

Creating Campus Mobile Apps That Boost Retention



DIGISTORM



APPS

About Me

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Who is Digistorm



Founded in 2011 at Burleigh Heads on the sunny Gold Coast, Australia



50+ employees and growing



Recently opened our second office in Denver, Colorado, here in the United States



We partner with over 600 educational institutions across the United States, Australia, Asia, and more.

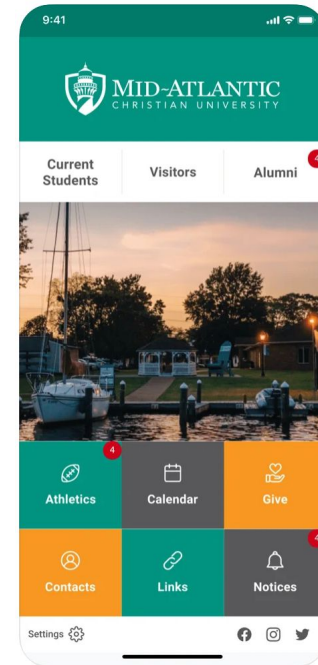


Recognized leaders in software development for the education space.



Overview

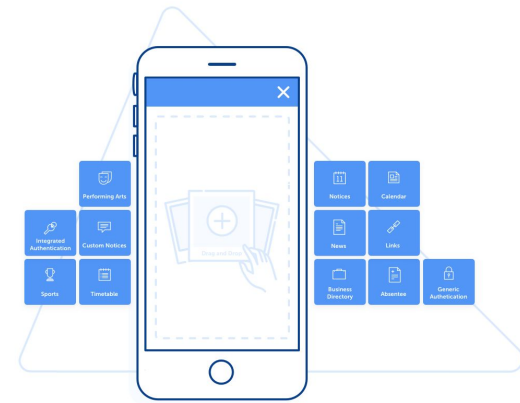
- Thanks for being here - and thanks to ABHE for having me!
- Communication gaps for tertiary institutions
- How mobile apps work for a campus setting
- How mobile app technology can be implemented into your enrollment and retention strategy
- The pros and cons of mobile app options
- Digistorm Campus App Demo - woohoo!



Communication gaps for tertiary institutions

Students feel disconnected if they aren't receiving relevant communications. Gaps can form when institutions:

- Constantly share too much information (communication overload!)
- Aren't able to share interesting information about day-to-day activities on campus
- Are unable to deliver urgent, time-sensitive information to students
- Can't provide a way for students to quickly find contact information for different departments

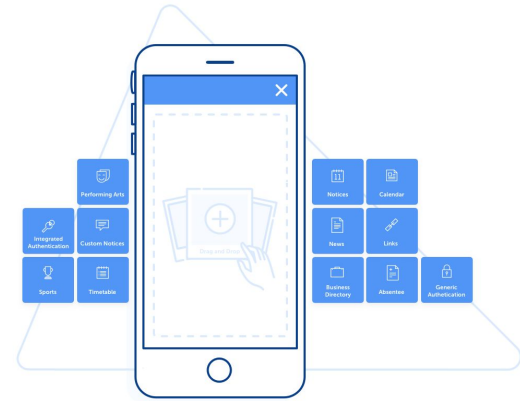


How mobile apps work for a campus setting

Gaps can be closed by:

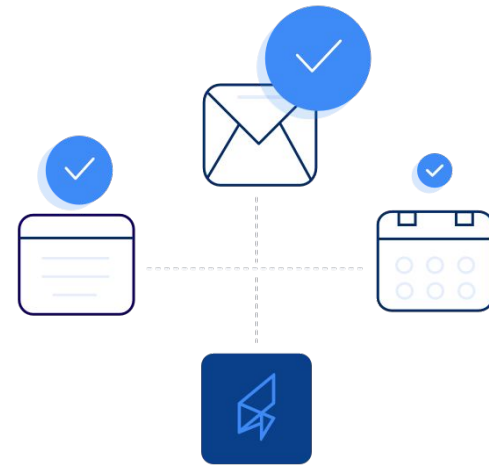
- Creating centralized communications in one place
- Providing students with the right contact information and links
- Delivering urgent, time-sensitive information with push notifications
- Creating custom modules for notices, newsletters, enrollments, and events calendars

This can all be done using a mobile app.



