



10 Plays for Enabling the Confident Return to Campus

Empower your mobile-first students
with all the resources and tools they
need to thrive



The plays

1. Prepare for the new normal
2. Enable the confident return to campus
3. Embrace the distributed campus
4. Engage the entire campus community
5. Localize users' experiences
6. Nudge each user towards success
7. Drive awareness of health & wellness resources
8. Empower the student voice
9. Apply the 5 Ws to your messaging
10. Consider the whole student



We're all in this together, and have a powerful tool to make the return to campus a success.

As schools across the world welcome back students, staff and faculty to the campus, each is faced with their own version of the same question: how do we accomplish the return to campus safely and confidently?

While the answers are unique to each school's individual needs, as well as shaped by local and state guidelines, a school's campus app can be the most effective resource available to schools to unify the effort to return, provide users the information and guidance to do so safely, embrace the distributed campus, and empower everyone to thrive and succeed.

Only Modo Campus provides the platform needed to enable the confident return to campus by any school and build an app that informs, engages, empowers, and elevates the student experience.

Use these plays to strategize your confident return to campus.



Prepare for the new normal

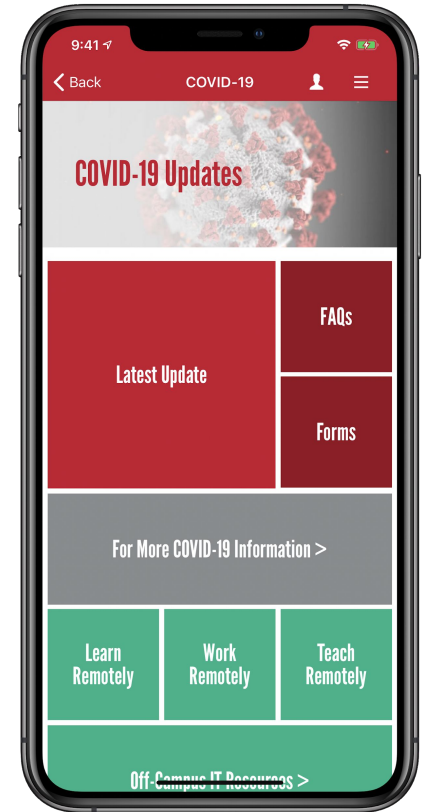
As your campus reopens, how do the thousands of people returning know exactly what's required of them to keep everyone safe? Your app should serve as the hub of actionable information to keep everyone informed, engaged, and ready to return with confidence. Virtual tours can give people a preview of how shared spaces like elevators, public transportation, and housing will be different; Quick Polls can keep best practices in the front of their mind and drive positive behavior; and in-app scavenger hunts with school pride swag prizes can make it fun to discover all the return-to-campus resources in the app. Taking the time to allow your users to prepare for the new normal before they arrive means you can bring the campus back with confidence.

Checklist

- Make sure campus stakeholders are engaged and part of the process
- Use Modo's Virtual Tour starter kit as an easy way to create a preview of the new normal before they return
- Use Quick Polls to measure users' understanding of the new policies and adjust your messaging accordingly

Key questions

- Do you users have all the information at their fingertips to return to campus safely?
- What nudges might be helpful after students return to keep campus safety high?
- Is there a good understanding of all the changed policies needing to be communicated?



University of Houston



Enable the confident return to campus

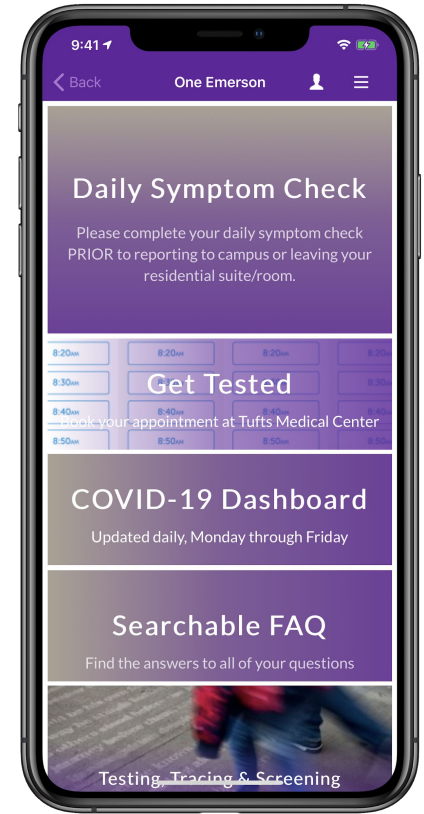
As you prepare to return students, staff, and faculty to the campus, all parties need to be confident that the approach is sound, with health and safety at the forefront. Your campus app should be a vital component of this strategy, by serving as the hub of information and action for all users. Features in Modo's no-code, turnkey WorkReady solution such as localized experiences, health self-assessments, and virtual tours provide your users with the information and guidance they need to return confidently. Engagement of campus stakeholders early and often is equally important to provide assurances that all critical information is known by all users as they arrive on campus, ready for what's next.

