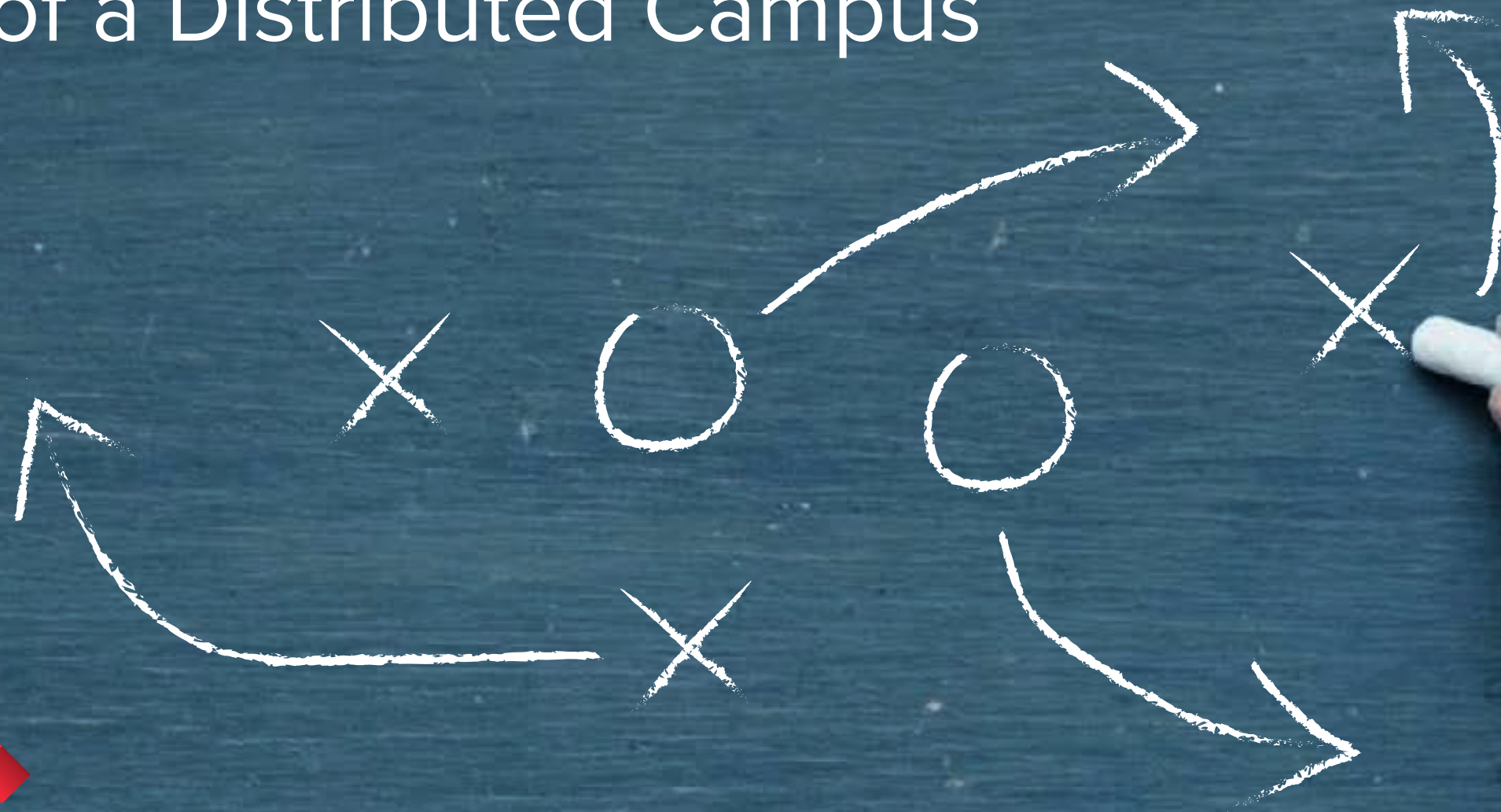


NSO PLAYBOOK

10 Plays to Engage New Students in the Era
of a Distributed Campus



THE PLAYS:

- Your app is the new distributed campus
- Involve the entire campus in NSO
- Delegate to subject matter experts
- Segment your user population with multiple tracks
- Use personas to curate a first-year app experience
- Drive your campus health and safety campaigns
- Leverage asynchronous interactions
- Empower your students to discover campus
- Communicate to everyone, everywhere
- Use Modo Marketplace to facilitate campus connections



Your app is the new distributed campus

Each campus will have its own strategy for when, or if, students will be on campus – this is the new normal of a distributed campus. In addition, many of the questions students and families have aren't conveniently asked during NSO – they might come up weeks or months later.

Using your app as the student's common thread from Day 1, and throughout their student experience, gives students a sense of connection regardless of where they are on a given day. It also serves as a go-to resource for any questions that come up throughout their time as a student.

