10 Plays for Cultivating Campus Health and Wellness with Mobile

Give your users the information and tools to drive health and well-being for everyone and everywhere

COVID-19 has impacted the mental health of 80% of students[1]. How can a campus app help?

As schools across the world continue to grapple with growing pressures of the pandemic on their campus communities, health & wellness has presented an outsized challenge to administrators, students, staff, and faculty. And while resources often exist on campus, they are often underutilized or not well known by those who are most in need.

To help address this need, Modo partnered with many of its customers to better understand how a platform like Modo Campus® could be used by schools of any size to deliver critical information, engaging services, and mobile-first experiences that can truly help to move the needle and connect users at scale with campus health & wellness initiatives.

The following plays represent many of the ideas surfaced by these partner instution, made available for you to develop your own strategy to connect users with resources needed now more than ever.

Modo is here to support all schools looking to drive mobile-amplified health & wellness initiatives as part of a unified, hybrid campus app experience. Visit modolabs.com today to learn how you can scale your school's health & wellness initiatives and begin impacting students immediately.

The plays

1. Over-share available resources

2. Partner with campus experts

3. Consider the whole student

4. Eliminate stigmas

5. Assume zero awareness

6. Amplify campus initiatives

7. Look beyond COVID-19

8. Engage disproportionate audiences

9. Scale, don't substitute

10. Get creative!

Over-share available resources

One of the primary challenges faced when attempting to improve campus health and wellness at scale is awareness of available resources. Your campus app provides the ideal communication medium to ensure everyone on campus – students, staff, faculty, even prospective families and alumni – knows the school is ready to help them, whether it's needed today or in the future. Building broad awareness of these services can also help those who encounter a peer that may benefit from a service, by directing them to a resource and in turn serving as yet another point of support for that individual in need.

Checklist

- ☐ Add Quick Polls to gauge group sentiment about health & wellness; use the results to determine what services to promote
- ☐ Engage campus health & wellness service providers on a coordinated effort to better communicate their services
- ☐ Ask trusted students to try and find these resources without direction, and identify where they get stuck

Key questions

- What would a survey conducted today reveal about awareness of campus health & wellness resources?
- How many taps does it take right now to get to any health & wellness information in your campus app?
- Do students know how to find health & wellness resources while they are learning remotely?
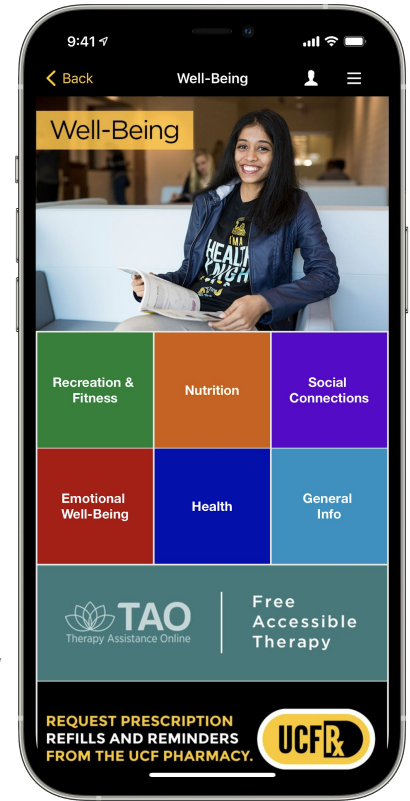
University of Central Florida

Partner with campus experts

Health & wellness can be a complex subject in that everyone recognizes the value of these resources to campus and wants to help it succeed, but not everyone is necessarily qualified to offer those services; and, the stakes are perhaps higher compared to other campus initiatives. As an app administrator, you're an expert in how the platform can be used to provide mobile-first unified experiences to those on campus. Use that expertise in combination with the wisdom from campus health & wellness experts to engage users with content and services that's critically important today, and reach them in a student-friendly manner on the device in their pockets 24x7.

Checklist

☐ Download apps from peer institutions to see how they are including campus health & wellness information for their users

☐ Reach out to campus health & wellness experts to learn about initiatives they're driving both now and in the future

☐ Work with your Modo Customer Success Manager to learn how to delegate app permissions to subject matter experts

Key questions

• What relationships do you currently have with campus health & wellness experts who could be partners?

• Is there a governance plan in place to support content delegation to campus subject matter experts?

