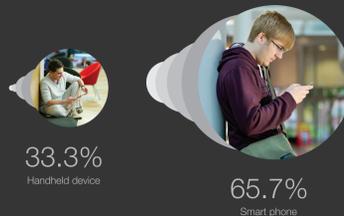# Mobile Implementation Strategy

Edge Hill's Mobile Implementation Team

Learning Services' response to the changing mobile landscape...

In September 2011 Edge Hill University used the arrival of the Blackboard Mobile Learn app as a catalyst to engage the whole community with the educational potential of mobile technology.

Strategies were put in place to support transformative change on an institutional scale and are evidenced through impressive uptake, changing teaching practices and high levels of student satisfaction.

Personal access to mobile technology...
33.3% Handheld device
65.7% Smart phone

Desire to use mobiles to support learning...
47.6%

Use of on-campus Wi-Fi...
1-4 days a week
5 or more days a week

Trends shown from 08/09 - 12/13 Main figure shown is for 2012/13

Bb Mobile Strategy Timeline
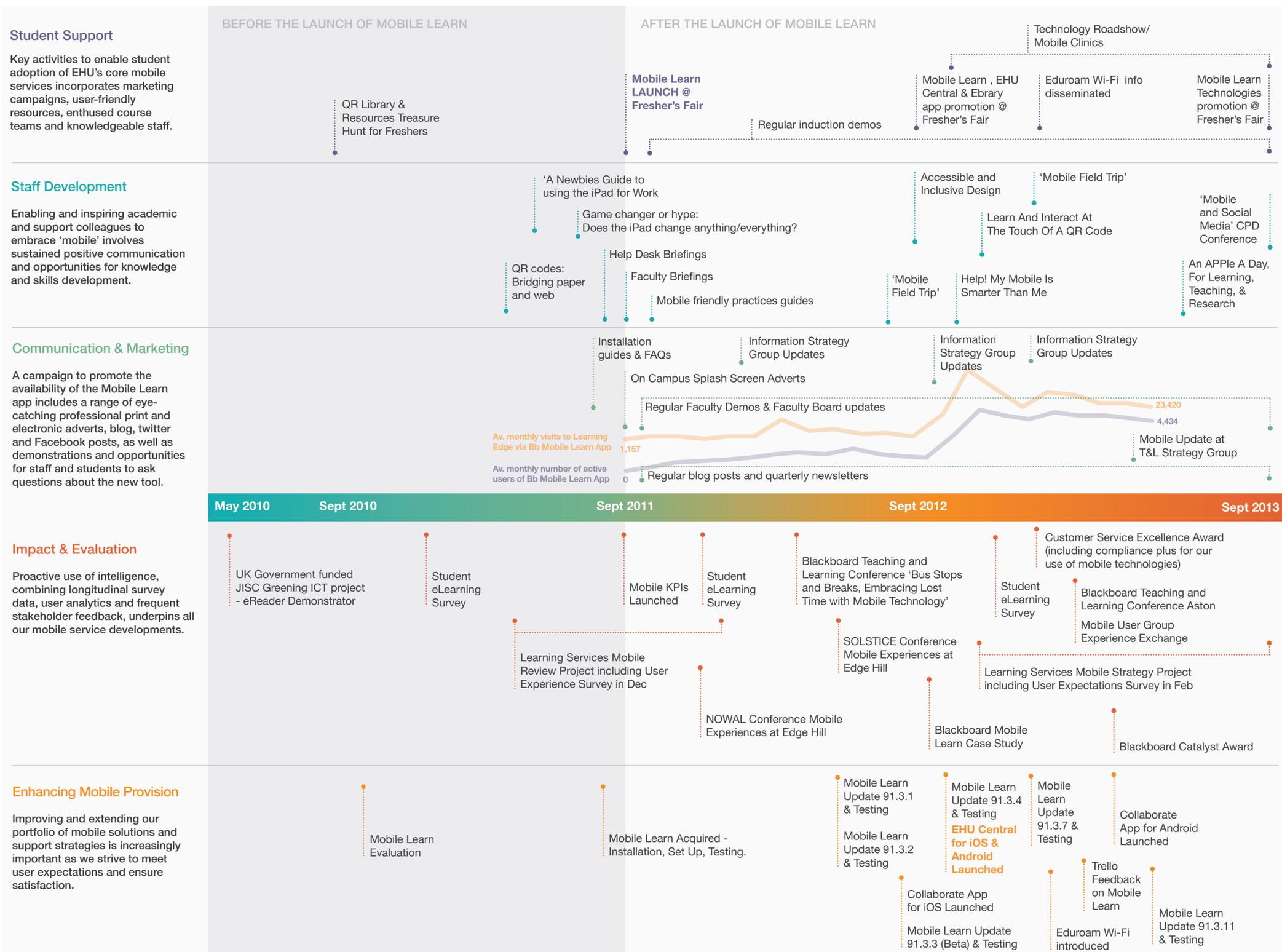
Building a Mobile Culture...

The fundamental aspects of our mobile implementation strategy centre on: understanding our 'customer' experience and using performance metrics to inform our communications, staff development, student support and ongoing developments.

Average Mobile usage in 2012/13...