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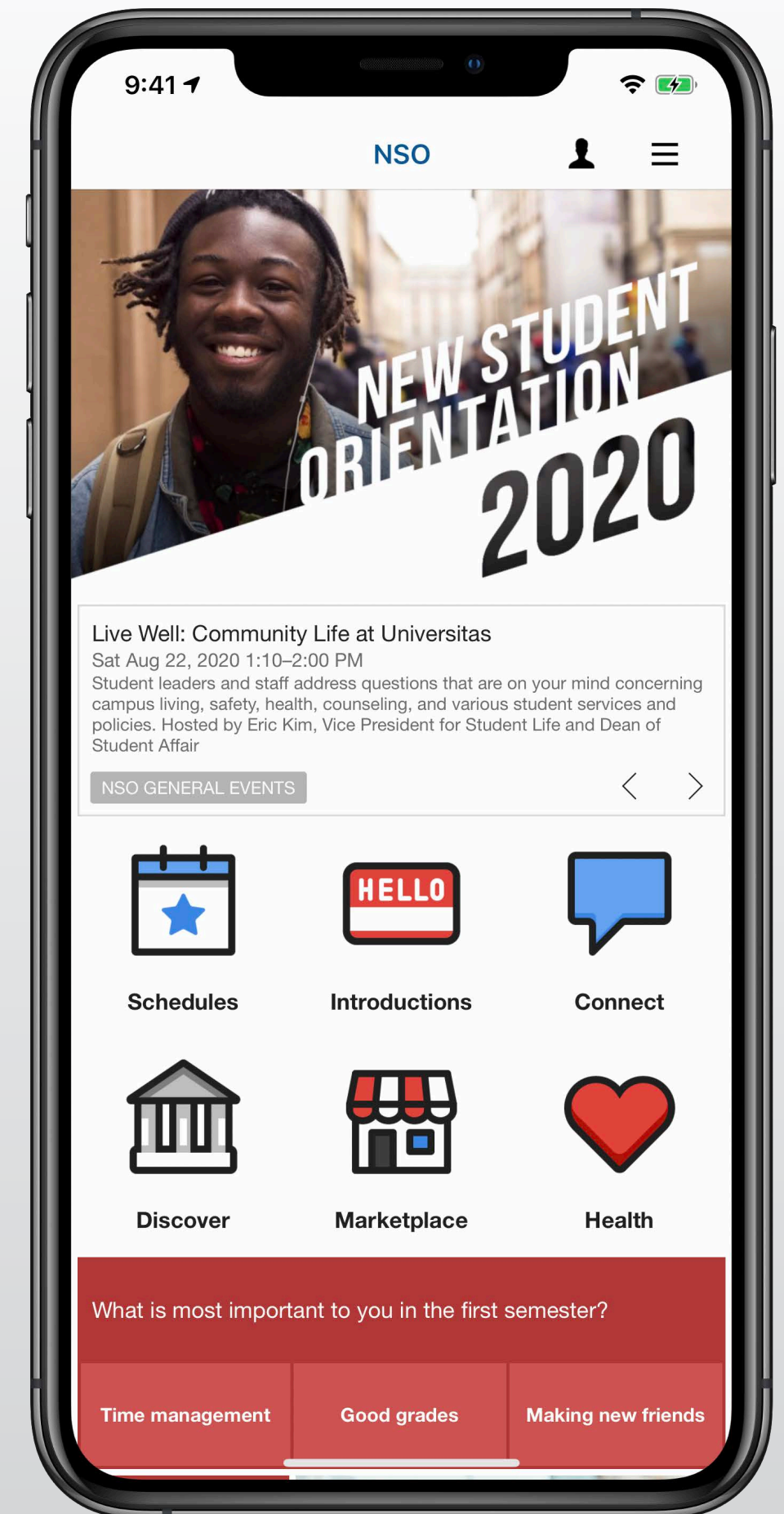
Consider what questions students might commonly have well into the semester, and place those in the app now.

Interview rising sophomores to discover what they struggled to get answers about during their first year.

Ensure that the app experience facilitates all forms of remote or on-campus learning students might experience.

KEY QUESTIONS:

- How does your app experience facilitate a distributed academic year for incoming freshmen?
- How well-addressed in the app are some of the most common questions first-year students typically ask?
- How well does the app enable you to scale traditionally in-person services (like the Registrar or Campus ID departments)?



Involve the entire campus in NSO

While there is often one department ultimately responsible for coordinating NSO, orientation is an event for the entire campus to welcome the incoming class. Invite departments from around campus to participate in the NSO app experience, not only to divide the workload, but also because this is one of the rare times in which you have the student's undivided attention. If departments want to get in front of students and promote a service or opportunity, this is the time to do so!

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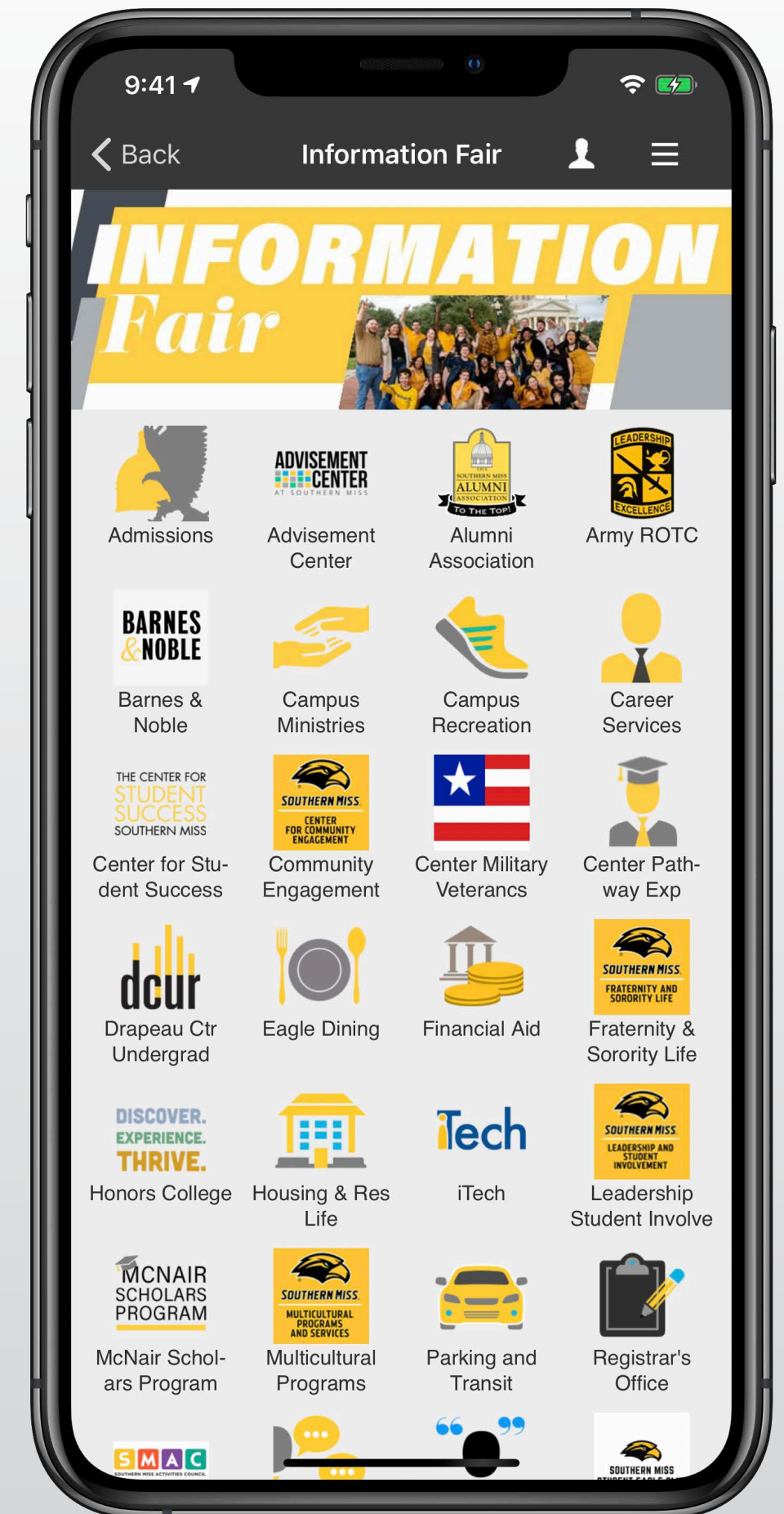
Think of the NSO experience from the student's perspective, and reexamine if all of their questions are covered by the departments involved.

