

Dr. Sonja Daniels
AVP – Campus Life
San Jose State University

Michael Mathews
AVP – Innovation & Technology
Oral Roberts University

Haider Ali (Host)
Head of Product Marketing & Insights
OOHLALA Mobile

Engaging Gen-Z

Strategies from IT & Student Affairs

OOHLALA



- Q & A session at the end
- All participants are muted
- Slides + recording will be made available



OOHLALA Mobile & DubLabs are joining forces

The only complete student engagement platform
in the industry

OOHLALA



DubLabs™

Today's Speakers



- Michael Mathews
 - Associate VP of Innovation and Technology
 - Oral Roberts University
 - Tulsa, OK



- Dr. Sonja Daniels
 - Associate VP for Campus Life
 - San Jose State University
 - San Jose, CA



- Haider Ali, MBA
 - Head of Product Marketing & Insights
 - OOHLALA Mobile Inc.
 - Montreal, QC



Generation Z is changing learning environments

Adapting to this generation needs a collective approach



- What makes Generation Z unlike any before?
- The Impact of mobile technology
- Oral Roberts University:
 - Implementing a digital campus strategy for student success
- San Jose State University:
 - Reducing the complexity of the campus ecosystem
- Closing thoughts: A new model of student engagement

“Something that differentiates us from other generations is our ability to use and bend technology.”

Think with Google Survey Report on Generation Z



- Generation of "access"
- 97% smartphone penetration among 18-24 year olds
- 61% would prefer to be entrepreneurs rather than employees after college
- Average daily time on mobile: 4.2 hrs
- Mobile accounts for 52% of time spent online



Oral Roberts
University

An IT Perspective on Student Success

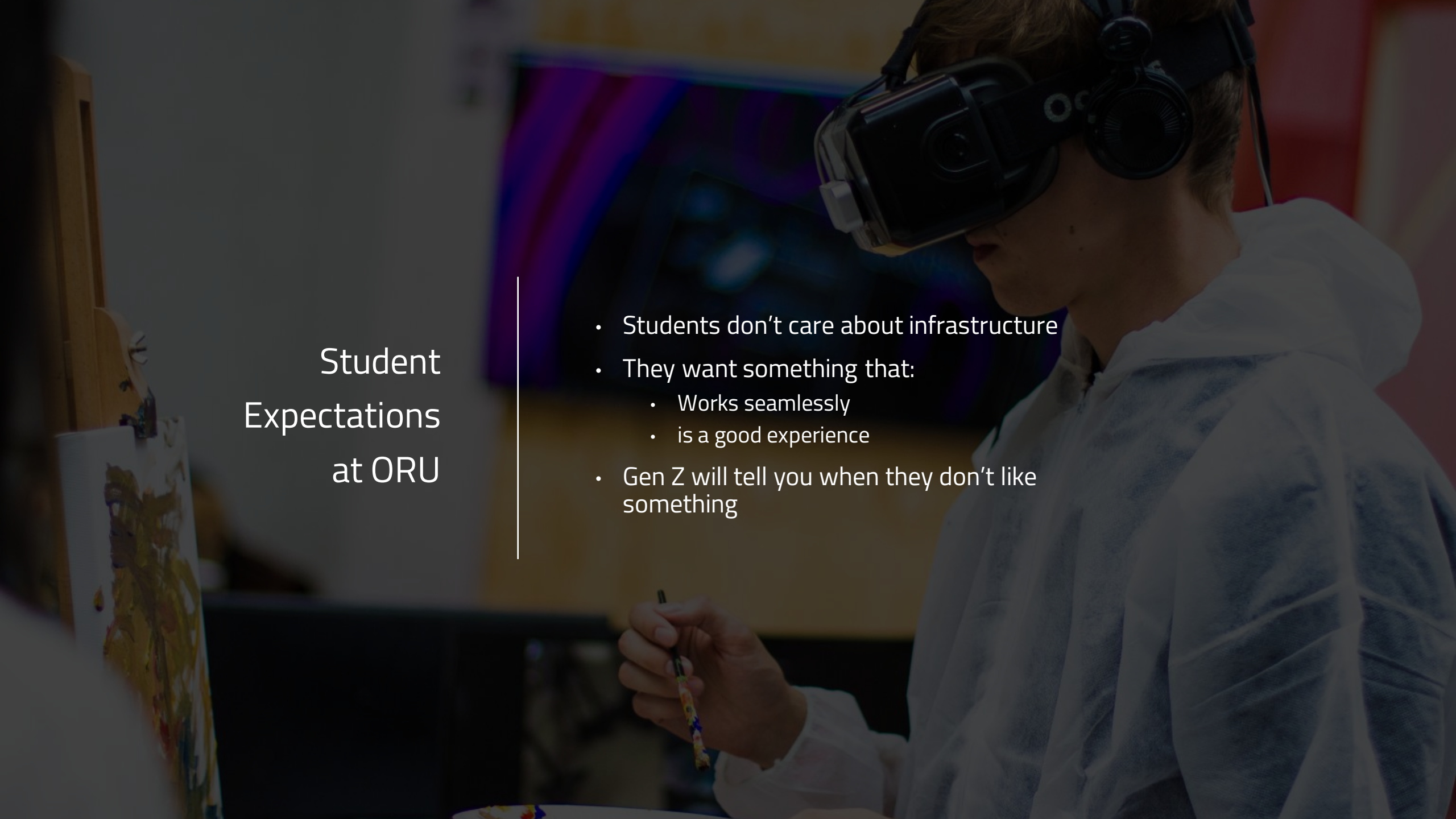


Michael Mathews

- Associate VP of Innovation and Technology
- Design + deployment: Global Learning Center
- Information Technology → Innovation and Technology
- The Center for Digital Education's 2017 Top 30 Technologists, Transformers and Trailblazers

