life Perspective – Marketing

GET ANSWERS TO THESE QUESTIONS & OVER 100 MORE!

“Alexa, ask SLU...”

...how can I get help with my computer?”

...what events are happening on campus today?”

...how do I report an emergency?”

...how do I find my class schedule?”


...where are computer labs?”

...what channel is ESPN on?”

...where is the Academic Technology Commons?”

...where is Panera?”

FOR MORE INFO, GO TO [SLU.EDU/ALEXA](https://slu.edu/alexa)



“Alexa, ask SLU...”

...where can I do laundry?”

...how do I reset my password?”

...when is the library open?”

...how do I connect up my Xbox?”

...when are the Billikens playing?”

...what is a Billiken?”

...how do I get help from ITS?”

...when is Fall Break?”

Hi, I'm Alexa!
How can I help?

**We care about
your Privacy!**

• This device is not connected to your account,
and it can't identify you personally

• If you don't want to use Alexa, please
press “mute” or simply unplug the device

FOR MORE INFORMATION, GO TO [SLU.EDU/ALEXA](https://slu.edu/alexa)

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Housing & Residence Life Perspective

- Training & Buy In
 - Presentation at RA training
 - Q&A – no question off limits
 - Beta testing
- Troubleshooting and support



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Partnerships - External

- AWS Alexa for Business
 - A4B platform key for scale of execution and support
 - Identifying a skill development partner
 - Visioning and planning
 - Implementation
 - Ongoing review



- n-Powered
 - Skill development partner (platform)
 - Visioning and planning
 - Implementation
 - Ongoing support and development



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Deployment – the Rubber Hits the Road

- Pre-work:
 - AWS Deployment Guide
 - Scanned in Dots
 - MAC Addresses
 - Daily “standup” meetings
 - Organized by building and floor
- 3 days onsite:
 - Team
 - 5 Amazon
 - 1 n-Powered
 - +7 SLU IT staff (all hands on deck)
 - 2 volunteers
 - Onboarded
 - Skinned
 - Distributed



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Deployment - Challenges

- Speed to execution
 - 3 months from idea to execution
 - Ordering 2,500 Dots
 - Organizing
 - Distributing
 - Skill development – questions, answers, and quality information
- Onboarding onto SLU wireless network
 - Created 1st production IOT network
 - Getting MAC addresses
 - Onboarding process is serial
 - Jamming up the APs



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Privacy

- We tried to make this a non-issue
- Started with publicly accessible information for the SLU skill
- Managed devices – not personalized
- Communication
 - Right out front
 - www.slu.edu/alexa