Look at existing app content that may be valuable to incoming students and promote that in the NSO app experience.

Engage rising sophomores to learn what information or departments they couldn't find during their NSO experience

KEY QUESTIONS:

- What departments are typically involved in NSO and can provide subject matter expertise to the experience?
- Are there departments for which there has not been a great opportunity for them to get in front of incoming students and families in the past?
- Which departments do you often end up referring incoming student questions to?



Delegate to subject matter experts

Gathering all the information used during NSO is a significant undertaking, but one you don't need to do alone. By delegating sections of your NSO app experience to subject matter experts, you empower them to create, deploy, and update their areas of content instead of having to do everything yourself. This provides all departments with a single destination to promote to the incoming class, which drives engagement and discovery, and lowers the costs to do so.

CHECKLIST:

Consider NSO experiences like information fairs, and identify which departments are traditionally involved.

Establish a working group for departments involved in the app, enabling them to make connections and share best practices.

Encourage departments to delegate themselves by enlisting students to submit edits for approval by dept. leaders.

KEY QUESTIONS:

- Which campus departments typically play a prominent role in the NSO experience?
- When planning NSO, which departments are typically late in providing information and require you to rush at the end?
- What valuable information could these departments provide to students beyond NSO and throughout their first year?



Communicate to everyone, everywhere

Your NSO app experience should engage the right users at the right time and place, and rich push notifications are an extremely effective way to do this. Research shows that the average open time for push notifications is 15 minutes, versus 6.5 hours for email.

A combination of app-wide and persona-wide notifications, combined with personal and opt-in notifications, ensure that each communication is relevant to the recipient every time. Location-based notifications take this a step further by driving user behavior right where they can act on it—nearing the campus, approaching a dormitory, or as they enter the bookstore.

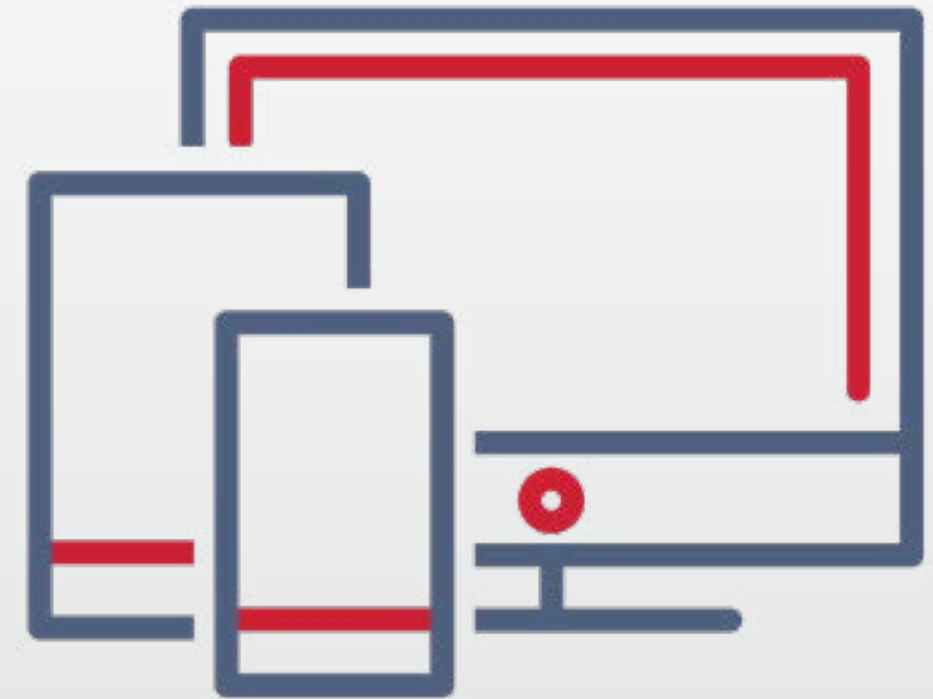


CHECKLIST:

Identify which notification types (public, personal, opt-in, and location-based) are best suits for each engagement.

Delegate message creation to correspond with different departments, channels, and areas of campus.

Consider location-based notifications as a way to alert users in a specific area of campus while maintaining social distancing.