Checklist

- Create user journeys for return to campus scenarios and ensure each step is represented in the app
- Leverage WorkReady's health self-assessment tool to ensure on-campus students are healthy
- Work with subject matter experts to delegate maintenance of important app content

Key questions

- If a student returned to campus tomorrow, could they find all the information needed to do so safely?
- What campus stakeholders are involved in the return to campus effort, and how current is their information in the app?
- How are you quickly communicating changes to the campus' strategy?



Emerson College



Embrace the distributed campus

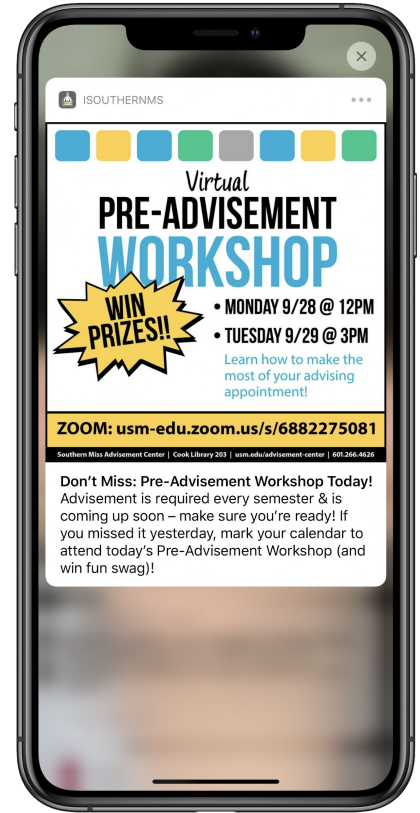
With circumstances continuing to change rapidly, a distributed campus enables everyone associated with the school to stay connected, engaged, and focused on what's next, no matter where they are on a given today. Your app is the new campus, and should be the one place where everyone knows to go when they need to know what to do or who to ask. An app for the distributed campus can help to alleviate a student's concerns around where a student will be learning this or the next semester, and instead provide them with confidence that they'll have the resources and support they need at their fingertips.

Checklist

- Consider guides or FAQs for frequent topics, along with actionable steps and links for users to get answers
- Think about how typical on-campus services can be best facilitated in the app
- Ask your students about frustrations they experience when needing to accomplish something away from the campus

Key questions

- What questions are campus depts. being asked most often, and are those easy to answer with the app?
- How are you adapting traditionally in-person services to distributed, digital workflows?
- Does your app serve users equally well whether they are learning on campus or remotely?



University of
Southern Mississippi



Engage the entire campus community

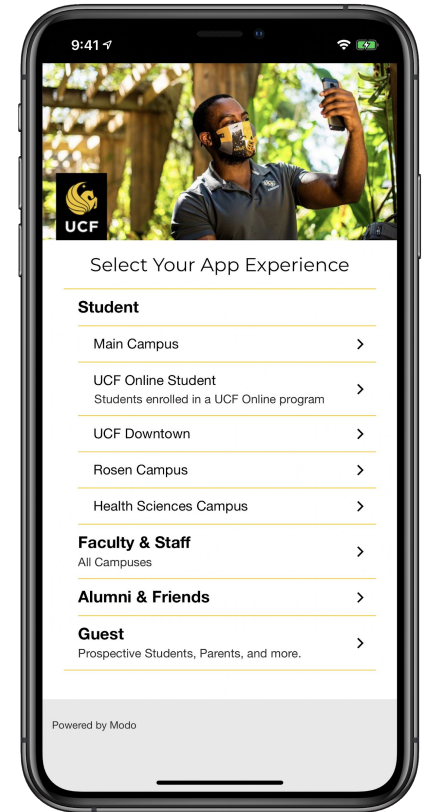
While students are often the primary intended audience for a campus app, the pandemic has changed the rules for how every single person associated with the school engages and connects with it. This has resulted in a true opportunity to re-evaluate how each persona—from graduate students and alums, to prospective students and their parents—engage with your school through the app. Prospective families are making plans for next fall right now, and want to be assured their students will be attending a safe, secure, and smart campus. On the other end of the spectrum, graduate and former students want to stay engaged and continue the school’s mission, providing additional avenues for you to pull those users in with their own app experiences, calls to action, and nudges to drive behavior.

