

Efficacy Report 2016


York College, CUNY

OOHLALA

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Using data to gain new insights!

Higher education institutions are increasingly moving towards leveraging data to measure student engagement and identify pathways of success. Your platform currently provides you with the basic analytics on app engagement. This year, we're excited to announce that we have expanded the analytics to a division level, allowing you to measure and assess the student experience across all departments on one unified platform. The goal is to empower you with actionable data and recommendations to increase engagement and retention at your institution.

The York College, CUNY app is an indispensable tool in supporting the journey of students from orientation to graduation. Today's student body is diverse and multicultural with constantly evolving challenges and expectations. In our annual student survey:

- ▶ **77%** of students reported that using the app contributes to a positive feeling of being on campus
- ▶ **77%** reported that the app makes them feel like they belong to the university community fostering a sense of community at your institution. Moreover,
- ▶ **96%** of students would recommend your app to their peers.



A great way to learn about your Campus!

According to our annual student survey, the mobile app is a preferred medium for finding campus information at your institution. Students have immediate access to the entire array of campus services via the app with:

- ▶ **81%** stating that they were able to learn about campus services
- ▶ **75%** using the app to inform themselves of extracurricular activities.

Each student has a suite of tools for self regulation and organization to help reduce stress while increasing academic performance and self sufficiency

- ▶ **64%** of students saying that mobile technology helped them stay organized during their school year



A warm welcome to first year students!

First year students are often the most stressed and at risk population on campus.

- ▶ **68%** of students said the app helped them get off to a good start at their university
- ▶ **42%** saying the app helped to reduce stress in their first weeks.
- ▶ **74%** found it helpful having orientation information on the app.



A strong and supportive mobile community!

Students requiring immediate assistance or feedback are able to communicate via a peer driven, social support network, with

- ▶ **90%** being confident that their school-related question will be answered on the app.

This platform for informal dialogue eases the burden on busy staff members and administrators, while also enabling students to seek help from their classmates during stressful times outside of regular office hours.

Engagement Highlights for 2016



Adoption and Engagement

All time, the York College, CUNY app has received **3,025** downloads and **1,691** registrations. This represents an adoption rate of **39%** on downloads and **22%** on registrations.



Academics and Self Regulation

Your students are using the app to regulate their studying habits. This year, students have added **302** courses and **31** to-do's to their schedule.



Campus Wall Activity

This year, there were **40,899** comments, posts and likes on your campus wall, along with **37,576** peer to peer messages. This shows that students are using the app to connect with the campus community and their friends.



Student Activities Clubs & Events

This year, there were **20,758** clicks on the Clubs tile and **3,219** clicks on the events tile. This shows that students are using the app to learn about student activities on campus and are engaging with clubs and events.



Services

This year, there were **1,637** clicks on the Services tile. This shows that students are using the app to learn about and engage with campus services.

Product Roadmap for 2017

The 2017 product road map is focused on building a **smart, virtual assistant to personalize and improve the student experience**. Based on global market trends and on student and administrator feedback gathered across over 200 institutions, our focus will on **key system integration, campus assessment and personalization of the mobile app**.

Key recommendation for 2017

- ▶ The top student requested feature was **seamless course integration** of the app with your LMS platform.
- ▶ Given the high penetration of mobile technology on your campus, we recommend using the **assessment tools** to increase adoption and improve the student experience.

2017 Recommendation Summary

Our data science team have gathered analytics and insights from more than 200 institutions representing over 800,000 students. Here are our top recommendations and best practices that have proven successful in improving student engagement:



Increase campus adoption

Recommendations

1. Use Orientation Tracking & Assessment tools to get real time feedback from First Year students and make the app a part of your orientation registration process.
2. Include a call to action to download the app in admission letters and on your student portal. Student are more likely to see and act on these calls to action.
3. Make the app the prescribed method for daily campus interactions such as event check in and service assessment.



Seamless academic timetable to support self regulation

Recommendations

1. Integrate the app with your LMS and SIS systems so that students can automatically receive the academic and course information they need.
2. Encourage students to use the app as a tool to help organize their studying. Keep track of academic requirements such as course, to-dos, quizzes, exams along with extra-curriculars such as events.



Improve Student Wellbeing

Recommendations

1. Expand the scope of the app to key departments (advising, health services, counselling and wellness) across campus to comprehensively measure student engagement and sentiment.
2. Have staff members and student leaders post introductions on the Campus Feed. This will encourage other students to participate and will allow them to reach out if they need support.



