mobileup

Augustana University Elevates Student Experience with Mobile App

How integrated app-building and personalization tools from the MobileUp Platform are creating student engagement and connection.

Challenge

When Augustana University's 10-year strategic plan called for a more dynamic, digital campus, the Department of Student Affairs was tasked with creating and implementing a mobile app for students.

To meet their vision of using emerging technologies that serve student learning, enable innovation and support the University's overall mission, Augustana had to implement the right solution that aligns administrative needs with a positive student experience.

Objectives

The team identified strategic goals for the app to meet:

▶ Connect with existing calendar, room management, and other University systems

▶ Integrate with student information and directory system

▶ Deliver campus-wide security or emergency alerts and other messages and notifications by groups and subgroups

Solution

After determining the expense and complexity of custom app developers were too much to manage and afford, Augustana found the right fit when they discovered MobileUp.

Upon completing setup and utilizing support from the MobileUp team, the new Augustana app was launched with key features:

① The Augustana Student Life Department can update event calendars, manage study room availability, highlight clubs, and integrate the student profile directory on one easy to use platform

② Augustana students download and use the app to find up-to-date information on events, study rooms, meal options, clubs, and more

At a glance

Industry
• Higher Education

Organization
• Augustana University

Location
• Sioux Falls, SD

Size
• 2,000 + students

Goal
• Create an affordable, branded, campus-wide student mobile app

Results
• Successful adoption, integration and student engagement with positive user feedback

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"The platform was easy to understand, we didn't need IT analysts or outside developers, and the pricing was a good value for us. We could upload and specify our logos and colors to make it fit in with the Augustana identity, website and other tech tools. And we could do it all within our department."

Jeff Venekamp,
Director of Student Conduct,
Augustana University

Outcome

The affordable and integrated solution consolidated Augustana's separate portals, and students gained one-click, convenient access to campus information on their phones.

Just a few months after launch, app adoption has already reached 43% of the total student population. That percentage is on track to grow to 50% in the coming months as students continue to experience the convenience and value of the app.

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"I recommend MobileUp 100 % to other professionals at colleges and universities around the country. It works as promised, looks great, and provides excellent value for anyone looking for a student mobile app. We strive to deliver the best student experience we can and MobileUp helps us do that."

Jeff Venekamp,
Director of Student Conduct,
Augustana University

Ready to bring the value of mobile to your organization?

Request a demo today to discover how MobileUp can support your engagement strategy.

Visit **mobileup.io** 7201 W. 129TH Street, Suite 105 | Overland Park, KS 66213 | 913-232-8099