• Are there siloed campus resources that cause users to have to seek out information from multiple sources?
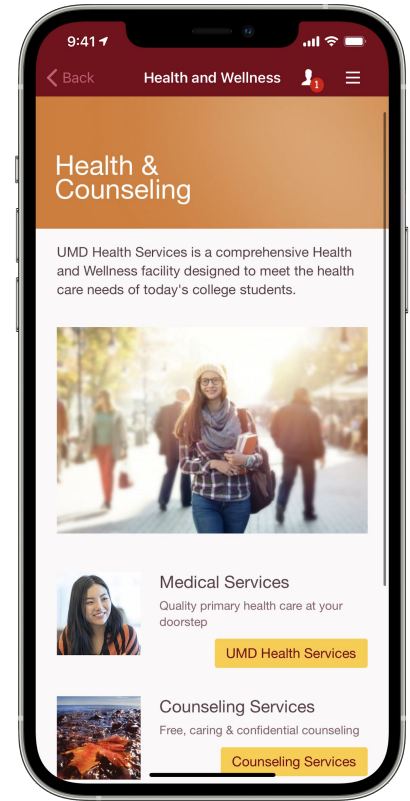
University of Minnesota Duluth

Consider the whole student

While mental health is the most common term people often think of when it comes to student health & wellness needs, there is a spectrum of components that can contribute to (or detract from) one's health & wellness. Elements like financial, physical, emotional, sexual, and spiritual health can all factor in, as well as food and housing security. For example, a 2020 study[1] found that 70% of California students lost all or some income as a result of COVID-19. As health & wellness resources are added to your campus app, be sure to consider all elements of a user's health & wellness, especially less obvious ones.

Checklist

☐ Investigate all campus resources that seek to improve student conditions across the health & wellness

☐ Engage the Student Affairs department to learn what challenges students are most often facing, especially during COVID-19

☐ Make resources visible to prospective families as a sign of the school's commitment to serving their students

Key questions

• Does your app provide resources for all elements of student health & wellness, some elements, or none?

• What trends can you discern from your app's health & wellness resource usage analytics?

• What health & wellness terms are users searching for in your app for which resources aren't available?

Northern Arizona University

[1] https://www.csac.ca.gov/sites/main/files/file-attachments/spring_2020_covid19_student_survey_results_presentation.pdf

Eliminate stigmas

While nearly all students will agree that health & wellness resources are important to have for those in need, peer acceptance can be a powerful force, causing some users to not seek out help for fear of being stigmatized. However, the app can be a great tool to present this information in ways that allow anyone to find the resources without feeling like they're standing out. The personal nature of apps means that people can find the information on their own schedule and without having to speak with someone initially. In addition, by placing these resources alongside other app content instead in a corner of the app, you can demonstrate that health & wellness is as typical of the student experience as getting your schedule or checking availability of laundry machines.

Checklist

- ☐ Check how siloed health & wellness information is today from other app content
- ☐ Consider how a user seeking help with a health & wellness challenge, such as food insecurity, might try to use the app to get help from the campus
- ☐ Engage campus health & wellness experts about challenges they have had in reaching students reluctant to seek out support

Key questions

- How much information is available in the app on-demand vs. requiring the student to call someone?
- How commonly are health & wellness resources promoted in the app alongside other activities?
- Can a new student find health & wellness information in the app easily and discreetly?

*University of California San Francisco*

Assume zero awareness

Between the amount of time spent sharing information about health & wellness resources with members of the campus community, one may assume that everyone on campus has some familiarity with what services are available. However, this topic is one students may not remember if it's not currently affecting them or someone they know. Fast forward to the same student facing a challenge mid-semester, and now they're not sure where to turn, especially when learning remotely. When communicating health & wellness information, we must assume each user has no prior knowledge of what's available on campus or what the next step is. The app can be used to introduce any user to available resources, lay out next steps, and make them feel supported.

Checklist

- ☐ Don't be afraid to repeat what was shared at student orientation or staff onboarding
- ☐ Consider a simple yes/no decision tree to connect users to the right resource when the right choice may not be clear
- ☐ Use Modo Communicate to drive awareness of available health & wellness services in the app

Key questions

- Could a student with no orientation or onboarding discover available health & wellness resources?
- If you have several services, how easily can a user discern which is the right one for them?
- How much is being done to remind students of available services, especially those in their first year?
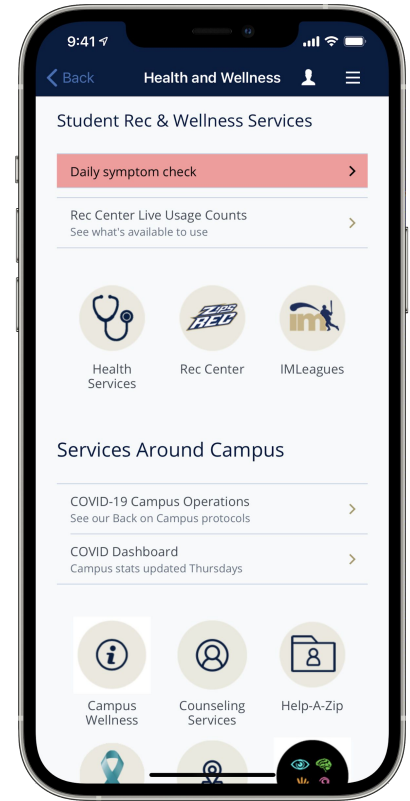
University of Akron