Oral Roberts University

- Tulsa, Oklahoma
- Enrollment: 4,000
- 96.3%: Freshman Retention Rate (Fall to Spring)
- 93.0%: Sophomore Retention Rate (Fall to Spring)
- Institutional leader in:
 - Wearable technology for students
 - Robotic teleportation technology for global connections
 - Campus wide deployment of augmented and virtual reality



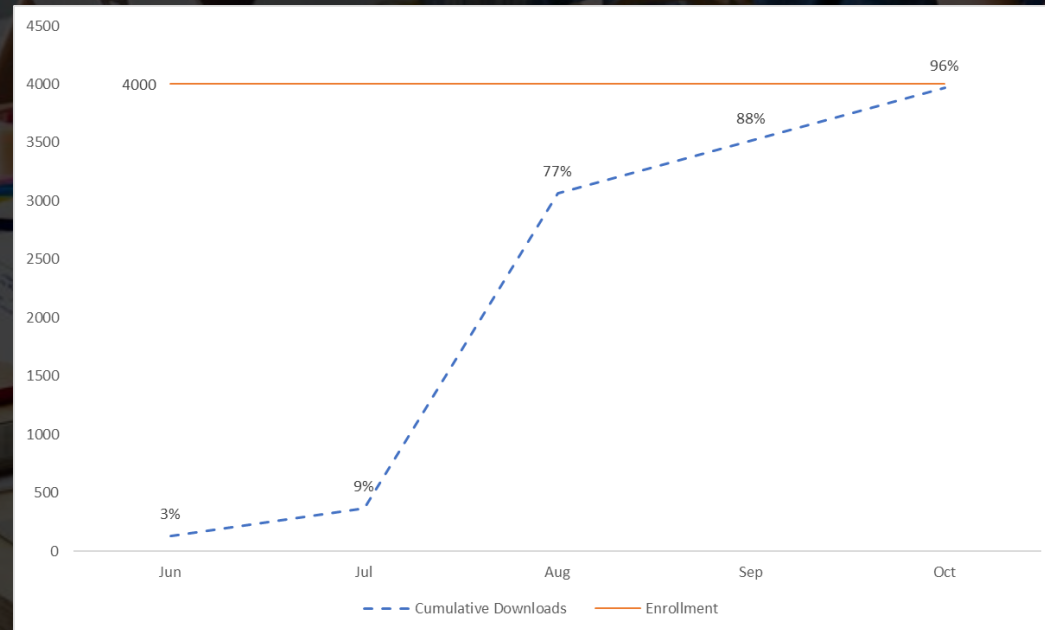
Student Expectations at ORU

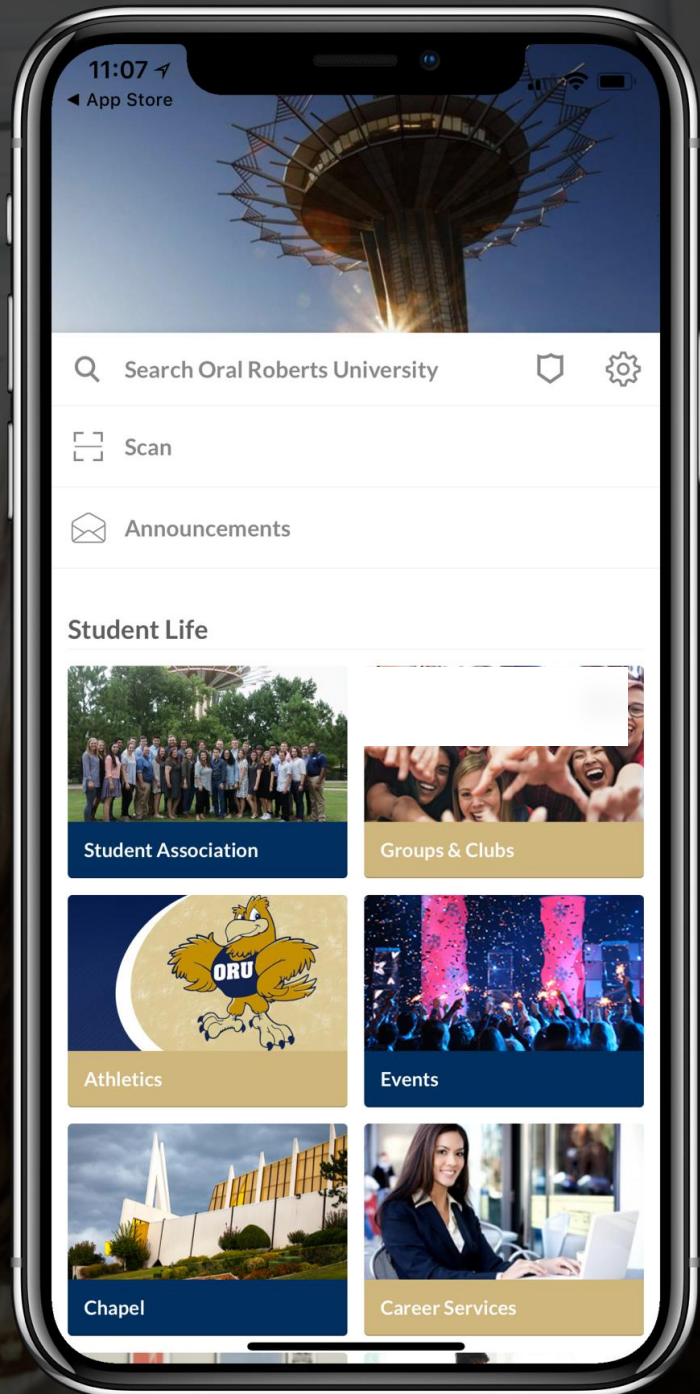
- Students don't care about infrastructure
- They want something that:
 - Works seamlessly
 - is a good experience
- Gen Z will tell you when they don't like something



- Implementation Time
- Complexity of legacy systems
- Connectivity and Integration