Increase participation in Student Activities (Clubs & Events)

Recommendations

1. Enable event attendance to get actionable feedback on programming and increase adoption.
2. Track flagship campus events throughout the year to get attendance and student feedback (eg. orientation, homecoming, commencement, exams, parents weekend)
3. Encourage conversation on the Campus wall by adding rich content such as photos from events.



Track and improve Services

Recommendations

1. Enable Service Assessment to get actionable feedback on programming and increase adoption. **85% of students mentioned that they would like the option to provide realtime feedback on their campus experiences such as events and support services.** According to our research, our mobile assessment tools yield an student response rate of 80%, an exponential increase over traditional methods (10% 30%).
2. Expand the scope of the app to key departments (advising, health services, counselling and wellness) across campus to comprehensively measure student engagement and sentiment.

Student Affairs Core Competencies & OOHLALA Mobile

Here are the 7 core competency areas to Student Affairs educators. Here we describe each competency and outline how OOHLALA can provide support.

1. Administrative & Management

These include organizational competencies that contribute to the effectiveness and success of the organization, such as promoting university events, serving as a university representative, reporting, recruitment and budgeting.

Our support:

- ▶ Providing a digital, mobile platform to enhance student & administrative interactions.
- ▶ Facilitate administrative tasks such as event planning and promotion, keeping students informed of important dates and highlighting essential content.
- ▶ Integrating with SIS, LMS and SSO systems.

2. Theory & Practice

These include a knowledge and understanding of concepts and principles of student development and learning theories, and the ability to apply them to improve practice.

Our support:

- Provide partners with access to and insights from:
- ▶ Student Engagement Research.
 - ▶ Student Development Theory.
 - ▶ Literature on Assessment.

3. Help & Advising

These include a theories and skills related to providing support, direction, feedback and guidance to individuals and groups.

Our support:

- Provide partners with the tools to apply these theories and skills:
- ▶ Push notifications.
 - ▶ Campus wall.
 - ▶ Peer to peer communication.
 - ▶ Sentiment analysis.

4. Ethical & Legal

These include the ability to assess activities from an ethical and legal perspective.

Our support:

- ▶ Complete FERPA compliancy.
- ▶ Providing literature and assistance on State & Federal Compliance issues such as Title IX, Sexual Assault, Campus Security and Financial Aid.

5. Teaching & Learning

These include a knowledge and understanding of concepts and principles of teaching, learning and training theory and how to apply these theories to improve student affairs practice and education.

Our support:

- ▶ Provide partners with access to research and insights about program development.

6. Assessment & Evaluation

These include the design and implementation of qualitative and quantitative techniques and tools focused on student learning and satisfaction, student development and other emergent issues.

Our support:

Provide partners with:

- ▶ Regular efficacy reports that measure and assess the student experience.
- ▶ Assessment and evaluation reports on events, services and other student engagement programs.

7. Multicultural

This includes an understanding and valuing of diverse groups and views, and recognizing the importance of language and culture in creating a more diverse campus.

Our support:

- ▶ Extend these values to the digital environment to foster an inclusive and multicultural platform.



Adoption

Purpose

High platform adoption will enable your institution to scale awareness of programs and engage in conversations with a large and diverse number of students.

Adoption Definition

App adoption is the number of total students that downloaded and created an account on your mobile app compared to your total enrollment.

Adoption

1,955

Target Downloads
(First Year Student Enrolment)

155%

Goal Reached

3,025

Actual Downloads

 36%

Engagement Rate

 512,859

Total Activities

Engagement Rate: The percentage of monthly users who use the app daily. These are your most engaged users.

Total Activities: All activities that have taken place on the app. This includes all app and community interaction.

 7,821

Enrollment

 39%

Adoption Rate Downloads

 22%

Adoption Rate Registrations

1,158

Questions asked on the
Campus Wall

78%

Question response
rate

18min

Median response
time

>149h

Response time saved by
crowdsourcing campus
knowledge

96%

of students would recommend the app to their peers.