Checklist

- Consider local resources like COVID testing and voter registration that benefit the campus community
- Map out the user experience from prospective student to an alum and identify app engagement at each point
- Call on campus stakeholders to include the campus app as a key part of their engagement strategy

Key questions

- Where are you currently experiencing “melt” as users move between affiliations?
- What are you doing now to drive engagement of interested prospective students?
- Is each major campus population well-represented in the app?



*University of
Central Florida*



Localize users' experiences

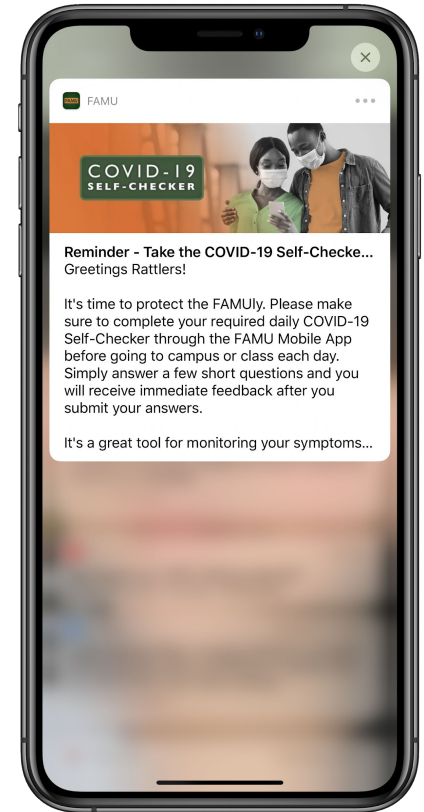
Although everyone is facing the challenge of returning to campus safely, the experience will differ depending on each user's affiliation and location – a student at the main campus may have different needs and guidelines to follow as opposed to a faculty member at the satellite campus, for example. Localizing each user's experience based on their role and affiliation eliminates the frustration of receiving notifications and reading through information that doesn't apply to them. In-app persona selection allows users to indicate their affiliation, while geofenced app locations and location-based notifications provide users with the information, policies, and alerts they need based on their physical location, even as they move across campus or between sites.

Checklist

- Create separate personas and locations to match each user population
- Employ location-based notifications for geo-targeted messaging as users enter or exit the campus or buildings or floors
- Configure in-app content visibility by role to ensure each user sees exactly what's relevant to them

Key questions

- Do app users currently see info irrelevant to their affiliation or campus location?
- What notifications might be better targeted to a specific persona and/or location?
- How are changes to building or campus policies communicated quickly and effectively?



Florida A&M University



Nudge each user towards success

Returning to campus amidst this new normal will bring a fresh set of requirements and goals for each user. Beyond the barrage of flyers and mass emails, in-app nudges can provide gentle encouragement to motivate users in ways that benefit them. Rather than focusing on the “sticks” – negative reminders of progress they haven’t made, instead focus on the “carrots” -- goals that the institution and user are collectively striving to achieve such as health self-assessments compliance, mental health breaks, celebration of school activities, and more. Finally, measure engagement of the nudging efforts both with Modo Analyze and at the home of the “carrot”, whether that be event registrations or use of a campus resource.

Checklist

- Partner with campus stakeholders wanting to motivate all or some users to act, and drive that behavior with the app
- Measure engagement success and use that data to inform future nudging efforts
- Temper the negative nudging efforts in favor of more positive, encouraging prompts

Key questions

- What important activities has the institution had trouble motivating users to complete?
- How can the app be used to nudge instead of often-ignored emails?
- What long-term goals would the institution like to achieve for which nudging could be an effective motivational tool?