KEY QUESTIONS:

- What is the single most important notification a user could receive during each day of NSO?
- What NSO events could benefit from users being reminded to attend or complete a task?
- How can you design your messaging strategy for NSO and continue the strategy through their first-year experience?



Drive your campus health & safety campaigns

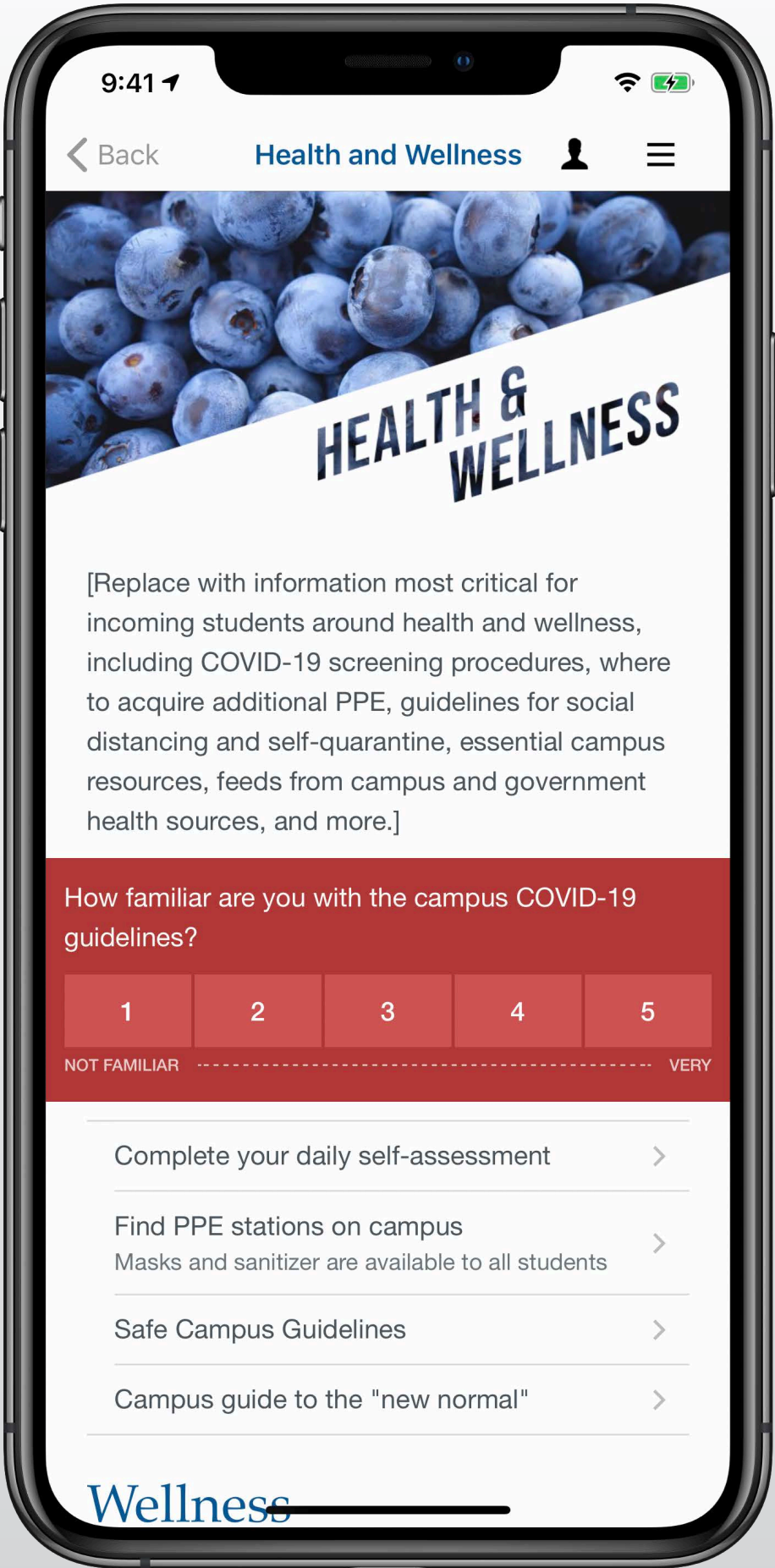
COVID-19 will undoubtedly be the largest factor in the campus experience this year. With new policies and procedures being asked of everyone, the app is an ideal place to communicate, inform, and nudge your users with critical information to keep themselves and others safe. Use the app to remind users of policies as they approach the campus, provide turn-by-turn directions to the closest PPE stations, and provide a virtual tour of campus gathering spots so everyone knows what to do well before their arrival.

CHECKLIST:

- Require that students self-report their health status in the app and provide guidance based on their responses.
- Ensure your campus app is central to your COVID-19 communication strategy.
- Provide the ability for users to report areas of campus in need of sanitization.

KEY QUESTIONS:

- Which departments are leading your campus COVID-19 response, and how are incoming students kept informed as conditions change?
- Where on campus would it be beneficial to nudge student behavior to ensure they remain safe?
- Do students know where they can acquire additional PPE, such as face masks and hand sanitizer?



Leverage asynchronous interactions

When conducting a distributed NSO experience, it can seem as though losing the face-to-face, synchronous interaction is a detriment. However, there can be benefits to providing an asynchronous, app-based NSO experience. A distributed model allows the student and family to attend both the required sessions, as well as additional sessions of interest, at their own pace without the constraints of an on-campus schedule that may force people to choose which session to attend. You can provide more content in pre-recorded sessions that users can revisit, and use the app to submit any questions. This also allows you to scale your NSO sessions.

CHECKLIST:

Engage additional campus departments and organizations to contribute their own NSO informational sessions.

Offer suggested “playlists” of related sessions, especially as the number of sessions grows.

For sessions that really benefit from a face-to-face interaction, consider live video sessions or bookable appointments.

KEY QUESTIONS:

- What does an NSO weekend schedule look like if many or all of the sessions are asynchronous?
- What tracks do you offer for incoming students that could be replicated in an asynchronous experience?
- Are there additional benefits to making the asynchronous sessions available to students and families after NSO has concluded?