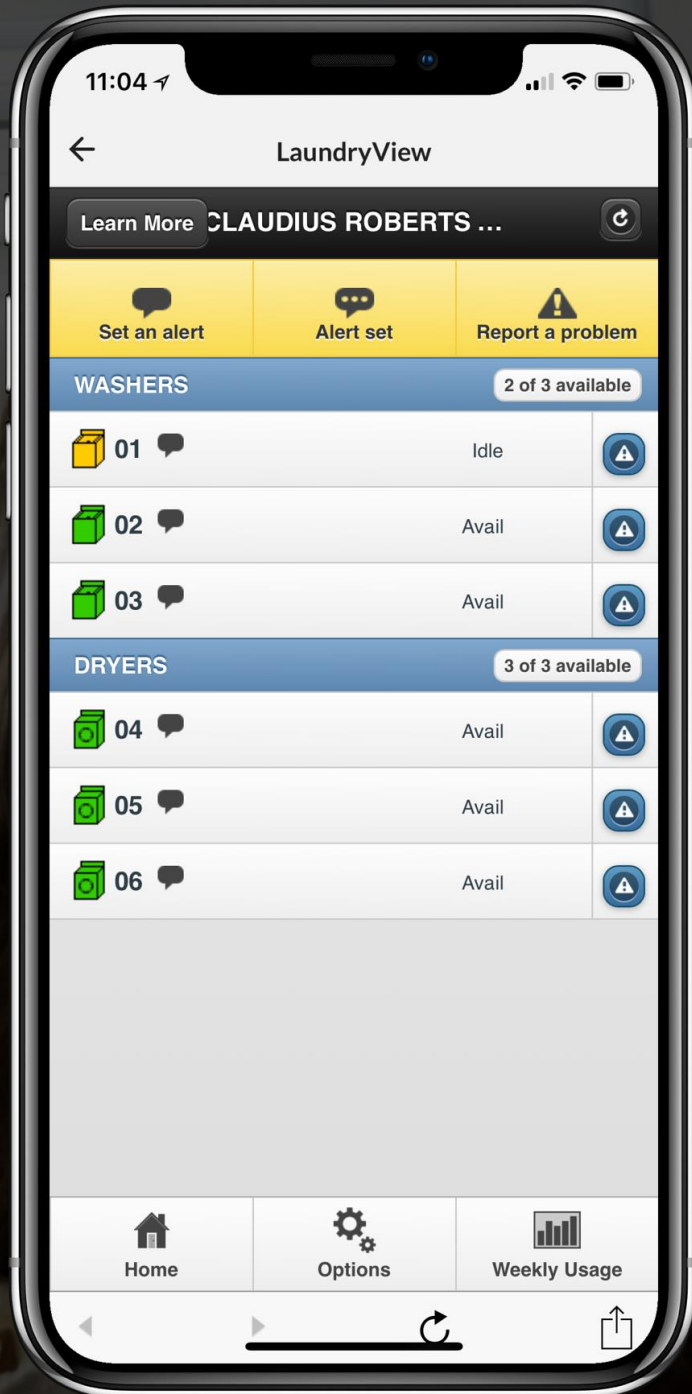
- 5,448 Downloads
- 3,824 unique app users since launch
- Adoption Rate: 96%
- Student association manages the app
- 52 active Student Groups
- Direct line to the 'Resident President'





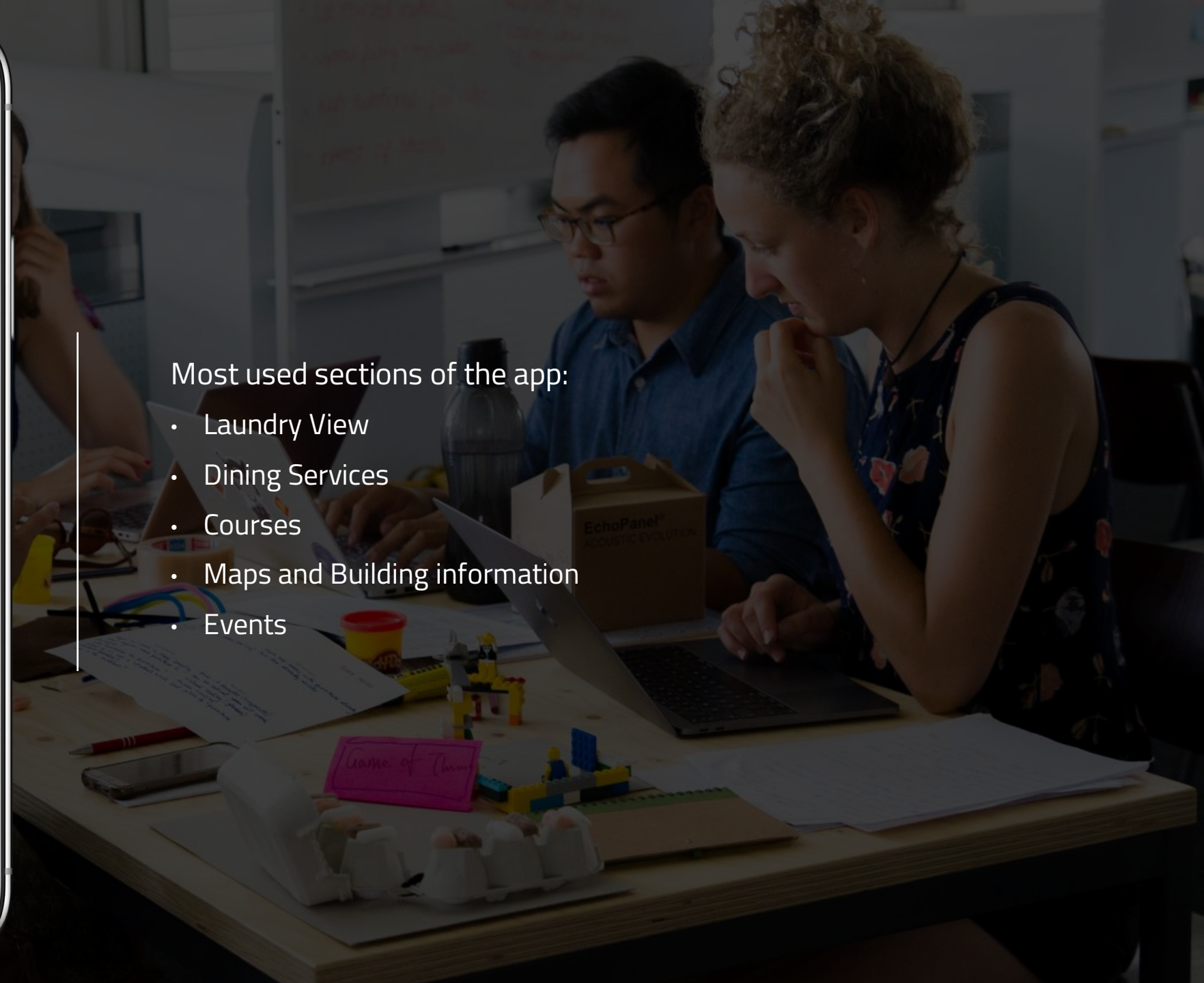
- Manage their schedules
- Connect with friends
- Access key information
- 25K+ private messages
- 24K+ student interactions on Campus Wall