University of North Carolina at Greensboro



Drive awareness of health & wellness resources

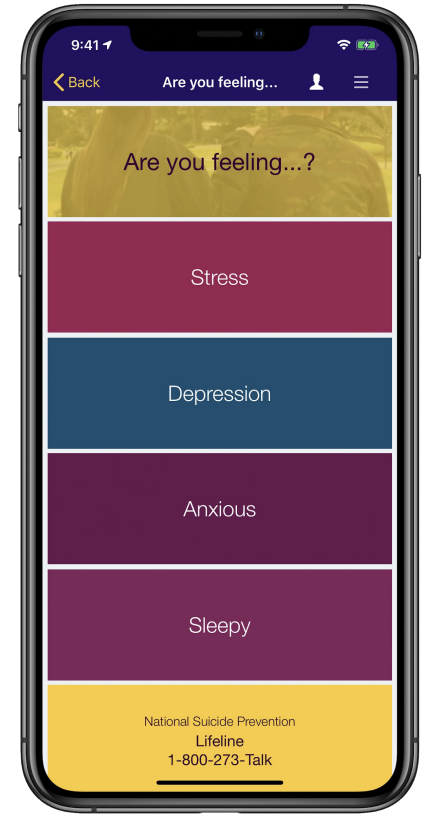
The pandemic has proven to be a powerful strain on several aspects of users' health including mental, physical, emotional, financial, and others. Your campus app can serve as a helping hand to those users seeking support from the school. Providing resources, self-assessments, contact information, and access to live resources can make the difference for a student, staff, or faculty member in need, especially for those who may not feel comfortable speaking with someone in person. The app can also provide resources for associated challenges such as food insecurity or other basic needs that can contribute to the very same health & wellness issues.

Checklist

- Use your app to provide a drumbeat of information on available in-app health & wellness resources
- Conduct bursts of notifications and promotions of health & wellness resources to drive awareness
- Use your institution's initiatives and goals as the basis for adding health & wellness tools in your app

Key questions

- How can users facing social or quality of life challenges find campus resources with your app?
- What Opt-In channels might be useful for those interested in health & wellness topics?
- What are your peer institutions doing in their apps to promote health & wellness resources?



San Francisco State University



Empower the student voice

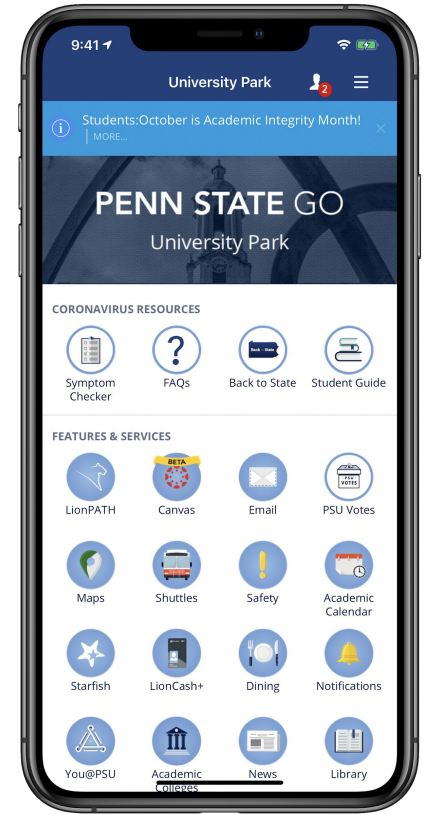
An odd situation often presents itself when it comes to the functionality of a campus app: while students are the primary target audience, they are often forgotten stakeholders when determining what problems the app should address. Instead of soliciting student feedback after they return to campus, ask your primary audience now what challenges they expect to face upon their return. Their answers may surprise you, but will also provide specific use cases you can work to address and improve in the app, leading to happy students, increased retention, and high app adoption. Take it one step further and invite students to be part of the app creation process; even without any technical experience, any student can design and build experiences that benefit everyone.

Checklist

- Delegate app content to student subject matter experts
- Ask early and often what pain points exist in the student experience and work to leverage the app to solve for those
- Use Quick Polls to get instant, invaluable feedback from thousands of users throughout the app

Key questions

- When did you last ask students about campus life and what could be improved?
- How could students be used to augment and extend your app expansion and evolution efforts?
- Where could student developers lend their skillset to evolve the app and add experience to their CV?



*Pennsylvania State
University*



Apply the 5 Ws to your messaging

Targeted messaging is a highly powerful way to drive engagement of users when every message is relevant to each user who receives it. To that end, approach each message with the 5 Ws:

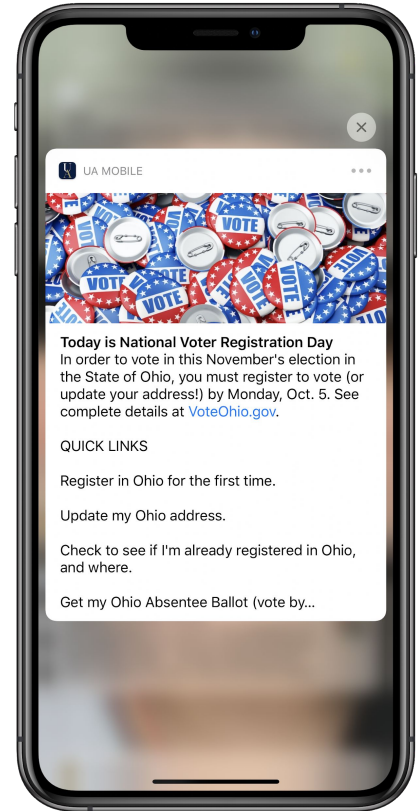
- Who would find this message relevant?
- What are we trying to communicate succinctly?
- When should a user receive the message?
- Where might we want a user to be when the message appears?
- Why is this message necessary at this moment, and what impact is expected when the message is delivered?