Empower your students to discover campus

In the past, it has been common for schools to treat on-campus and remote learning communities separately. However, while your NSO experience may be distributed, it's likely that students will be on campus in the future. As a result, your distributed NSO app experience provides a unique opportunity for those students to not just learn what they need to get started, but what's available throughout their campus experience. Discovering clubs, organizations, student jobs, and each other should start during NSO and continue once they are on campus, as opposed to them having siloed, disconnected remote and on-campus experiences.

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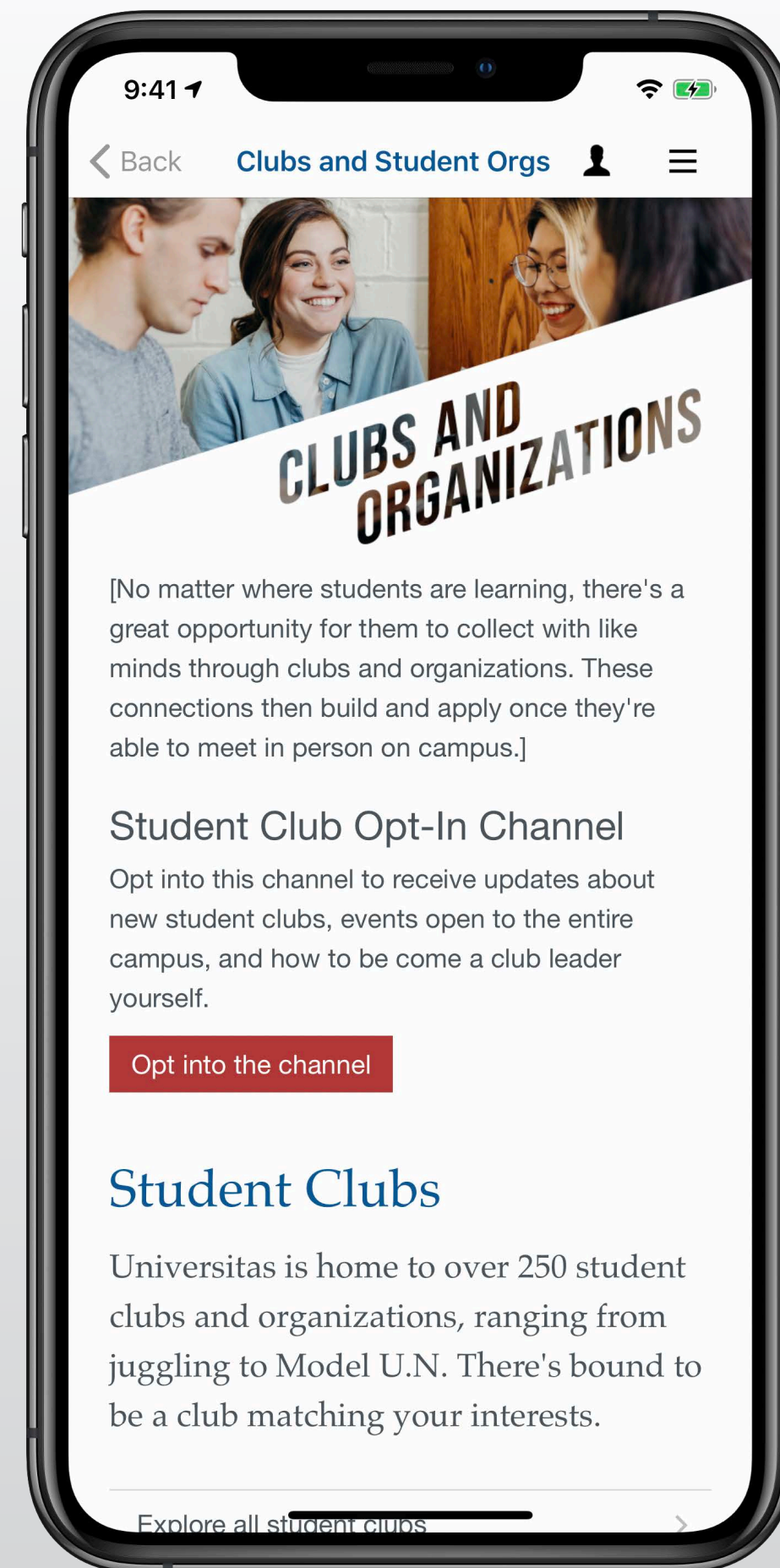
Consider the student's whole campus experience and how you can bring that to the forefront now, as opposed to when they attend in person.

Bring traditionally on-campus NSO experiences, such as concerts and special guests, into the distributed experience.

Use Communicate Opt-In channels to enable students to receive targeted updates about their specific interests.

KEY QUESTIONS:

- How are incoming students traditionally exposed to the breadth and variety of opportunities on campus during and following NSO?
- What campus experiences are far better when experienced on-campus, and how can you deliver a distributed version of that?
- How can you make it easier for an incoming student to explore and discover people with interests similar to their own?



Use personas to curate a first-year app experience

Instead of approaching your NSO in-app experience as just that event, consider how you can continue to engage and nurture incoming students throughout their entire first year. The national freshman retention rate is approximately 75%, a figure that will undoubtedly be impacted as students experience the new normal of a distributed campus.

Using a distinct persona to engage incoming students through their first year enables you to curate the content and nudge behaviors specifically for those users, send messages directly to that audience, and track engagement of that population versus other enrolled students. This persona can continue to evolve over time as students' needs change.