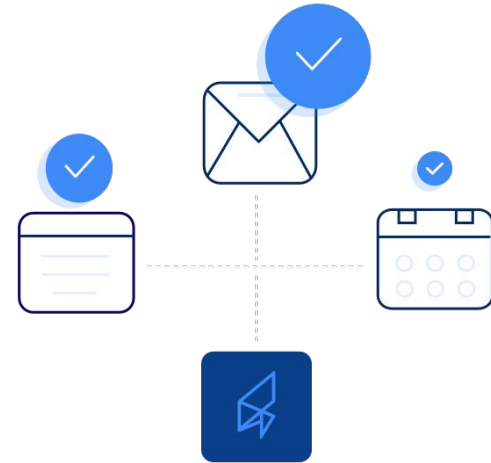
Implementing mobile app technology into your enrollment and retention strategy

- A campus mobile app can be used to attract and retain college students
- More than **90%** of millennials own smartphones, so mobile first technology is an effective outreach tool.
- Research shows that we check our phones up to **58** times a day making us receptive to push notifications and app messaging.
- University students can be time poor and appreciate easy-to-use technology to access information.



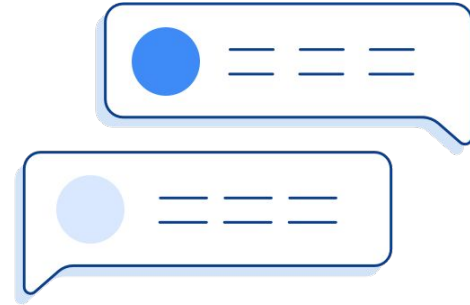
Implementing mobile app technology into your enrollment and retention strategy

- A custom app can showcase your institution's unique selling points and promote your brand.
- An enrollments module can be created where prospective students can access your admissions portal straight from the app.
- You can send alerts to prospective students to remind them to finish their enrollment application.



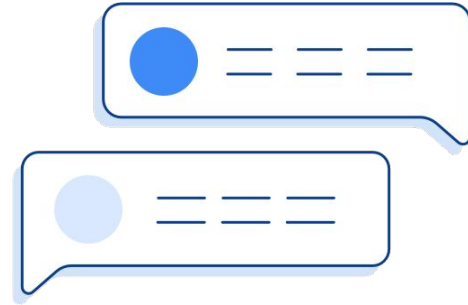
The pros of mobile app options

- Reach a broader audience on the Apple and Google Play stores
- Continue to update your events calendar in one place
- Security integration for your sensitive information
- Reduce your administration time with seamless integrations with existing systems
- Make quick and easy updates to your app with the content management system
- Retain your current students with quick and targeted communications



The cons of mobile app options

- A mobile app can require updates and maintenance with bug fixes and security issues.
- They can be complex to build, complex to update, and complex to use
- Your app will need to be approved by the Apple store (this can take some time & expert knowledge).
- A mobile app doesn't substitute a full website, so don't favor one over the other.

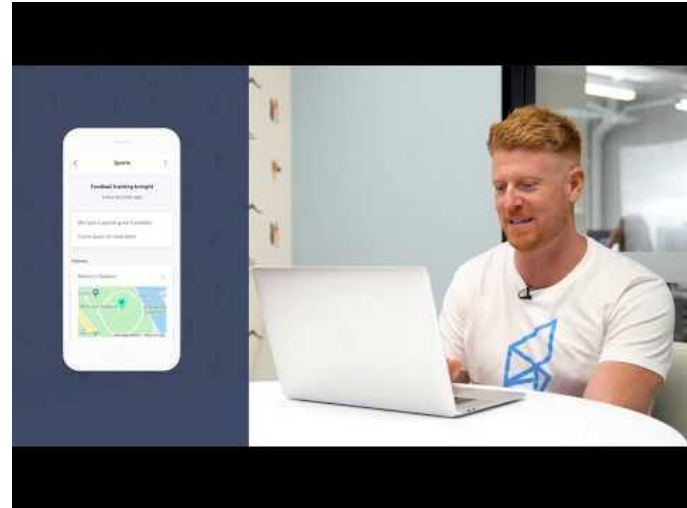


Notices

A notices module allows you to share any key updates in an instant. Notice information can be quite broad ranging from:

- Room changes for a lecture
- Library closures for renovations
- Move in dates for residential students

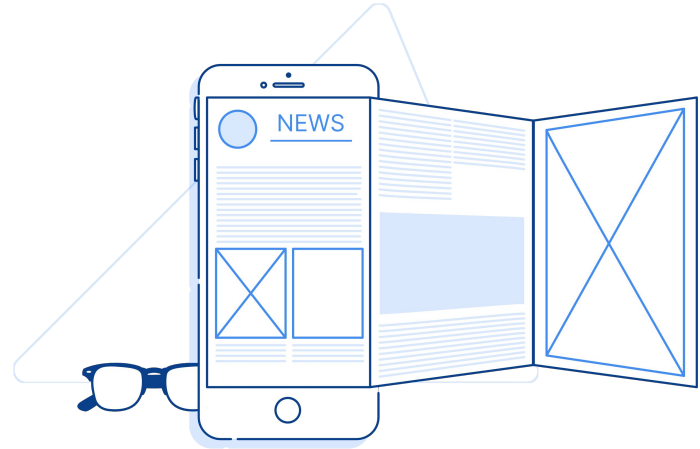
You can include key documents or attachments in your notices, as well as tags to categorize content for personalization. You can use push notifications to get the message of the notice out faster.