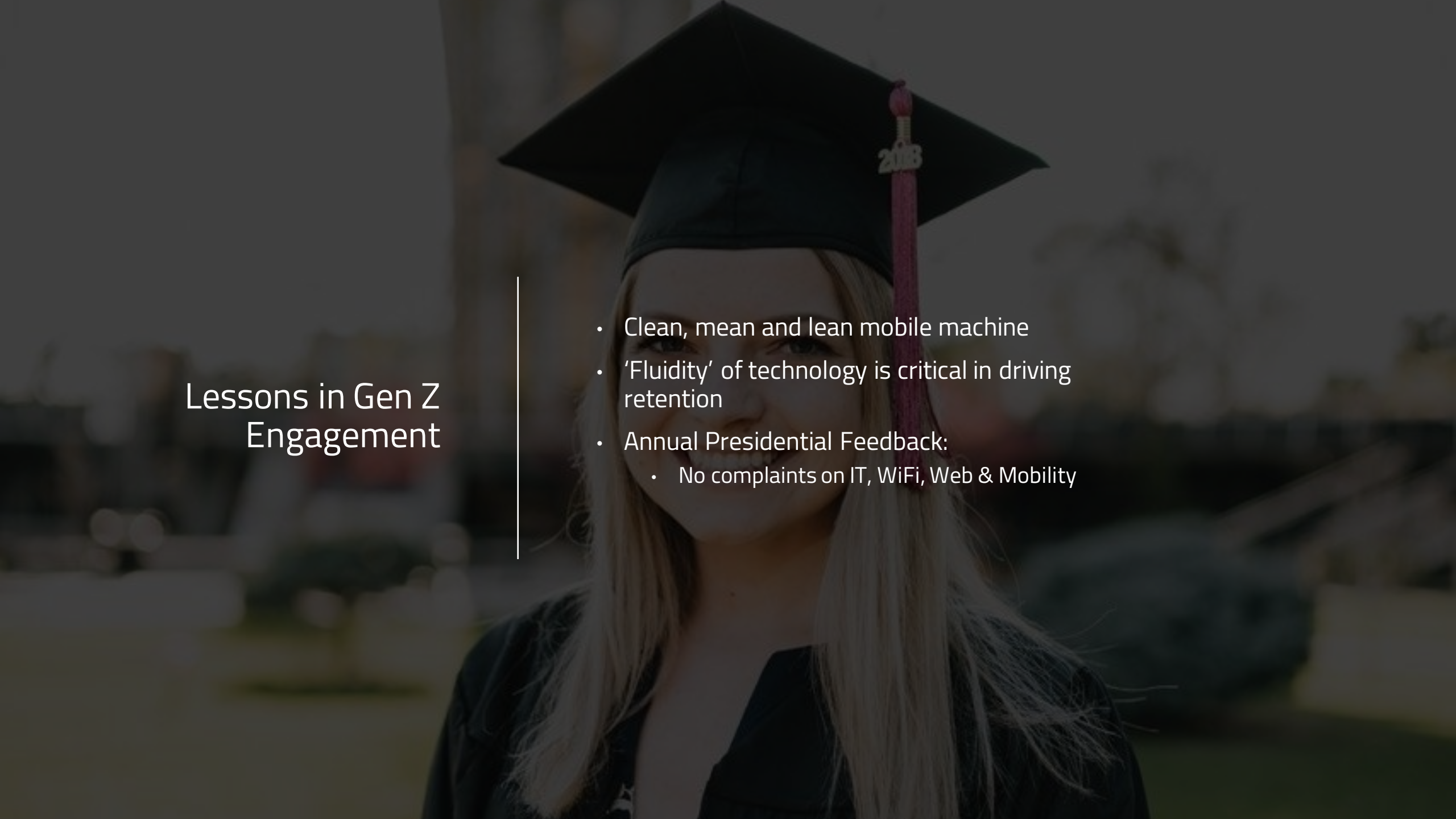




Most used sections of the app:

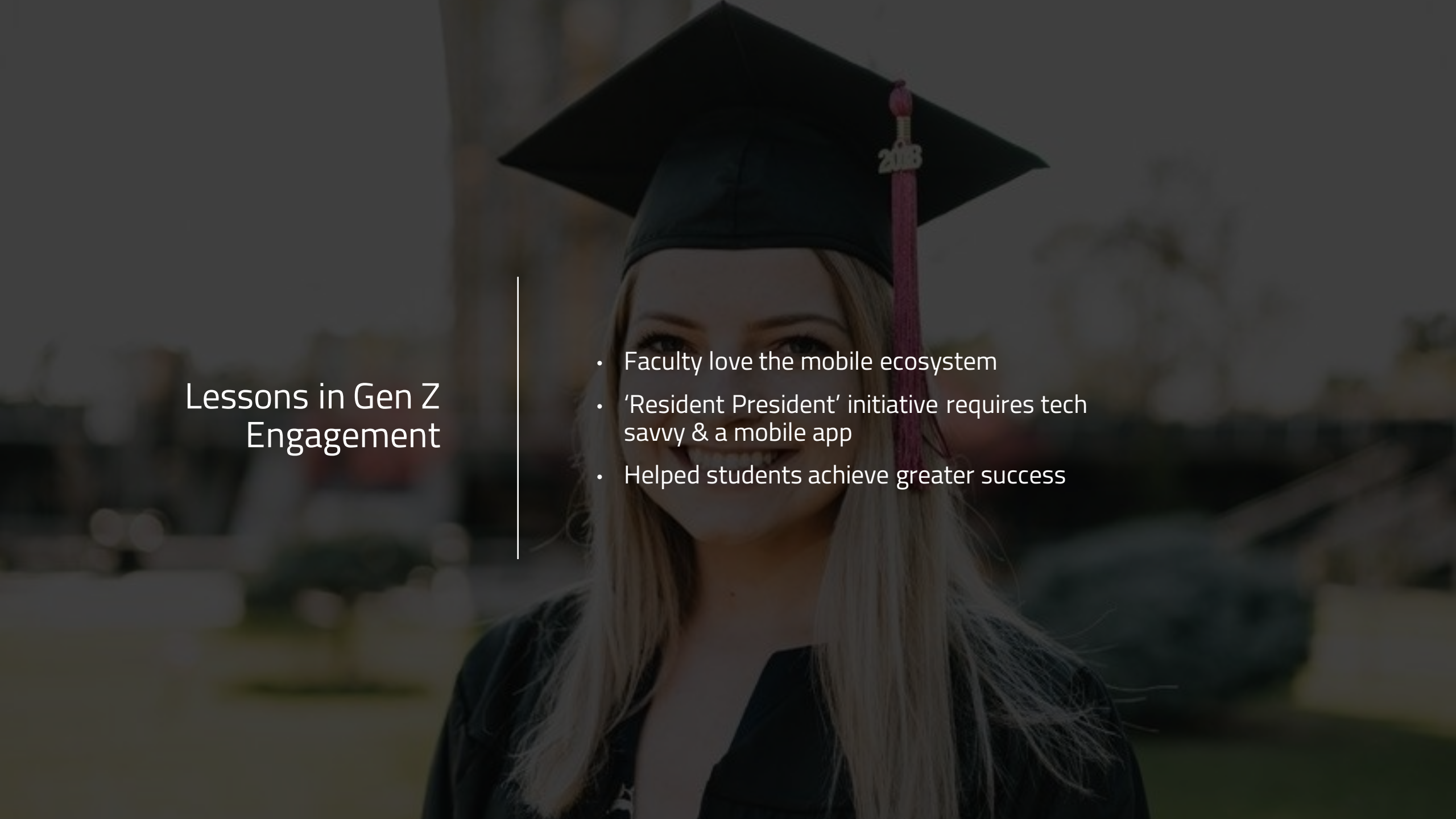
- Laundry View
- Dining Services
- Courses
- Maps and Building information
- Events





Lessons in Gen Z Engagement

- Clean, mean and lean mobile machine
- 'Fluidity' of technology is critical in driving retention
- Annual Presidential Feedback:
 - No complaints on IT, WiFi, Web & Mobility



Lessons in Gen Z Engagement

- Faculty love the mobile ecosystem
- 'Resident President' initiative requires tech savvy & a mobile app
- Helped students achieve greater success

A photograph of a large, multi-story building with a red-tiled roof and a prominent tower, surrounded by palm trees and other vegetation. The image is darkened, and white text is overlaid on the left side. A vertical white line is positioned to the right of the text.