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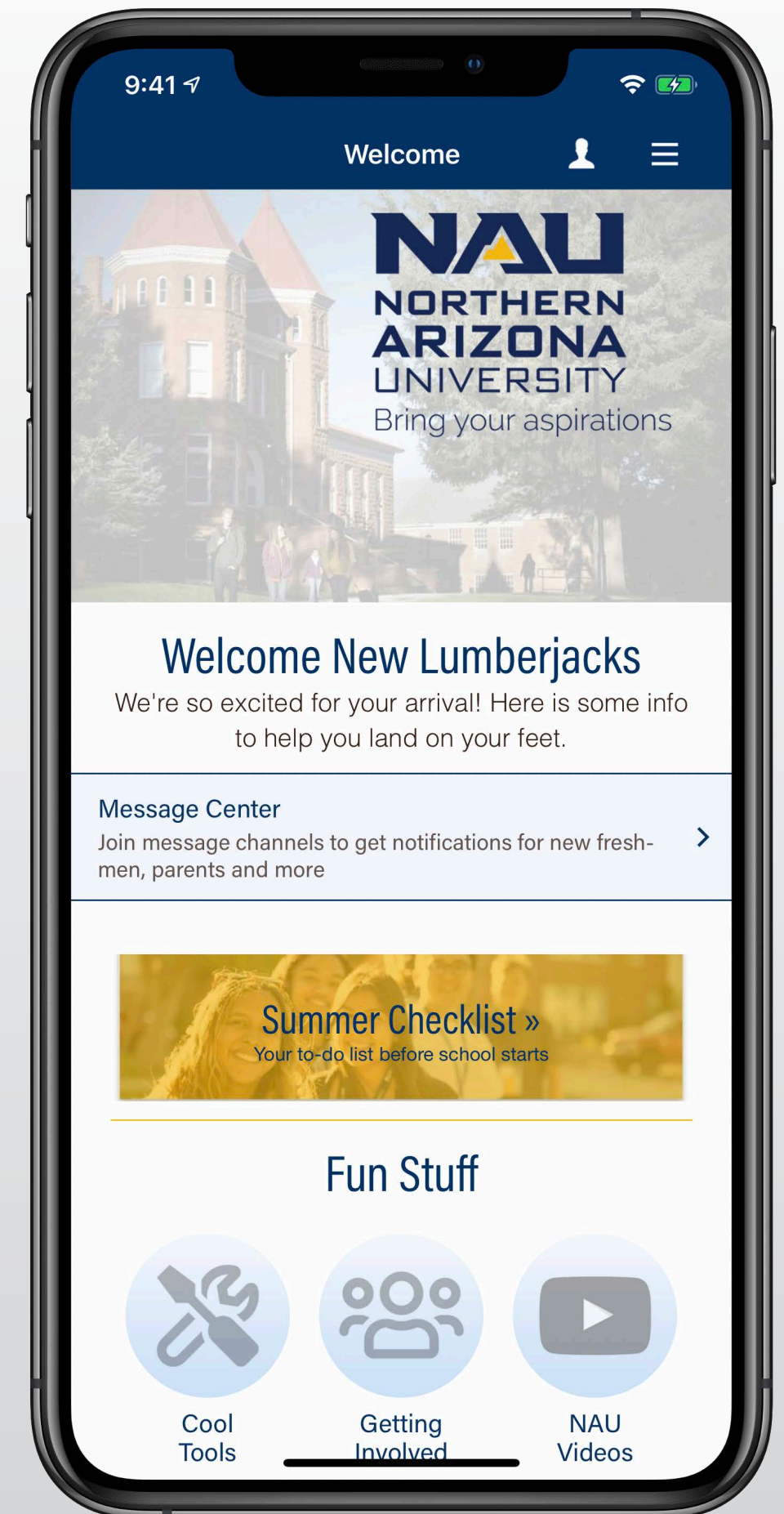
Consider a messaging and engagement strategy specifically for first-year students.

Engage campus departments to better understand risk factors impacting first-year students re-enrolling for their sophomore year.

Use this year's incoming class to experiment with class-specific content and information, and analyze the engagement statistics.

KEY QUESTIONS:

- Where do students go to find information that was shared during an NSO experience months ago?
- How are you tracking the engagement of first-year students versus the general population?
- What specific campus resources are primarily of interest to first-year students, and how are they made aware of those today?



Segment your user population with multiple tracks

Your NSO audience likely includes several different audiences with sessions, information, and engagement goals unique to each group. These may include traditional new students, parents, transfer and international students, and more. At the same time, there is other content relevant to everyone attending.

Make sure that your NSO app experience caters to those distinct user segments where it counts. Agenda tracks, targeted notifications, and app content based on individual attributes can both deliver exactly the right information to each user, but also facilitate a more engaging, personalized experience that makes each attendee feel special and welcome.