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UNIVERSITY

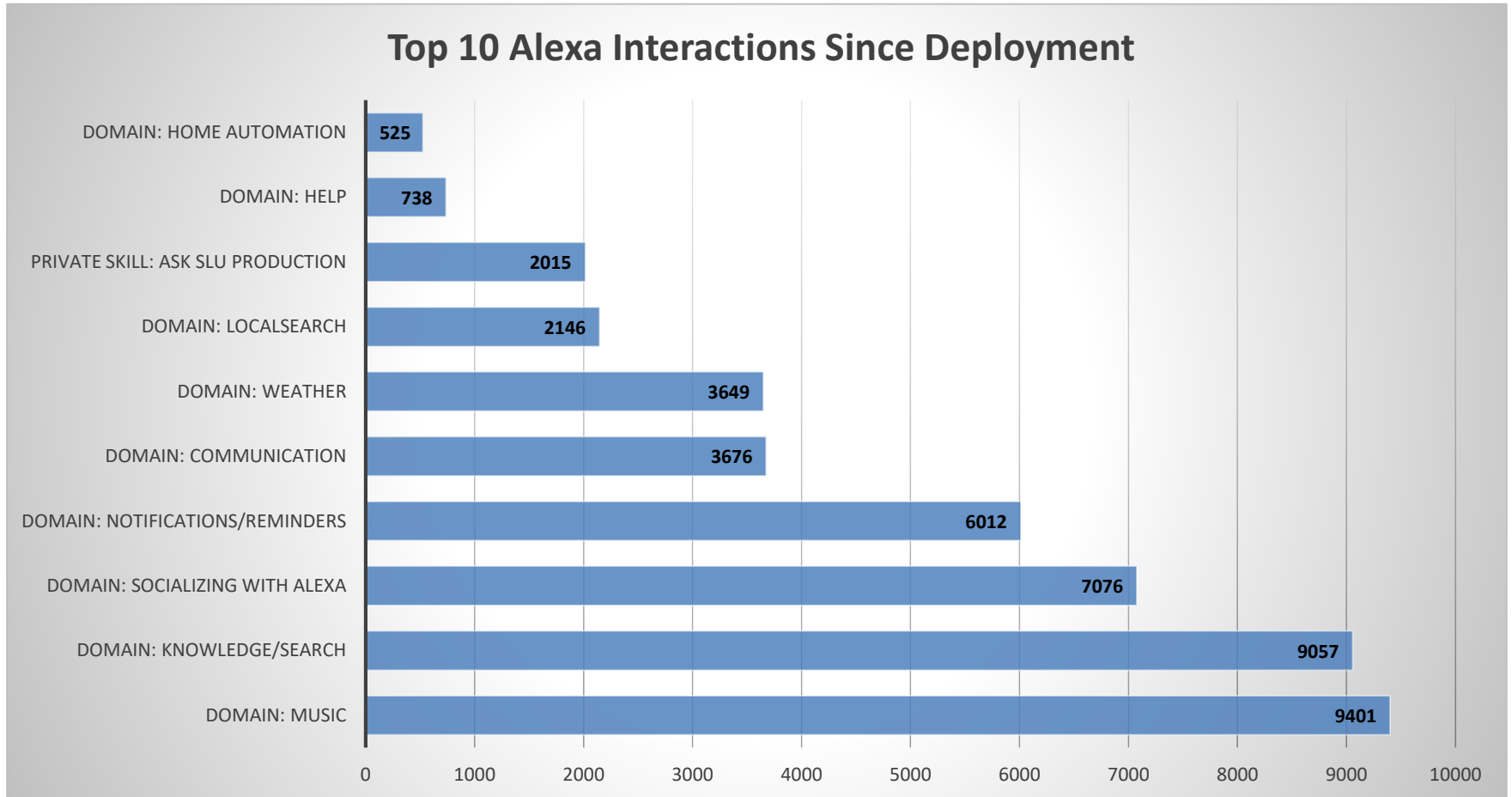
PRIVACY INFORMATION

Saint Louis University takes the privacy of our students, faculty, staff, researchers and patients very seriously.

Because of our use of the Amazon Alexa for Business (A4B) platform, your Echo Dot is managed by a central system dedicated to SLU, and SLU administrators cannot access anything said to Alexa. You can [read more about Alexa security and privacy features here.](#)

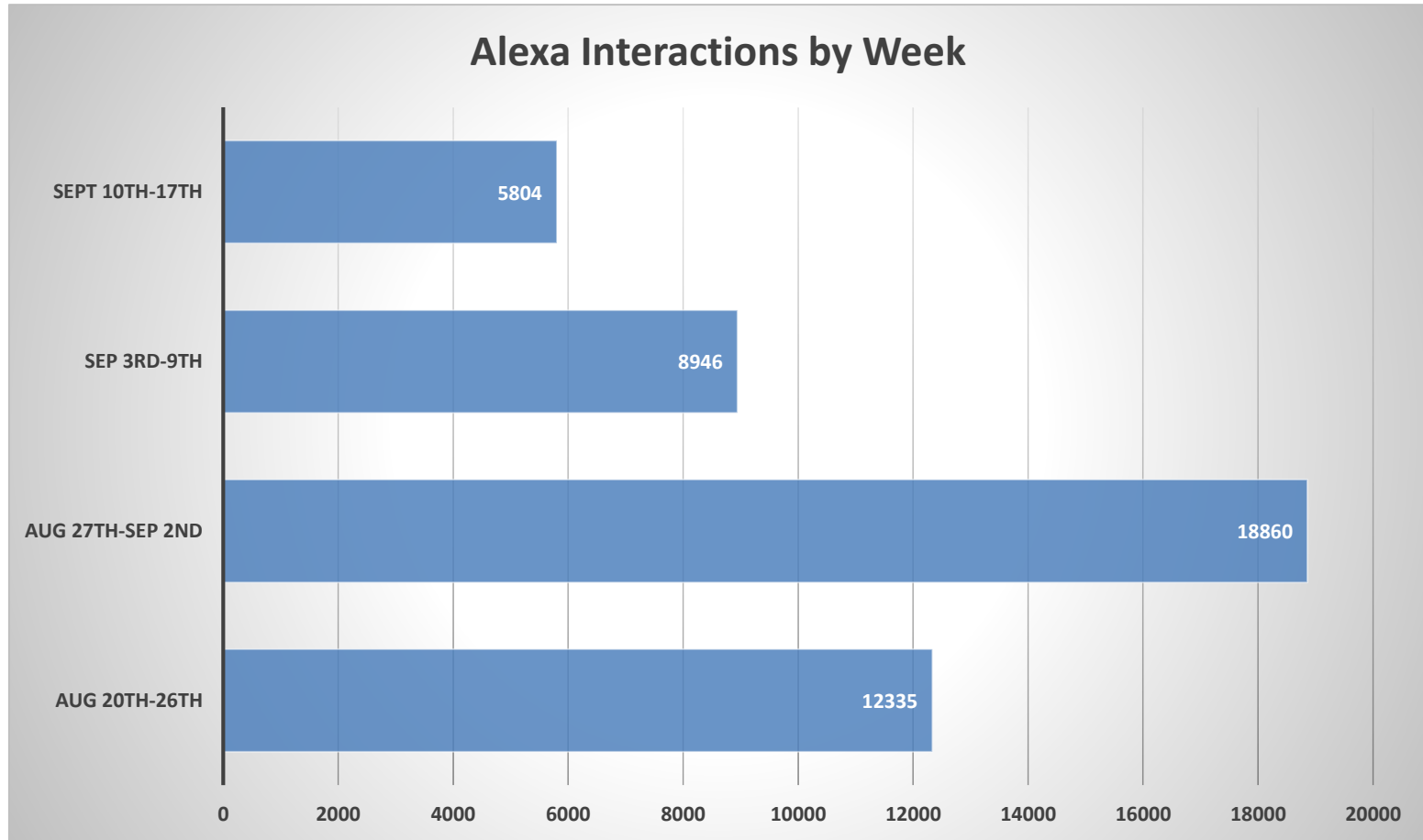
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Usage – Interaction by the Numbers