Amplify campus initiatives

Although the pandemic has certainly increased both awareness and the impact of health & wellness challenges, those issues are not new by any means — mental health offices have existed on college campuses for decades. This means that health & wellness initiatives likely exist on your campus today. Instead of attempting to create new mobile-only initiatives in the app, look for opportunities to bolster existing campus efforts and use the app as a way to amplify those efforts. In addition to helping your colleagues achieve goals benefiting those students, aligning efforts could help increase available funding for the app and related resources you'd like to make available to users.

Checklist

- Ask campus health & wellness leaders about existing campus, local, state, and federal initiatives already underway
- Find out if communications guidelines exist for current initiatives you could use to better market them through the app
- Engage student employees to devise more effective ways to communicate resources and connect with app users

Key questions

- What content from existing initiatives could you easily add your app today?
- What challenges are existing campus initiatives facing in terms of attaining broader adoption?
- Are there opportunities for health & wellness initiative funding to be applied to the app to drive awareness?

*University of North Carolina at Greensboro*

Look beyond COVID-19

As discussed in the previous play, health & wellness challenges have existed long before the pandemic, and will continue to exist once society returns to a sense of normalcy when COVID-19 is in check. It's crucial that you consider not just how to care for students, staff and faculty facing health & wellness issues today, but how you continue to connect those in need with available resources using your campus app. Making services available via the app today can have long-lasting effects in how informed your users are to available resources, as well as their trust in your app as the first place to look when it comes to finding answers related to their lives on campus.

Checklist

- ☐ Develop a strategy now for how health & wellness resources are made available to users long-term
- ☐ Plan a steady drumbeat of app messaging, polls, and marketing measures to continually drive awareness to app resources
- ☐ Discuss long-term goals with campus health & wellness experts so both their goals and your app goals are coordinated

Key questions

- How differently might health & wellness challenges be viewed on campus after the pandemic?
- How long has it taken previously for users to discover and adopt new app features and content?
- What long-term goals does the school have that could leverage the app as an amplification tool?
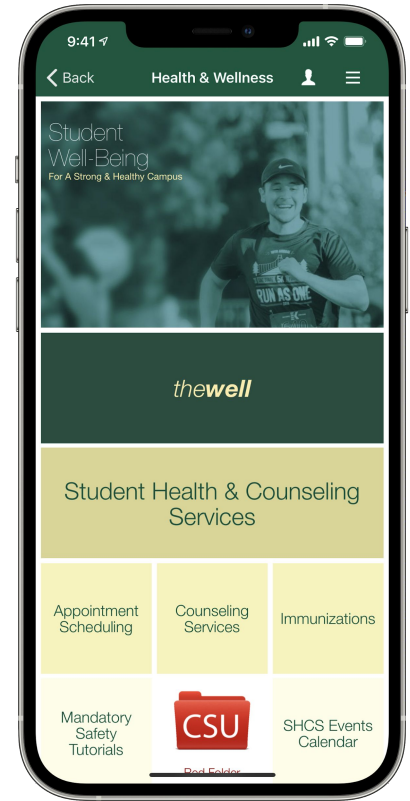
California State University, Sacramento

Engage disproportionate audiences

While the pandemic has impacted everyone to some degree, it is important to identify specific audiences that may face greater challenges, and those for which specific outreach may be warranted. First-generation students and veterans are two classic examples of audiences that traditionally face disproportionately strong stigmas and challenges around the pursuit of higher education. Increased stresses associated with COVID-19 can endanger the educational plans of those individuals even further. Using the app to target those audiences with resources ensures those individuals are aware of critical resources and allows them to engage health & wellness services when they feel comfortable doing so.

Checklist

- ❒ Coordinate with campus departments engaging first-generation, veteran, and other targeted audiences
- ❒ Consider a persona or Communicate Opt-In channel that these audiences can join and receive targeted messaging
- ❒ Create a live webinar series for impacted audiences available through the app that highlights available resources

Key questions

- What content or experiences in your app are designed to target disproportionately impacted users?
- How can you ensure these audiences are made aware of resources in your campus app?
- How can you continue to engage these audiences after the pandemic has passed?