77%

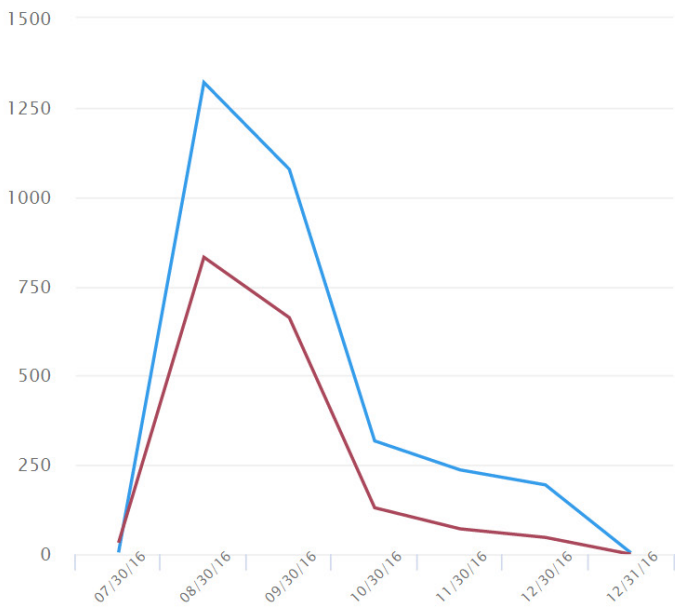
of students feel like they belong to the university community while using the app.

Adoption Downloads

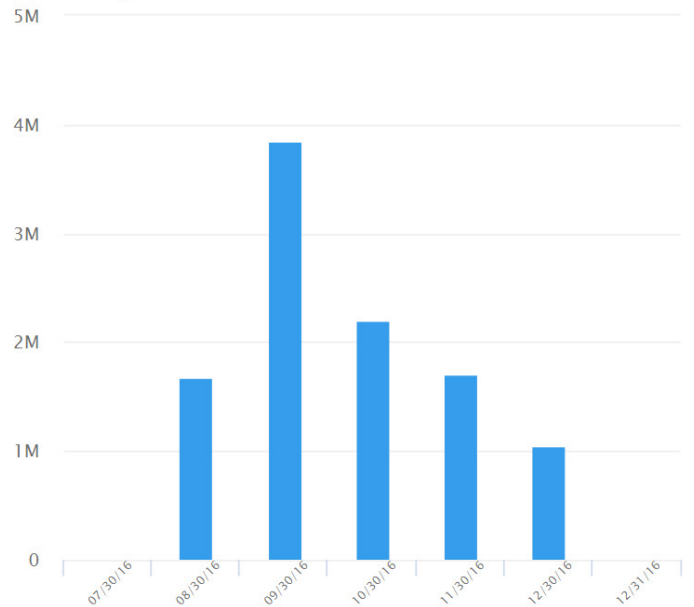
	2016	2017	All Time
Downloads	3,025	-	3,025
Registrations	1,691	-	1,691

Daily App Activities and Downloads

Downloads & Registrations



App Activity



74%

Were Satisfied with their Orientation Experience

67

Orientation Tile Views

Questions Asked During Orientation (May - Sep)

730

Questions asked during Orientation

82%

Question response rate

13min

Median response time

100h

Response time saved by crowdsourcing campus knowledge

Student Survey Highlights

77%

of students say the app makes them feel like they belong to the university or college community.

74%

of students found it helpful to have the Orientation Schedule on the app.