San Jose
State University

Reducing the Complexity of Campus Ecosystem

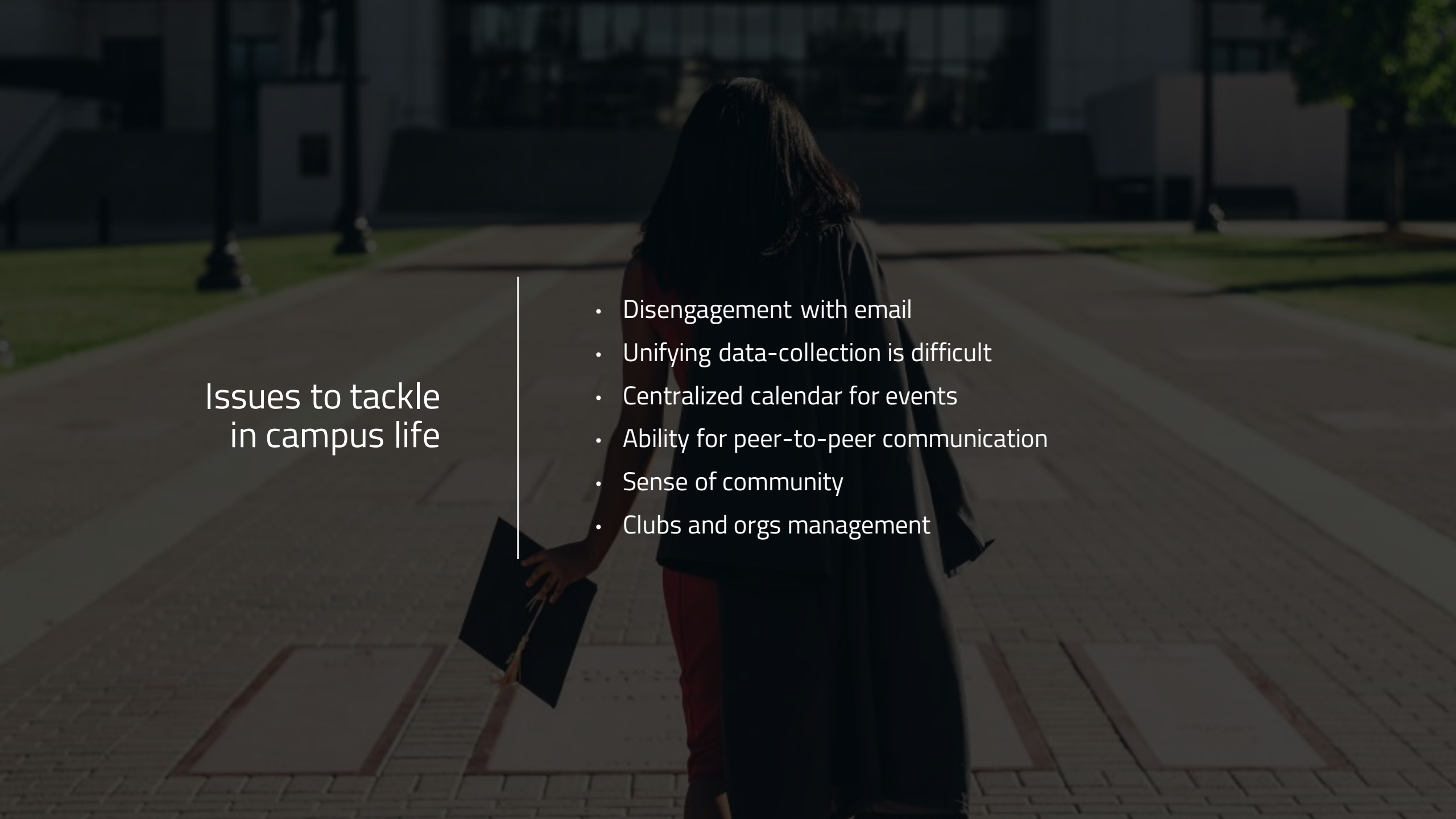


Sonja Daniels

- Associate VP of Campus Life
- Enhancing student involvement & leadership experiences
- Student Conduct and Ethical Development

San Jose State University

- San Jose, California
- Enrollment: 32,154
- 82% undergraduate
- Founded | 1857 – oldest public school in California
- 154 acre campus

A woman in a graduation gown is walking away from the camera on a paved campus path. She is holding a black diploma folder in her right hand. The background shows a blurred campus scene with buildings and trees under a soft, overcast sky.

Issues to tackle in campus life

- Disengagement with email
- Unifying data-collection is difficult
- Centralized calendar for events
- Ability for peer-to-peer communication
- Sense of community
- Clubs and orgs management

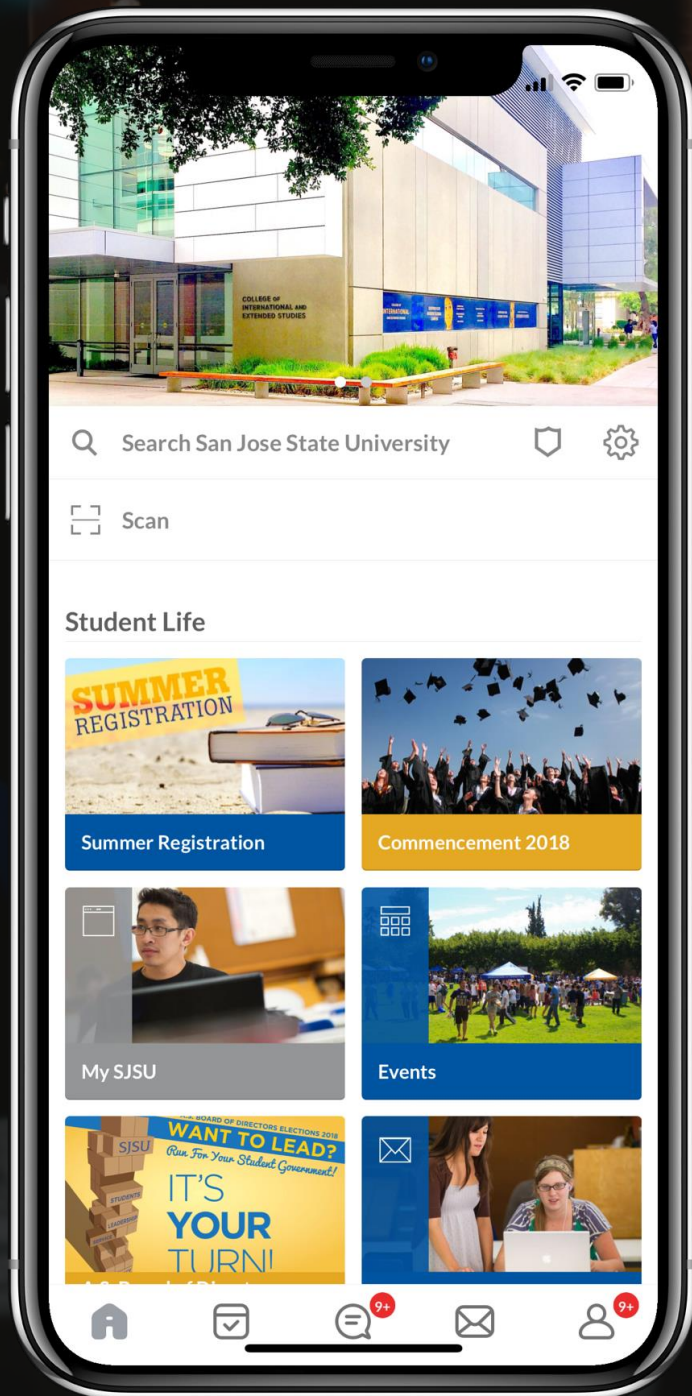
Why Mobile?