Digitizing a newsletter

A College newsletter is the perfect platform to offer students regular news updates and detailed information that's not necessarily time-sensitive. You can host your newsletter directly on your Digistorm Campus App. Examples of newsletter items include:

- Updates on renovations on the campus
- What's coming up this month
- Updates on college student groups
- New restaurants or eateries on campus
- RSS Feeds



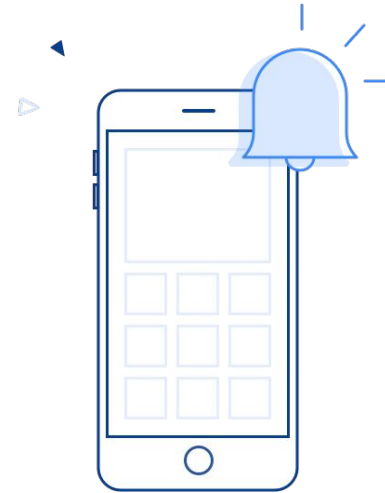
Events Calendar

- The calendar module is the most accessed module of the Digistorm App.
- It allows students to access all of the events linked to them, in one place. You can even send push notifications and alerts for important events that you would like to promote to your students.
- The events calendar can utilize your existing calendar feed
- Students can subscribe to individual events or the entire calendar
- Attach images, documents or flyers to the event
- Add links or a campus map
- Events can be targeted to subgroups defined by your College using the *Tag Groups* button.

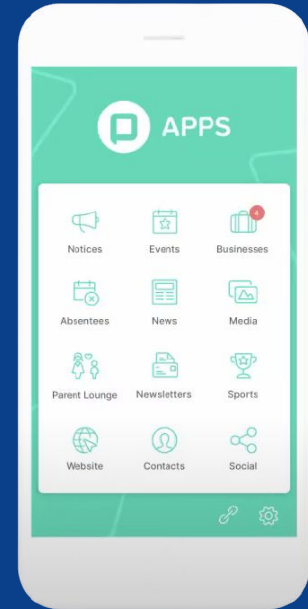
Push Notifications

Push notifications will help you send urgent and time-sensitive messages to students who are already checking their phones regularly. A push notification is a short message that can be sent and will pop up on a user's mobile home screen.

- Send push notifications for newsletters, notices and events
- Short messages with key information
- 60 - 90 characters
- Grabs users attention



Campus App Demonstration



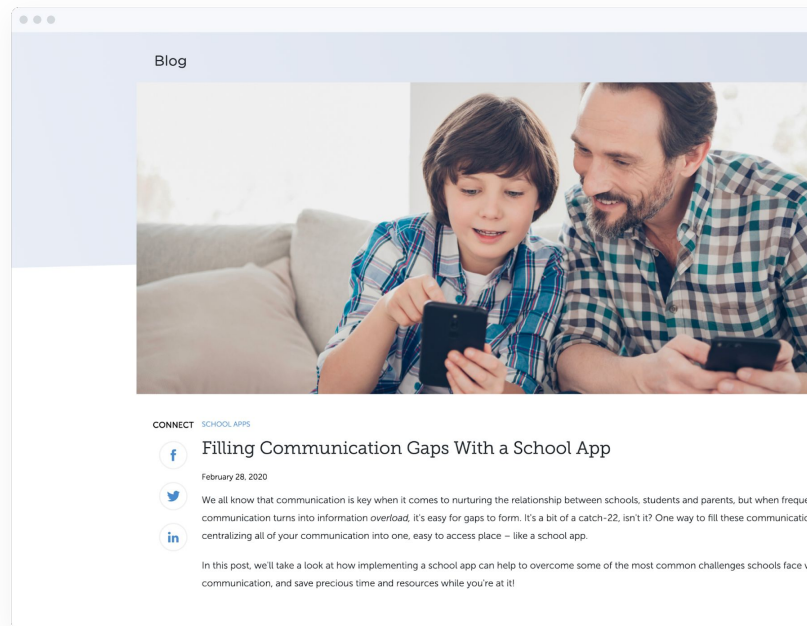


Questions?

Digistorm Resources

Current Digistorm resources that we have available

- Filling Communication Gaps With an App
- 5 Ways To Make An Impact With a Digistorm App
- 4 Important Questions to Ask When Implementing a Digistorm App
- A Beginner's Guide to Campus Apps



If you're looking to build a campus mobile app strategy that matches your brand, talk to Digistorm today about a [custom campus app](#).