79%

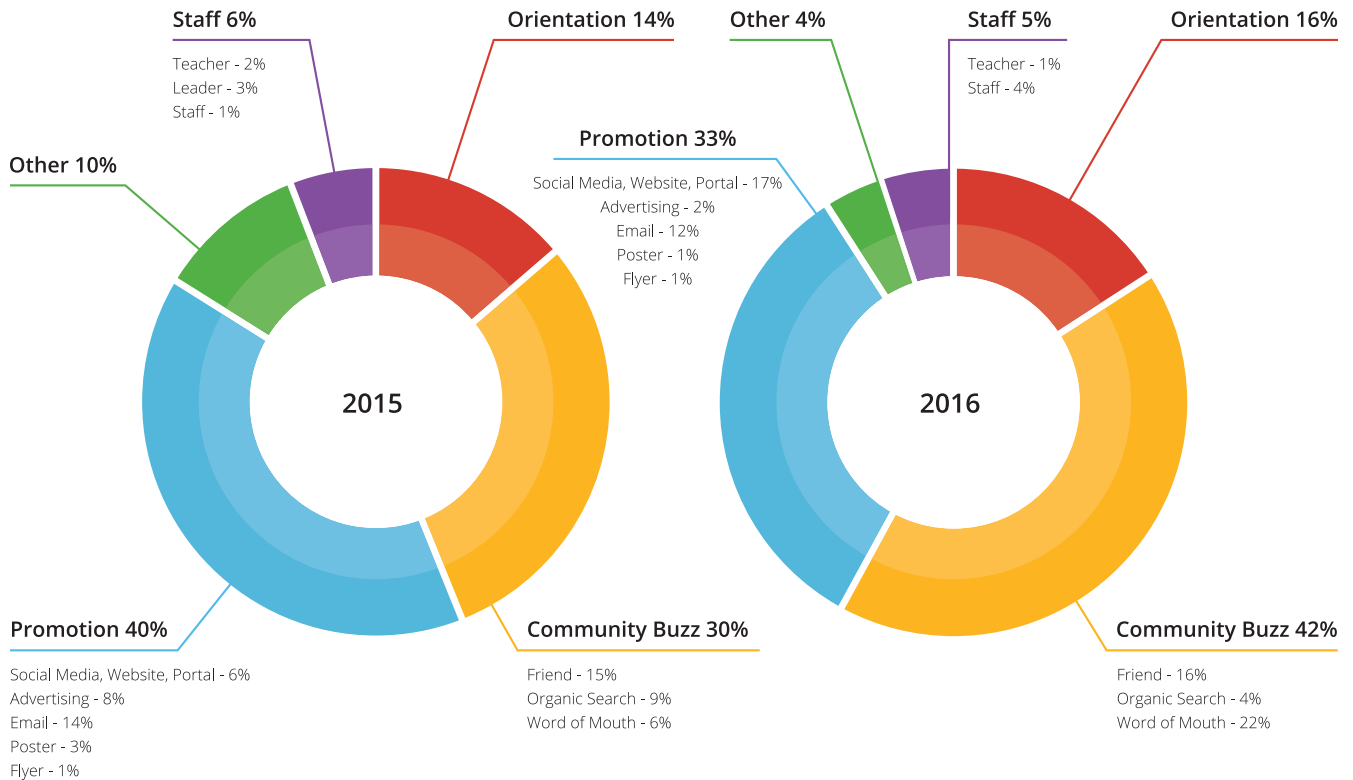
of students agreed that the app helped them learn about their campus surroundings during the first weeks of university or college.

68%

of students agreed or strongly agreed that the app helped them get off to a good start at university or college.

Adoption Insights

Adoption Insights is an analysis that we conduct every year to understand which promotional tactics are most effective. These insights are gathered from our 200 institution community that is growing every year. We are adopting the “Theory & Practice” student affairs core competency by assessing and improving our strategies that resulted in a 25% increase in yearly adoption.



Top Adoption Historical Trends

1. Adoption from community buzz has increased and is the number one starting point for students finding out about the app. Students are talking about the app more and not needing to perform their own organic searches as much.
2. Social media, the website and student portal are all contributing a much larger role in letting students know about the app.
3. Traditional advertising such as the use of posters and flyers are having less of an effect.
4. Professors and student leaders don't have as much of an impact on letting students know about the app, but staff members are being cited as an increased source of finding out about the app.

Adoption: Case Studies



Chapman

 1,893

 196%

First Year Adoption: Downloads Adoption



Top Promotion Used: Used the app as the main tool for orientation schedules, group discussions, push notifications and events. Trained all the RA's on the app and they introduced themselves on the campus wall the week before orientation



McGill

 16,983

 252%

First Year Adoption: Downloads Adoption



Top Promotion Used: All orientation registrations (FROSH) were processed through the app resulting in early adoption for FY students



BayPath

 1,658

 208%

First Year Adoption: Downloads Adoption



Top Promotion Used: Used event attendance to track all students who attended Orientation events and to get feedback from them in order to make improvements.



AeUSB

 602

 201%

First Year Adoption: Downloads Adoption



Top Promotion Used: They held a BBQ and asked the students to show they had downloaded the app before getting free hotdogs

Adoption Recommendations

Pre-Orientation

1

Use the app as a part of your Orientation Registration Process

Build a customized Orientation Registration landing page and use the app as a means for students to register for orientation.

2

Course Portal

Add a call to action to download the app on your course registration page. Students will be visiting this page regularly and instructing them to download and register on the app here is extremely effective.