- Needed a clubs & orgs management tool
- Expanded into requiring a complete student engagement tool
- Built a committee to get internal + external perspectives

A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish. The phone is held over a laptop keyboard, which is partially visible in the foreground. The background is dark and out of focus, showing another person's hands in the upper left corner. The overall lighting is dim, creating a professional and focused atmosphere.

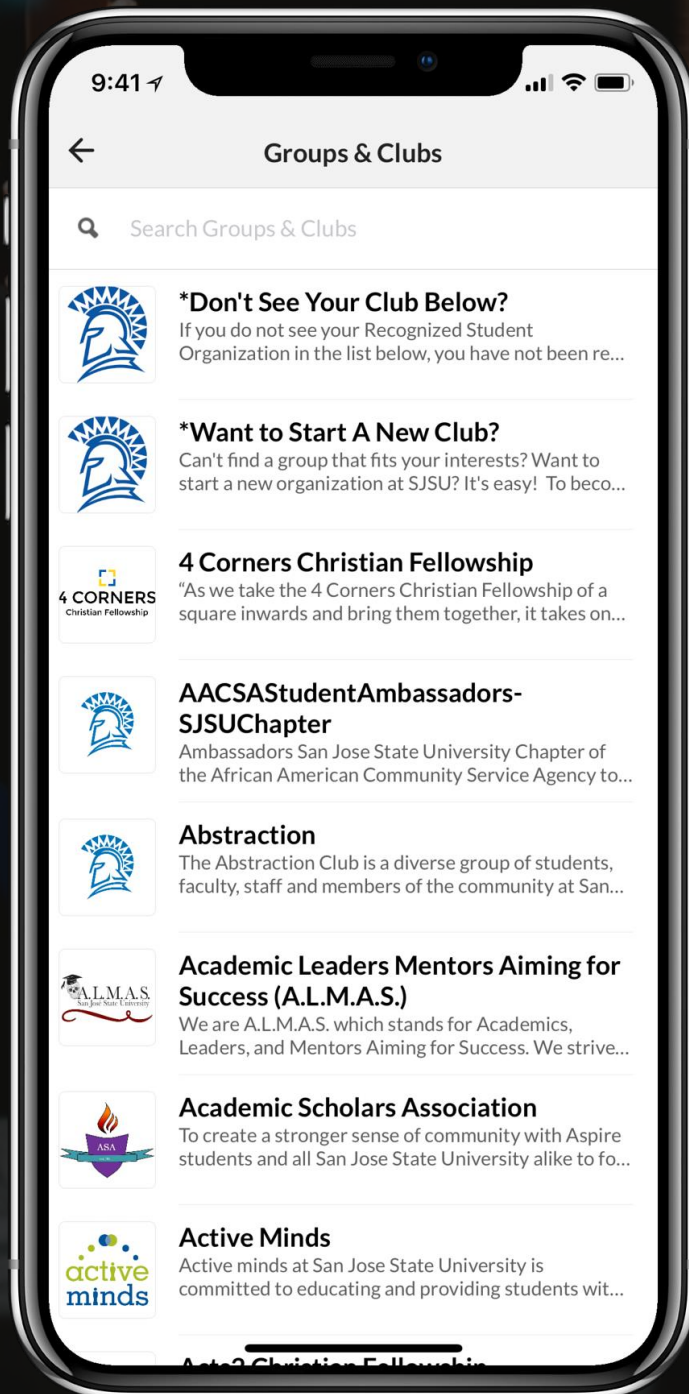
Implementation Considerations

- Getting buy in from all the departments
- IT involvement was critical
- Launched in orientation, involving other academic areas
- FERPA, security & privacy protocols
- Incorporating a new unified communication channel into existing procedures



Weeks of Welcome

- Four weeks of free events at the start of the semester
- Help new/returning students transition
- Academic, career, social & spirit-based events



Groups & Clubs

Search Groups & Clubs



*Don't See Your Club Below?

If you do not see your Recognized Student Organization in the list below, you have not been re...



*Want to Start A New Club?

Can't find a group that fits your interests? Want to start a new organization at SJSU? It's easy! To beco...



4 Corners Christian Fellowship

"As we take the 4 Corners Christian Fellowship of a square inwards and bring them together, it takes on...



AACSA Student Ambassadors - SJSU Chapter

Ambassadors San Jose State University Chapter of the African American Community Service Agency to...



Abstraction

The Abstraction Club is a diverse group of students, faculty, staff and members of the community at San...



Academic Leaders Mentors Aiming for Success (A.L.M.A.S.)

We are A.L.M.A.S. which stands for Academics, Leaders, and Mentors Aiming for Success. We strive...



Academic Scholars Association

To create a stronger sense of community with Aspire students and all San Jose State University alike to fo...



Active Minds

Active minds at San Jose State University is committed to educating and providing students wit...

- Essential for getting information, discussion & announcements
- Assess the orientation experience
 - 15,000+ downloads during WoW
 - ~6,000 peer-to-peer connections
 - 81,000+ social interactions
 - 21,000 event views
- 89%: feel like they **belong to the university community** while using the app

Student Feedback

- 19 WoW events assessed
- 7,300 attendee scans
- 86%: Student response rate
- 4.5/5: Average event rating



Student Union has a variety of food options. Financial booth helped me with my problems regarding my financial status as well as scholarship opportunities.