290,774 14,000 users made 290,774 visits this year.

6.25 On average each user accesses the app 6.25 times a month (73%△)

4,638 Each month 4,638 users (266%△) make 28,977 visits (498%△)

Student Support

Key activities to enable student adoption of EHU's core mobile services incorporates marketing campaigns, user-friendly resources, enthused course teams and knowledgeable staff.

BEFORE THE LAUNCH OF MOBILE LEARN

QR Library & Resources Treasure Hunt for Freshers

AFTER THE LAUNCH OF MOBILE LEARN

Technology Roadshow/ Mobile Clinics

Mobile Learn LAUNCH @ Fresher's Fair

Mobile Learn , EHU Central & Ebrary app promotion @ Fresher's Fair

Eduroam Wi-Fi info disseminated

Mobile Learn Technologies promotion @ Fresher's Fair

Regular induction demos

Staff Development

Enabling and inspiring academic and support colleagues to embrace 'mobile' involves sustained positive communication and opportunities for knowledge and skills development.

'A Newbies Guide to using the iPad for Work

Accessible and Inclusive Design

'Mobile Field Trip'

'Mobile and Social Media' CPD Conference

Game changer or hype: Does the iPad change anything/everything?

Learn And Interact At The Touch Of A QR Code

QR codes: Bridging paper and web

Help Desk Briefings

Faculty Briefings

'Mobile Field Trip'

Help! My Mobile Is Smarter Than Me

An APPle A Day, For Learning, Teaching, & Research

Mobile friendly practices guides

Communication & Marketing

A campaign to promote the availability of the Mobile Learn app includes a range of eye-catching professional print and electronic adverts, blog, twitter and Facebook posts, as well as demonstrations and opportunities for staff and students to ask questions about the new tool.

Installation guides & FAQs

Information Strategy Group Updates

Information Strategy Group Updates

Information Strategy Group Updates

On Campus Splash Screen Adverts

Regular Faculty Demos & Faculty Board updates

23,420

4,434

Av. monthly visits to Learning Edge via Bb Mobile Learn App 1,157

Av. monthly number of active users of Bb Mobile Learn App 0

Regular blog posts and quarterly newsletters

Mobile Update at T&L Strategy Group

| May 2010 | Sept 2010 | Sept 2011 | Sept 2012 | Sept 2013 |

Impact & Evaluation

Proactive use of intelligence, combining longitudinal survey data, user analytics and frequent stakeholder feedback, underpins all our mobile service developments.

UK Government funded JISC Greening ICT project - eReader Demonstrator

Student eLearning Survey

Mobile KPIs Launched

Student eLearning Survey

Blackboard Teaching and Learning Conference 'Bus Stops and Breaks, Embracing Lost Time with Mobile Technology'

Customer Service Excellence Award (including compliance plus for our use of mobile technologies)

Student eLearning Survey

Blackboard Teaching and Learning Conference Aston

Mobile User Group Experience Exchange

Learning Services Mobile Review Project including User Experience Survey in Dec

SOLSTICE Conference Mobile Experiences at Edge Hill

Learning Services Mobile Strategy Project including User Expectations Survey in Feb

NOWAL Conference Mobile Experiences at Edge Hill

Blackboard Mobile Learn Case Study

Blackboard Catalyst Award

Enhancing Mobile Provision

Improving and extending our portfolio of mobile solutions and support strategies is increasingly important as we strive to meet user expectations and ensure satisfaction.

Mobile Learn Evaluation

Mobile Learn Acquired - Installation, Set Up, Testing.

Mobile Learn Update 91.3.1 & Testing

Mobile Learn Update 91.3.2 & Testing

Mobile Learn Update 91.3.4 & Testing

EHU Central for iOS & Android Launched

Mobile Learn Update 91.3.7 & Testing

Collaborate App for Android Launched

Collaborate App for iOS Launched

Mobile Learn Update 91.3.3 (Beta) & Testing

Trello Feedback on Mobile Learn

Eduroam Wi-Fi introduced

Mobile Learn Update 91.3.11 & Testing

About Edge Hill University

LOCATION
Southport
Ormskirk • Edge Hill University
Manchester •
Liverpool •
London •

Blackboard CATALYST AWARD

CUSTOMER SERVICE EXCELLENCE

Embracing mobility is an investment in the student experience...

Edge Hill University is based in the North West of England offering undergraduate and postgraduate courses. With nearly 28,000 students—including a full-time student population around 9,500, and 3,000 staff, it is one of the fastest growing universities in the UK.

Learning Services at Edge Hill University is a central support department whose key purpose is to support learning and develop a responsive learning environment for students and staff, through services and facilities, research and development, information and support.

What the students have said...

"The mobile learn app allows me to see announcements and check my grades while on the go."

"Information at fingertips... ease of access to learning modules and tutor announcements."

"On-the-move access to lecture notes, timetables, etc."

What the tutors have said...

"... as far as my programme is concerned, both engagement and retention are well -impacted by the Bb mobile learn app. [It's] reaching people who are still terrified of 'computers', but who use phones and ipads, because they are easy, intuitive and have pretty pictures to guide you."

Edge Hill University