Checklist

- Coordinate messaging with all delegated authors to ensure users aren't over-alerted
- Use location-based notifications to target users entering or leaving a geographical space on campus
- Leverage Opt-In channels for messages of specific interests and audiences, ensuring each recipient is interested

Key questions

- What has student feedback been on existing app notifications and their relevance?
- Which messages may bear adjustment to some of the 5 Ws in the future?
- Where on campus might a location-based notification provide the greatest impact for users?



University of Akron



Consider the whole student

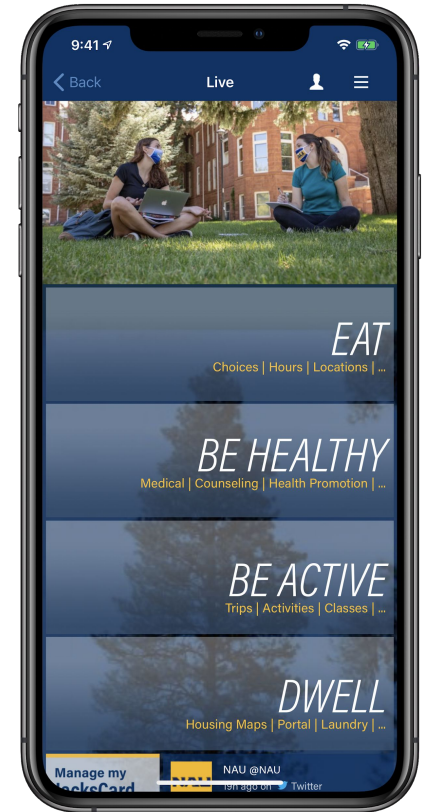
As campuses prepare to return students to campus, the primary focus is on compliance with new health and safety procedures, as well as adjustment to the new normal. However, the majority of a student's time on campus is not spent in class. Likewise, the campus app should reflect all aspects of the student's life, which may be drastically different in a post-COVID reality. Considering how a student may have discovered their identity and culture during a typical year, attention should be paid to how that discovery can manifest when group activities are either restricted or disallowed. Even with these restrictions in place, the app can be used to foster community, build friendships, and make connections that last through and beyond a student's years on campus.

Checklist

- Consider how to improve the student experience outside the classroom
- Ask students how they would prefer to discover non-academic resources using their campus app
- Pull in student club leaders to learn the new challenges they're facing and how the app could improve their recruitment efforts

Key questions

- How can connections be made between those on campus, even when they are learning remotely?
- How might the app be used to grow and strengthen students as a whole?
- If students are required to return home in the future, how can you continue to foster and grow the community using the app?



Northern Arizona University



Resources for success

Higher Ed Customers

HIGHER EDUCATION

Modo Customer Portal

- COVID-19 Resources**
Quickly add app functionality that engages your users during COVID-19
- Modo User Group**
Engage with the community of customers and share best practices
- Support Center**
Support tickets, bug reports, and an extensive knowledgebase of written solutions
- Training Videos**
On-demand training from foundational overviews to specific how-to guides
- App Center**
Application content, design, configuration, messaging, and analytics
- Ideas Portal**
Share your feature requests to help bring your campus app to the next level
- XModule™**
API documentation and developer sandbox for building user experiences with your web services
- Showcase**
Great-looking examples to inspire your creativity, along with how-to guides
- Feed Inspector**
Validate your data sources in dozens of formats, including JSON, RSS, iCS, KML, and more
- Customer Marketing Kit**
Customizable templates to help market your app in print and online - no design software or skills required

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.



Marketing Kit—Tools to Drive Adoption

- Marketing Overview
- When and Where
- Template Instructions
- Download the XYZ Mobile App!
- Download the XYZ Mobile App!

Screen Design Showcase & Templates

Modo Labs Showcase

Starter Kits - Campus-Specific

Rapidly adapt your campus app with pre-built solutions that can be instantly added to at no cost and with no technical skills.

- Crisis Response
- Admitted Student
- Virtual Tour
- Commencement
- New Student Orientation
- Return to Campus





Let Modo help you enable the
confident return to campus.

Visit modolabs.com/covid19 today.