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Usage – Interaction by the Numbers



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Usage - Student Perspectives

- “I think it’s really innovative. By interacting with technology in a cool way, our students will have another resource to find things to do on campus, to meet other people and to take advantage of the holistic Jesuit education that Saint Louis University offers.” – Katlyn Martin, president of SLU’s Student Government Association
- “Having the Alexa Dot right with me in my room gives me quick access to information about anything on campus and so much more.” – S. Carlson
- “I enjoy that the Alexa is able to relay information that I need to know regarding the closing times of buildings and their schedules.” – J. Sizemore
- “The Echo Dot is so helpful in many ways. Whether it be asking the hours of the Simon Rec Center, the boiling point of ethanol, or simply listening to music, it makes my experience at SLU much easier and way more fun!” – M. Nunley

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Plan to Sustain Engagement

- Monthly update emails to students
 - Welcome to SLU
 - How to Stream Music (Alexa as Bluetooth speaker)
- Feedback surveys
- Website
- New/sustained content development
 - Food service
 - Sports
 - Public skill
 - Good morning SLU



Welcome back to SLU! As you may have seen on recent local and national news outlets, our IT and ResLife teams have been very busy this summer working to install Amazon Echo Dots in every student living space on campus. Along with your new Dot, we have developed a Saint Louis University Alexa Skill called "Ask SLU".

This skill has been designed to provide you with easy access to important information about campus as well as other functions available through the Amazon Alexa platform.

See below for a few of the many questions you can ask Alexa and checkout slu.edu/alexa for more details.

Get your daily news updates from Alexa
Just ask, "Alexa, tell me three things to know."

Interesting things to try with your SLU Echo Dot...
"Alexa, play I Heart Radio."
"Alexa, ask SLU, when is Simon Rec open?"
"Alexa, how many days until Labor Day?"

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Lessons Learned

- Partnerships are critical
- 10 questions was not enough
- Focus on the broader experience
 - General knowledge
 - Music
- Expect logs of questions around funding and privacy – be prepared
- Implementing and onboarding
 - MAC addresses
 - Label devices
 - Multiple APs and stations for onboarding
- You can not plan and organize too much

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Getting Started

- Get connected with AWS
 - Reach out to your AWS account manager
 - or
 - alexahighered@amazon.com
- Identifying a partner
 - What do you want to accomplish?
 - Platform vs. from scratch
 - Customizable vs. custom
 - Look at all of the costs

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Additional Resources

- <https://aws.amazon.com/alexaforbusiness/getting-started/>
 - Welcome Kit
 - Best Practices Toolkit
 - Security Whitepaper

Questions?



Voice Technology at SLU

Thank you to today's speakers

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