University of Southern Mississippi

Scale, don't substitute

As discussed in other plays, health & wellness resources existed on the campus long before the pandemic, and will continue after the pandemic has passed. This moment in time, however, presents an ideal moment to engage with campus experts tasked with driving health & wellness initiatives by asking one simple question: ***"How can I help you scale?"*** The overall goal should then be not to replace or substitute what those experts are doing already, but instead scale those existing initiatives using the app as a modern and student-friendly engagement tool. Campus experts may not even be aware of the app, or their ability to share resources through it, but asking that question can lead to a large impact for all involved.

Checklist

- ☐ Delegate a Communicate channel for health & wellness experts to communicate to broad or targeted audiences
- ☐ Link to their content from the home screen and use the "halo effect" to enable users discover the resources as they use the app
- ☐ Facilitate "app takeovers" where experts manage communications, app theming, and even the home screen's look & feel

Key questions

- Are there success stories enabling other departments to scale their efforts in the app to build from?
- How could the app be used to help achieve just a single focused health & wellness goal?
- How could tools like Quick Polls be used to learn which types of resources would be most helpful?
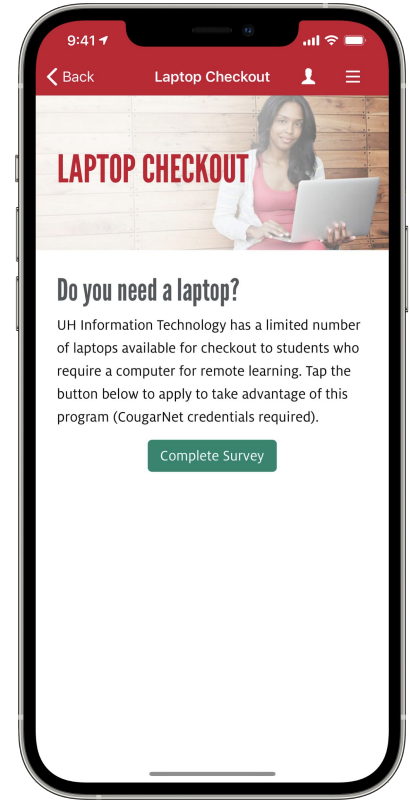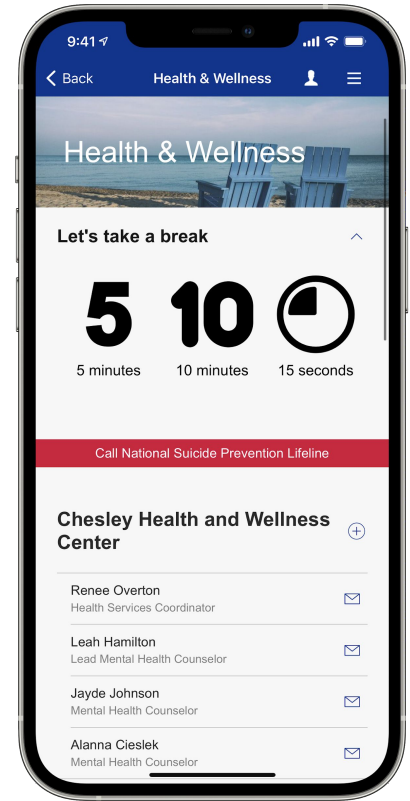
University of Houston

Get creative!

While health & wellness is a serious issue with schools worldwide, the approach to engaging users doesn't always have to be. Think outside the box for services and resources you can partner with experts to provide to users that takes advantage of your campus app's capabilities, or even requires them to put the phone down. San Francisco State University, for example, offers painting kits that are mailed to students' homes for some tech-free group mental relaxation and distraction from the chaos outside. Schools can offer virtual dances and game nights, peer discussions, and even distributed marathons, all focused on keeping their users' heads in the right mindset.

Checklist

☐ Use Modo Photos to enable students to upload photos of themselves sharing their life outside the classroom

☐ Provide opportunities for students to share their gratitude with their peers and re-focus goals for graduation and beyond

☐ Establish a rhythm of distributed in-person and virtual events that users can look forward to as a regular, welcome diversion

Key questions

• What health & wellness activities are historically most engaging for users, and how can those exist in the app?

• What non-traditional events could be promoted through the campus app to get students to react and engage?

• How can your app be used to allow students to share their health & wellness successes to inspire others?

Illinois College

Resources for success

Training Resource Center

Introduction to Modo
This training session is for everyone that is new to Modo. This is a brief introduction to Modo apps and Modo App Center. You'll be introduced to the various parts of the mobile app as well as oriented once you log into App

Training videos by feature
Please click on one of the links below to learn that feature of Modo App Center.

Create   Communicate   Analyze   Delegation

Screen Design Showcase & Templates

Marketing Kit—Tools to Drive Adoption

Marketing Overview   When and Where   Template Instructions

Starter Kits - Campus-Specific
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