3

Admission Letters

Inform new students about the app in your acceptance package or acceptance letters and instruct them to download and register. Students are extremely likely to read this package and will act on any instructions they are given.

During Orientation

* New

4

Implement Orientation Tracking & Assessment

Using the app's event tracking and assessment system, track all students who are attending and participating in Orientation activities. Using the system, you can also automatically collect assessment data to gather feedback and improve the orientation experience for future students.

All Year Round

5

Prescriptive Method: Make the app part of daily campus interaction

Maintain the momentum generated by Orientation and ensure that students continue using the app by making it the prescribed method of on-campus interaction.



Academics and Self-Regulation

Research

“There is an extensive body of evidence with regard to academic performance suggesting that differences in low and high achieving students are closely linked to an individual’s level of self-regulation.”

(Zimmerman & Schunk, 2008)

“Equipping students with self-regulatory strategies and positive motivational beliefs earlier on in their studies will prepare and sustain their motivation for more demanding, upper level courses as they progress through their academic career.”

(Kitsantas, Winsler and Huie, 2008)

“Students who are able to manage their time effectively and put themselves in settings that foster rather than distract learning have higher GPAs.”

(Britton & Tesser, 1991; Tuckman, 2003)

Academics & Self-Regulation

 232

Portal

 302

Courses Added

 1,362

Events Added

 213

Email

 31

To Do's Added

Trends: Colleges with Portal & Email Link on their Campus guide receive over 50% more traffic.

These insights were gathered from our annual survey of our growing community of 200 institutions



How can the app better assist you as a first year?

Top 3 Requests

- 1 Timetable integration
- 2 Maps
- 3 Events



What are the three main challenges you face as a student?

Top 3 Requests

- 1 Time Management
- 2 Academic
- 3 Meeting People



How can we improve the timetable?

Top 3 Requests

- 1 Calendar integration
- 2 Ease of use
- 3 Alerts and notifications

Academics & Self-Regulation Tools



Calendar Enhancements:



Courses



Exams



To Do's



Results and Grades



Quizzes and Assignments



Smart Reminders

LMS Integration Partner

We support all major LMS systems



Our research has found that calendar enhancements result in a 30% increase in app activity