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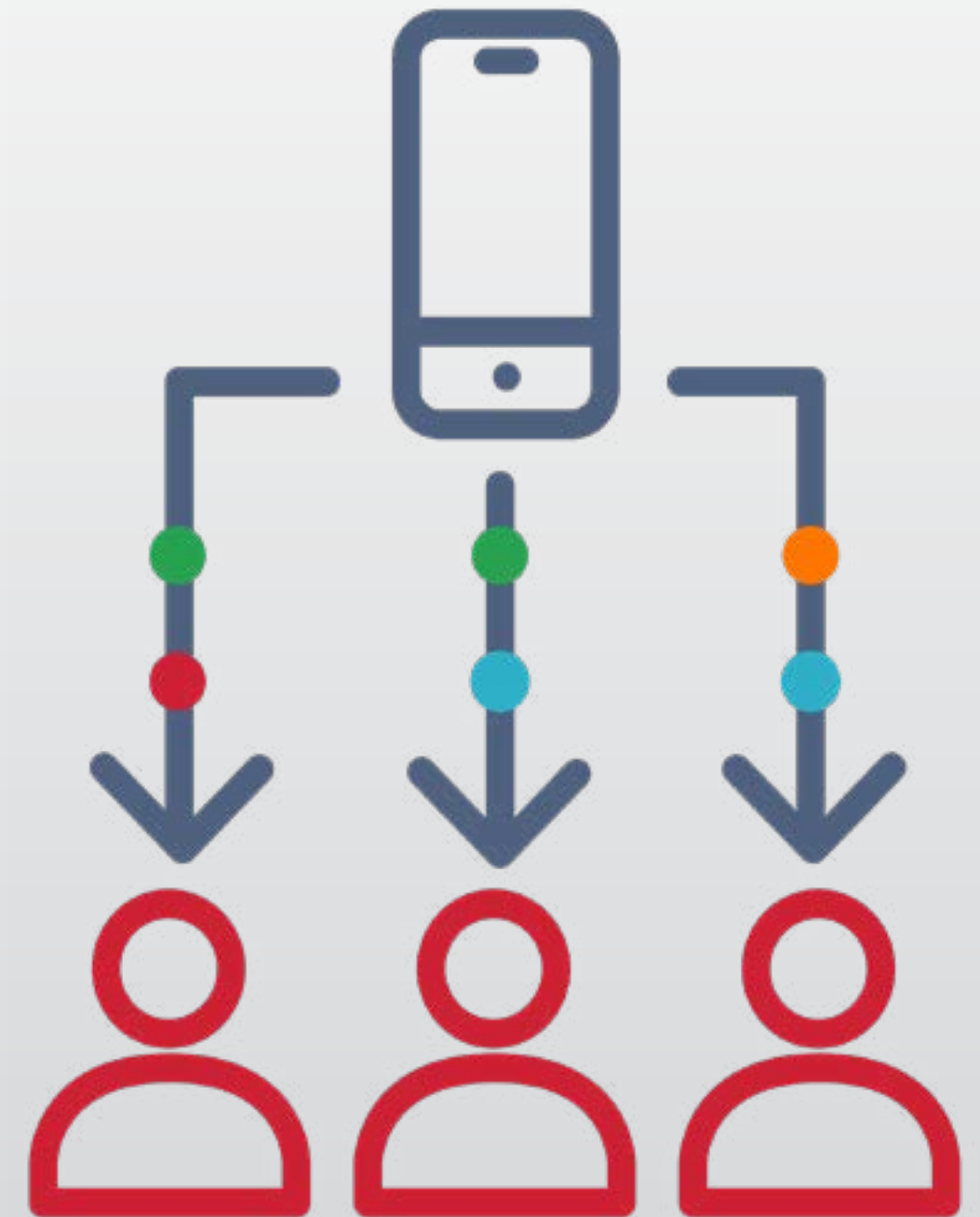
Make sure each unique NSO attendee persona is understood and represented in the app.

Consider which content or engagements you may want to restrict to a specific sub-population of your NSO audience.

Reach out to campus departments that may wish to engage a specific NSO audience (such as an international students' office).

KEY QUESTIONS:

- How easily does your NSO app experience make it for someone to find resources specific to their interests?
- Are departments catering to a specific NSO audience able to easily reach those attendees?
- Is there a need to provide those specific audiences with tailored information after NSO has finished?



Use Modo Marketplace to facilitate campus connections

In the era of a distributed campus, your marketplace serves a much greater role than buying textbooks and selling extra furniture. Your marketplace can and should serve as a way for students to discover clubs and organizations, new interests, and most importantly one another.

By enabling students to pay club dues and buy swag for organizations that interest them, they're using the app as a way to meet new people and build relationships they can continue to nurture once they arrive on campus. It also provides a new avenue to promote organizations to which students might not have had exposure otherwise.

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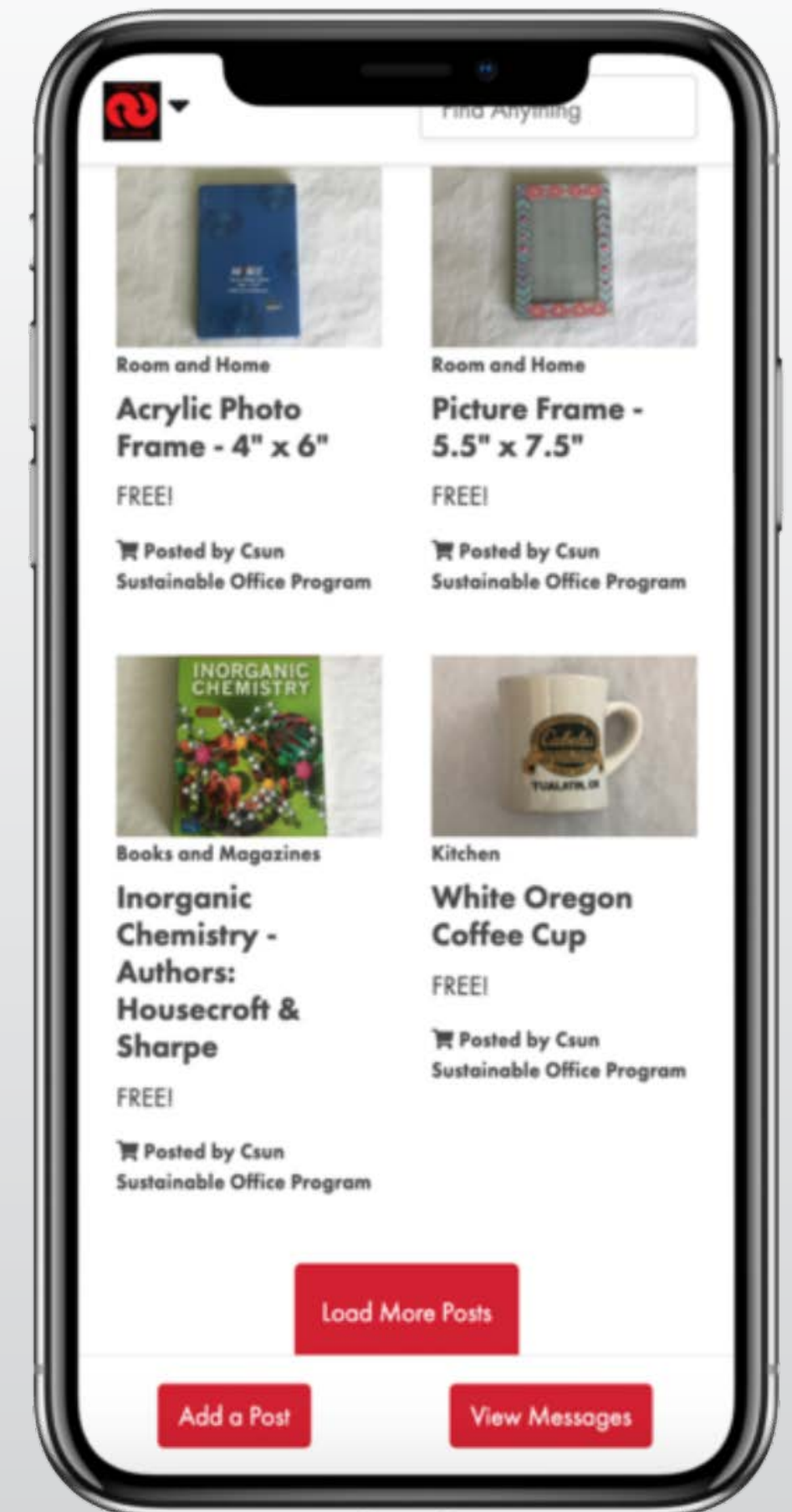
Look at the ways your campus enables peer-to-peer campus commerce, or what students are resorting to in its absence.

