

Enhancing Your University's Brand with a Mobile App



IVON FOSTER

THE AMA & BLACKBOARD

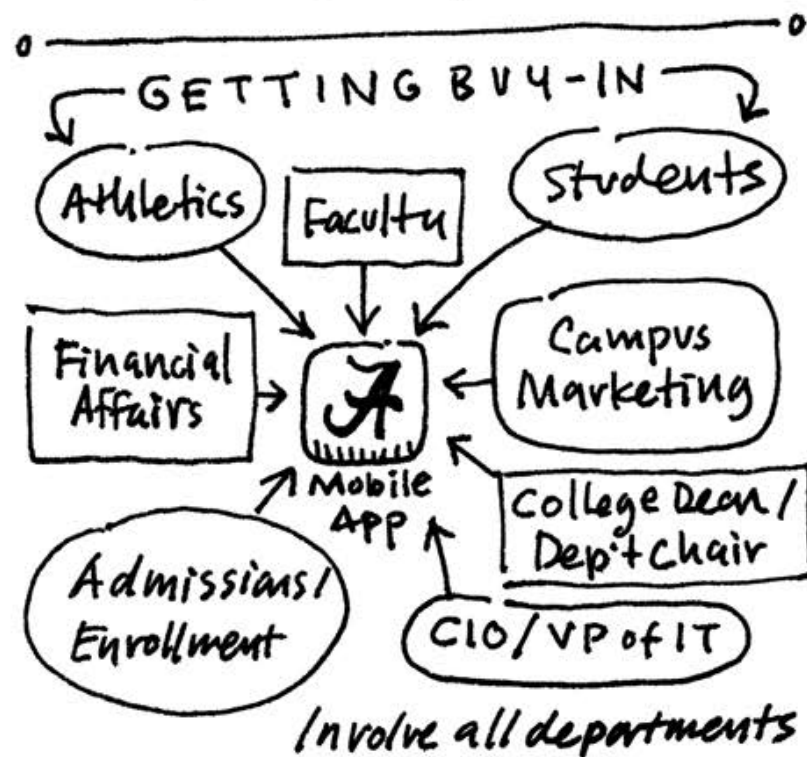
A UNIVERSITY of ALABAMA

Founded in 1831 • 31st in rankings
32K students enrolled Fall 2011 • 6K staff

IVON led the University of Alabama
in the creation of an official Mobile
app for the university.

→ why mobile? ← DIDN'T HAVE A CHOICE

- ★ Students EXPECTED one
- ★ other universities have mobile solutions already
- ★ i Stanford's Tim Flood:
"Move quickly! Do it!"



→ APP STRATEGY ←

- Single Centralized App - unified
- Custom Design - unique
- Multi-platform - iOS, Android + RIM
- As many features as possible for our first version.

BLACKBOARD:

* Best suited to our needs because we didn't have the needed resources to develop such a full-featured app.

WE'RE SEEING INTEREST OF OTHERS RELATED TO US IN THE DEVELOPMENT OF APPS SINCE CREATING the University of Alabama App.

AMAZED AT THE RESPONSE and RAVE APP REVIEWS!

→ THE LAUNCH PLAN ←



PRINT: Newspapers and magazines shared our new new app



ELECTRONIC: Websites, Facebook, Twitter and Email - tornado on campus brought more attention.



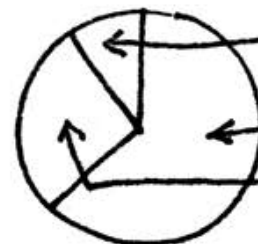
SIGNAGE:
Vinyl banners + Tents



WORD of MOUTH:
Most effective in getting the word out to students first week of class + gameday



72k Downloads



Blackberry 7.4k

Apple 42k

Android 22k

→ FEEDBACK from USERS ←

★★★★★

"This app ROCKS! I love it! ROLL TIDE ROLL!"

"REALLY GOOD APP - worth the wait"

"WISH I had this app when I was a student!"

"AWESOME I LOVE THIS APP!"
"Superior, like Bama is!"

→ FUTURE APP features ←



Personalized Info

→ My Class Schedule

→ My Grades

→ My Account Balance



Action Card

→ Bama Cash

→ Dining Dollars

→ Merchant Info



Blackboard Mobile Learn

→ Q & A ←

⑦ Inhouse or Outsourced Development?

Partnership w/ Blackboard for their features + skills.

⑦ Should small schools do an app like this?

Absolutely! Many small schools do have them because apps provide great value.

⑦ Content Creation / Management?

We use RSS Feeds - courses

use a CSV file updated nightly.

We use LDAP - dynamic info for our directory. Automate it!

TIP: Reach out to other campuses for best practices and to see how they implemented features.



GAME DAY SPIKES were spikes in app downloads on gameday.

Twitter: #AMA_BamaMobile