Single Sign On Support

Seamless app onboarding to the app making adoption easier

Students use the same email and password as all of their accounts



Google Auth



ADFS



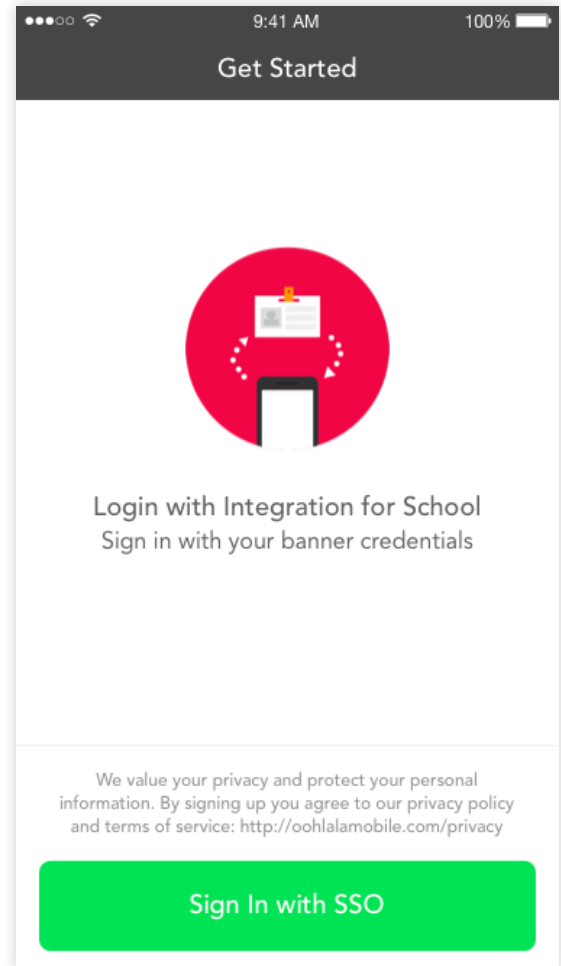
CAS



Shibboleth



LDAP

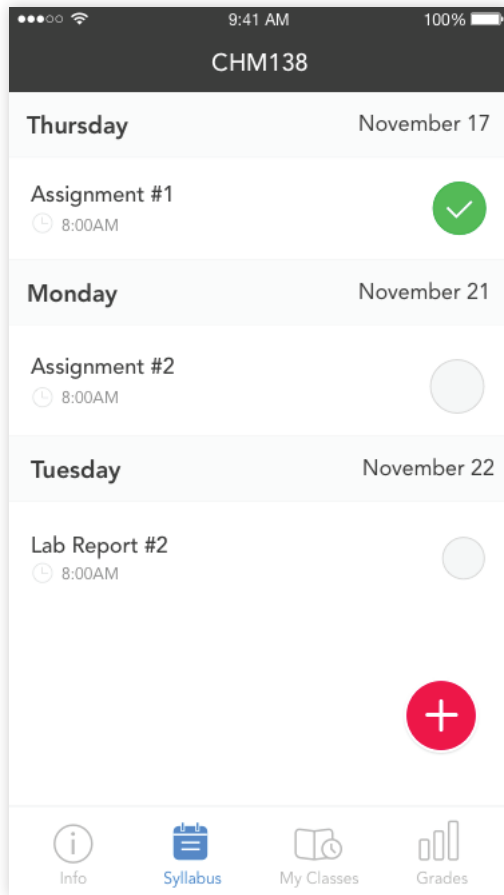


Adoption & Self-Regulation Recommendations

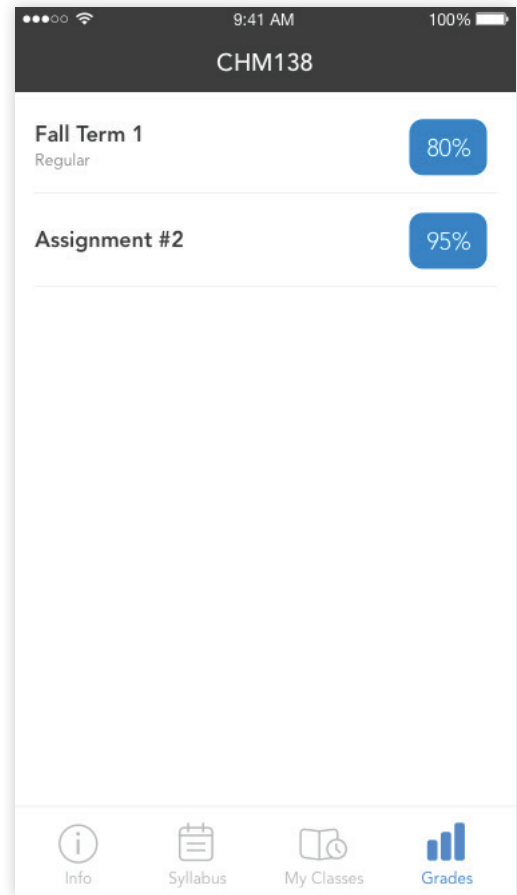
1

Integrate the app with your LMS and SIS systems so that students can automatically receive the academic and course information they need.

Assignments and Exams



Grades



2

Encourage students to use the app as a tool to help organize their studying. Keep track of academic requirements such as courses, to-do's, quizzes, exams along with co-curriculars such as events.



Student Activities

Research

"Student involvement in campus organizations can affect their satisfaction with college (Cooper, Healy, & Simpson, 1994), drive to achieve, confidence in academic ability (House, 2000), academic performance (Hartnett, 1965), and decisions to leave."

(Okun & Finch, 1998)

"Some researchers have suggested that the most important element to success and retention in the first year is student involvement."

(Astin, 1984)

Studies have found that both GPA (Boyer & Sedlacek, 1988; Brooks & DuBois, 1995) and retention (Upcraft & Gardner, 1989) are predicted by social support.

