



HOW UCF MOBILE ACHIEVED HIGH STUDENT ADOPTION, SATISFACTION, AND RETENTION

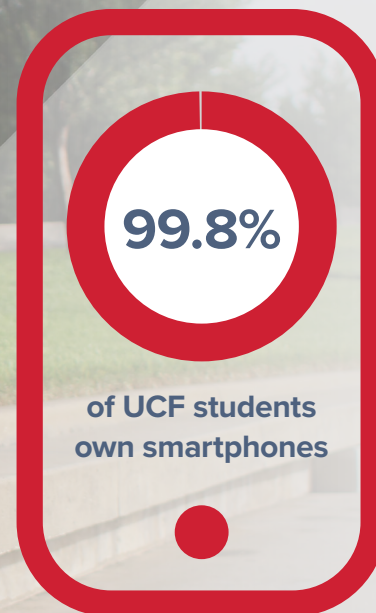
Established in 1963, the University of Central Florida (UCF) serves over 70,000 students across a large, centralized campus. In addition, it offers over 200 majors in three other locations.

For any institution, keeping students engaged and on track to graduate improves the student experience and boosts overall retention rates. To that end, UCF is committed to enabling always-on mobile services, communication, and events for its students, faculty, staff, alumni, and parents.



“UCF Mobile goes far beyond simply informing by presenting hyper-personalized information that elevates students for success.”

—Ryan Seilhamer, Assistant Director of Mobile Strategy & Innovation, University of Central Florida



CHALLENGE: MAXIMIZING THE STUDENT EXPERIENCE

UCF first launched a mobile app in 2011 for iOS and Android, however, it became increasingly difficult to quickly implement new features that were essential to the university experience. UCF opted to find a mobile platform that would help it innovate and quickly iterate to better serve student needs.

SOLUTION: MODO CAMPUS® NO-CODE APP-BUILDING PLATFORM

Since 99.8% of UCF students own smartphones, mobile was the clear option and a worthwhile investment for UCF. After conducting its research, UCF chose Modo Campus. “We liked that this app-building platform is easy to use, includes pre-configured modules tailored to the education sector, and is backed by great service and support. In fact, that’s what enabled us to get up and running quickly,” explains Ryan Seilhamer, Assistant Director of Mobile Strategy & Innovation at UCF.

To best serve all its constituents, Seilhamer and his team built seven different experiences based on unique personas. They also took advantage of many out-of-the-box tools, such as templates and sticker packs, to express the UCF brand and inject its culture into the app.

Combined, these enable UCF to personalize the overall app, its content, and the communication it delivers. Students, alumni, faculty, staff, and parents simply log in for an experience that’s most relevant to them.

LOCALIZED CONTENT

UCF harnesses numerous features in the Modo app to customize the app for each location. This includes direct links to email, native maps, parking availability, real-time shuttle tracking, news, safety, dining and more. Integrations with campus amenities, such as transit, room booking, and wayfinding help to maximize the overall campus experience.

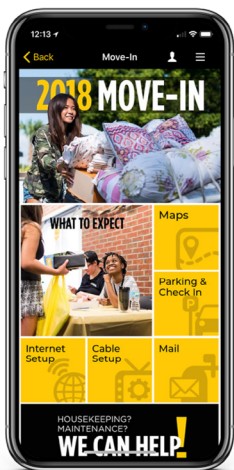
According to Seilhamer, “A mobile application is different from almost any other campus service or resource. You can use it to mobilize the student experience with your LMS portal, transportation, dining, safety, and other essential campus resources.”

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A TRUE STUDENT COMPANION APP

Over time, UCF has evolved the UCF Mobile app. On day one, Seilhamer focused on sharing basic information. His team has increasingly added personalized experiences that help empower students and elevate their campus experience and their academic success. One example is how the app has been used to support over 50 events within three years. Orientation is a major annual event for which students and parents download the app to access valuable campus information. “Having that in their pocket brings a sense of relief,” continues Seilhamer.

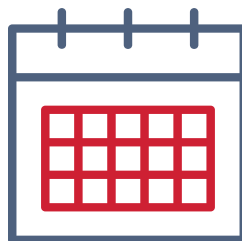
MOVE-IN DAY EVENT APP



Move-in day sees over 8,000 students arrive on campus every year. The UCF Move-in day event provides essential information to help create a seamless event for all participants, such as where to park, where and when to check-in, how to navigate campus, how to set up services in their rooms (e.g., Internet), and shows dates and times of campus events.

“Our students say the UCF Mobile App is the most convenient method of communication and locating essential resources, making it easy for students to find what they need to be successful.”