Done

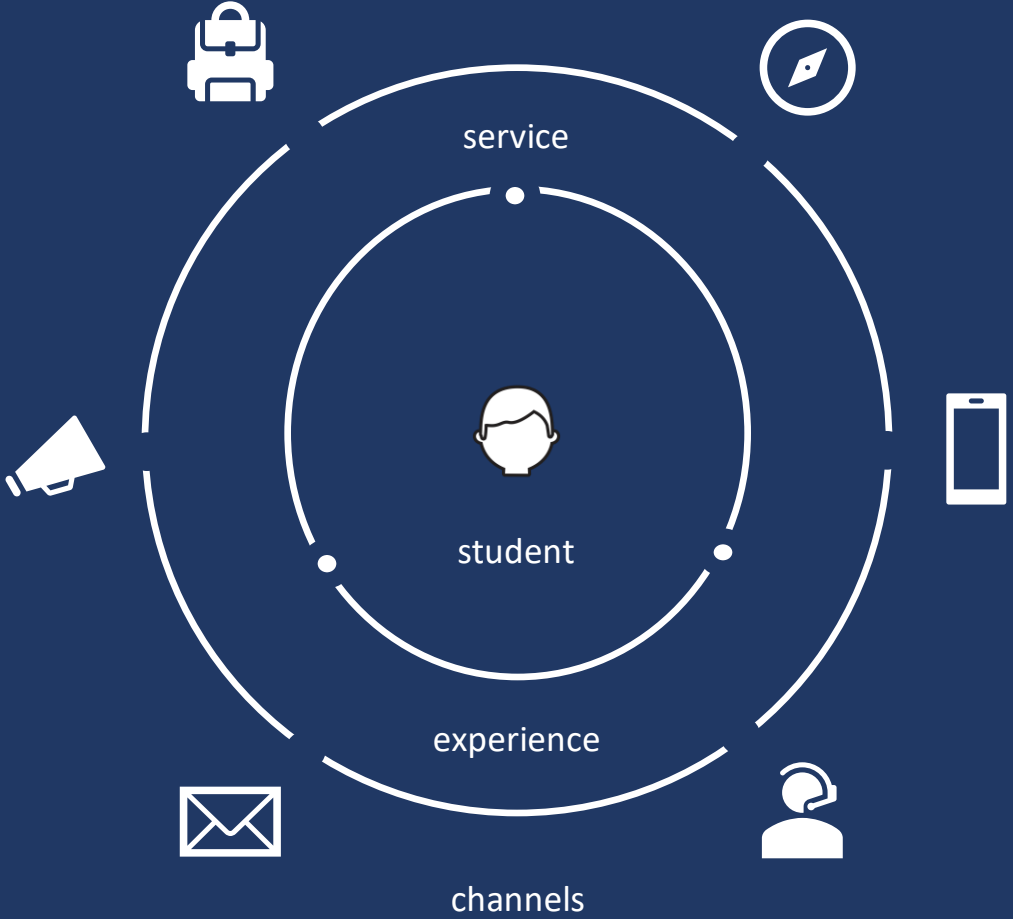
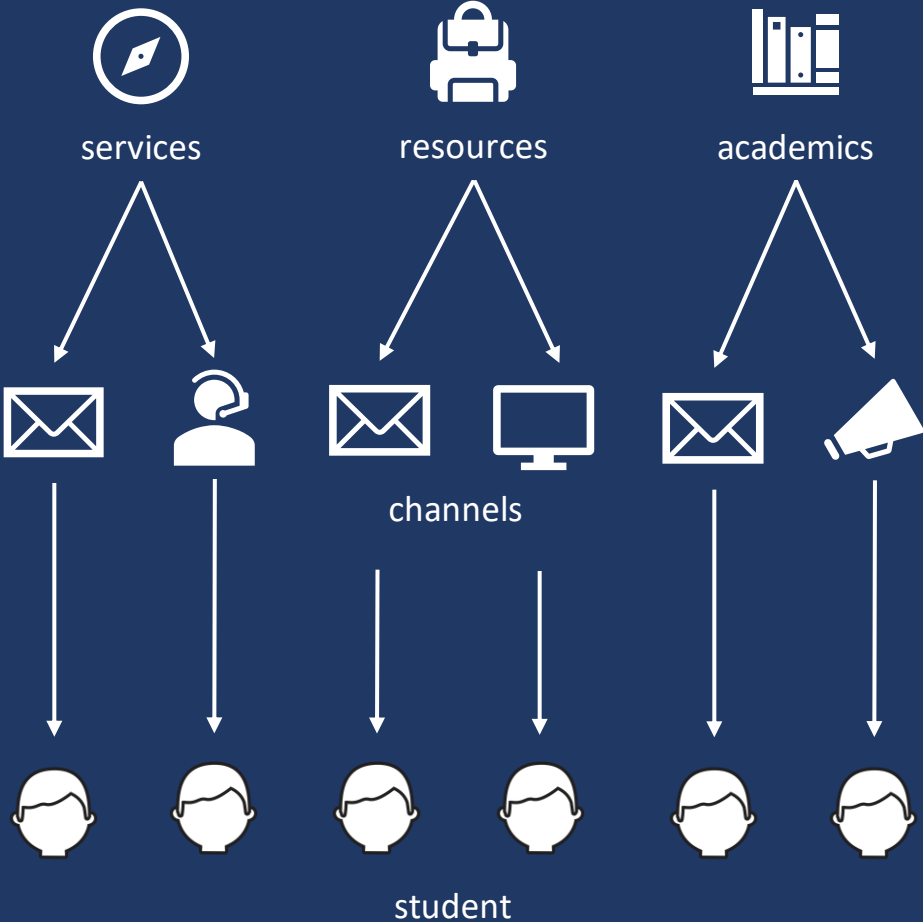
Lessons Learned

- Early onboarding critical to shaping engagement habits
- Peers helping peers shows extent of student ownership
- Changed the way events were conducted based on student feedback
- A strong onboarding team + aligned vision are critical

Closing the Loop

- IT & Student Affairs collaboration is critical to successful implementation
- IT: integration and 'fluidity'
- SA: student experience & utilization
- A new model for student engagement

CHANNEL-CENTRIC vs STUDENT-CENTRIC





OOHLALA

200 Institutions
1M+ Students
90% Adoption

OOHLALAmobile.com/IHE

hello@oohlalamobile.com