Connect with student organizations to better understand their challenges to attract new members and collect dues.

Ask returning students how they discovered their clubs and organizations.

KEY QUESTIONS:

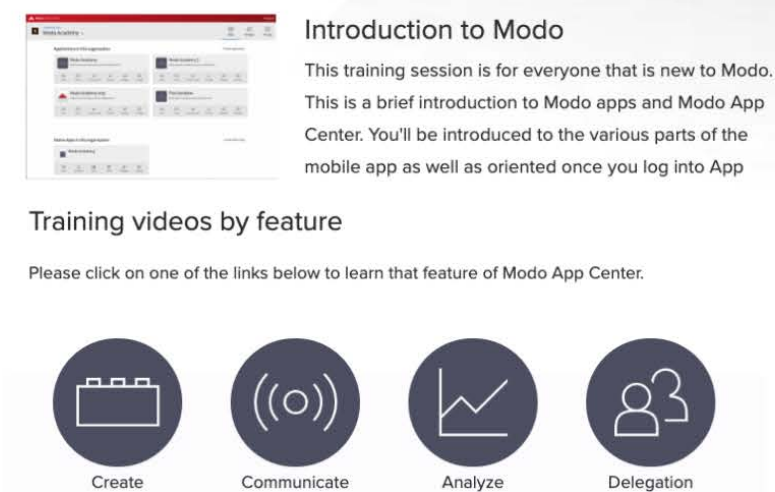
- How complex is it for your student organizations to collect dues and manage funds?
- What other uses for a campus marketplace could drive incoming students to your app?
- Is your current campus marketplace as usable on mobile as it is on a desktop?



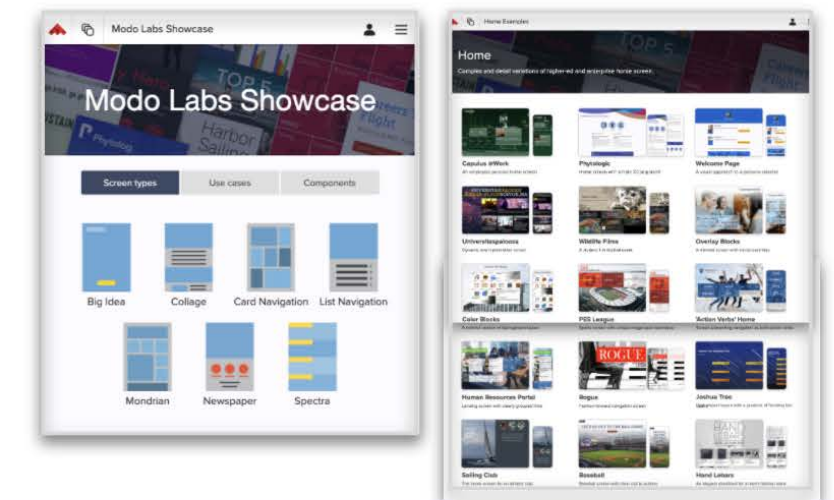
Resources for success



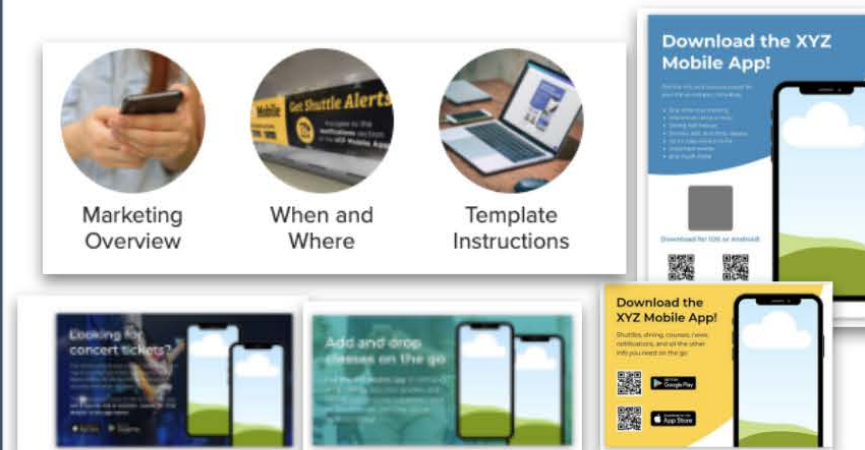
Training Resource Center



Screen Design Showcase & Templates



Marketing Kit—Tools to Drive Adoption



Starter Kits - Campus-Specific