– Ryan Seilhamer, Assistant Director of Mobile Strategy & Innovation

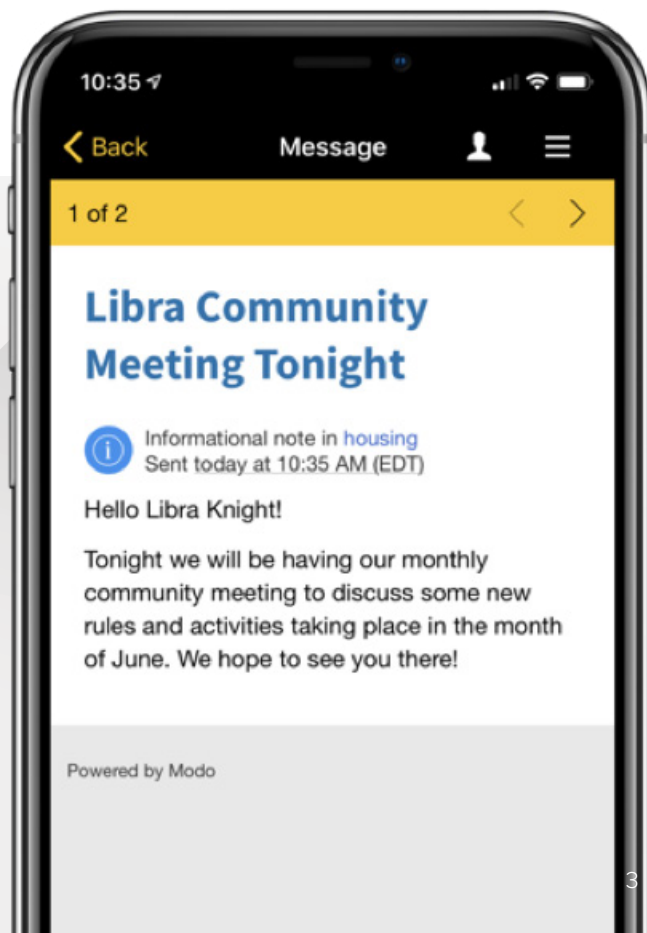


Within three years, the app has been used to support

50+ EVENTS

COMMUNICATION THAT DRIVES SUCCESS

With push notifications, UCF can send the right information to the right audience at the right time. This enables UCF to drive desired outcomes in a smart, timely way. For instance, the UCF Summerize campus initiative in the app encourages students to register for online classes before they leave for the summer, helping keep them engaged and ensuring they succeed. UCF can also send emergency notifications and safety warnings via its app. Students can also opt-in to be notified of shuttle issues that disrupt the transportation schedule, and subscribe to the Knights Pantry, which distributes food and clothing to students in need.



RESULTS: HIGH ADOPTION RATES AND A BETTER STUDENT EXPERIENCE

UCF Mobile boasts extraordinarily high user adoption rates, with the majority of UCF students – 90% of freshmen and 84% of undergrads – using the app regularly. “This allows us to keep students informed and engaged with relevant student-life information and empowered to maximize their campus experience,” explains Seilhamer.



90%

OF FRESHMEN



84%

OF UNDERGRADS

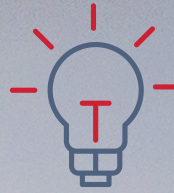
use the app regularly

MOBILE: A SUSTAINABLE CHOICE



The app has served over 20 million page views and was recently recognized at the annual Appademy Awards as providing the best overall campus experience. Additionally, the app has helped to reduce costs for the university. The university’s transportation services department, for example, was assessing a service to send text messages notifying students of shuttle issues. The department expected to use the service 10 times per semester at a significant cost. Instead, the app enables this notification for thousands of students at no cost in the UCF Mobile app. Additionally, introducing a mobile NSO event has enabled UCF to make student handbooks and other orientation materials available directly from the app, eliminating the need to print materials for some 20,000 students.

LOOKING TO THE FUTURE



Going forward, Seilhamer and his team plan to keep on innovating. One example is through a partnership with LiveSafe that enables UCF to integrate LiveSafe’s product directly into the UCF Mobile app. UCF can geofence

locations and a safe walk using this product, and allow students to submit emergency and non-emergency tips to the police department and have a two-way chat directly via the UCF Mobile application. UCF is also prototyping a digital identity card within the app and intends to use the app to be more proactive and predictive, such as by identifying students at risk through integration with other key systems (i.e. SIS and financial aid).

To learn how MODO can help your mobile campus engagement soar, visit modolabs.com/campus.



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