Student Activities - Clubs Assessment

Clubs Views:

* Note : Views are the number of clicks received



20,755

July - Dec

-

July - Dec

-

Growth

20,758

Year 2016

-

Year 2017

-

Growth

 115

Clubs

 732

Members

 0

Administrators

Top clubs per month

Sep 2016

- 1 Athletics
- 2 York College / CUNY
- 3 Student Government Association

Oct 2016

- 1 Athletics
- 2 Student Government Association
- 3 York College / CUNY

Nov 2016

- 1 Athletics
- 2 Student Government Association
- 3 York College / CUNY

Dec 2016

- 1 Athletics
- 2 Student Government Association
- 3 York College / CUNY

Student Activities - Events Assessment

Event Views:

* Note : Views are the number of clicks received

3,219

July - Dec

-

Jan - June

-

Growth

3,219

Year 2016

-

Year 2017

-

Growth

75%

of students use the app to inform themselves of university co-curricular activities

Top events per month

Sep 2016

- 1 Weeks of Welcome
- 2 Block Party
- 3 Major Fair

Oct 2016

- 1 2016 Job / Internship Fair
- 2 How to Get What You Want: Being Assertive
- 3 Midterm Assessment Period

Nov 2016

- 1 Mindfulness for the Wandering Mind
- 2 Moliere's TARTUFFE
- 3 Bayo Fayemi's Senior Recital

Dec 2016

- 1 Men's/Women's Track & Field vs. Seahawk
- 2 Women's Basketball vs. College of New Rochelle
- 3 Relaxation Station: Hanging Out with Oliver

Student conversations related to events

3,283

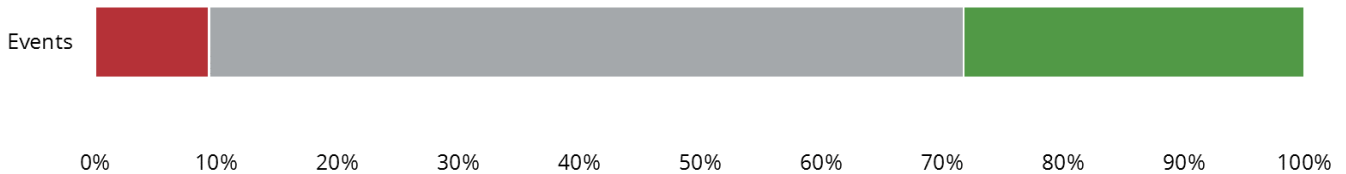
Campus wall conversation related to events

80%

Survey Result

The app helps me to connect with other students at my university

Sentiment of Campus Wall conversations related to events:



Campus Wall Event Posts:



"I am having trouble registering for the scholar card. I now know that monday was the deadline but I just recieved access to my email today is there any way I can still get the card? "



"Please feel free to stop by the radio station 1G06G #YCRadio on the first floor across from the Testing Center. Also visit our Snap Chat, Twitter, Facebook and Instagram pages."



"Want to join Student Government Association (SGA)? Come to the information session for the upcoming ~Special Election~ Thursday September 15, 2016 .."

Event attendance & Assessment

* Sample data

38

Events assessed

15%

% of Events Assessed



Average Event Rating



Total Attendees



Total Feedback

89%

% of Student Feedback

Benchmark: 90% Student Feedback received via QR Code scan
9% Student Feedback received via Email (Manual Checkin)



Student attending one event

Number of Students engaged in Campus Activities at least once a semester (1+ event)



Students attending repeatedly

Number of Students engaged in Campus Activities at least twice a semester (2+ event)

85%

Would like the option to provide realtime feedback on your campus experiences? (eg. events and student government services)

Sample feedback:

"I've always enjoyed opportunities to give to the community I live in. The students all seemed to have fun and it was enjoyable to get to know some people I might not otherwise"



"Everything was great! The employees at the center were very kind, I love the program itself and what they do for the community, and I hope to gain an internship with them after I graduate."



"I thought it was a very good event to have. He was very informative. However, I felt like the convocation was too long for people who had to go to class at 12."



Event Attendance Case Studies

Tennessee Wesleyan U.



 252

Total Attendees

208

Total Feedback

82.5%

Feedback

★★★★★

Average Rating

Event: **Staying Safe During a Campus Emergency**

Date: **Oct 4th, 2016**

Rutgers



 12

Total Attendees

12

Total Feedback

100%

Feedback

★★★★★

Average Rating

Event: **Study Habits and Tutoring**

Date: **Sept 23th, 2016**

Bay Path



 148

Total Attendees

120

Total Feedback

81.1%

Feedback

★★★★★

Average Rating

Event: **Lecture by Chitra Divrakaruni, author of "One Amazing Thing"**

Date: **Oct 14th, 2016**

Oglethorpe



 32

Total Attendees

31

Total Feedback

96.88%

Feedback

★★★★★

Average Rating

Event: **Grad School Panel**

Date: **Oct 13th, 2016**

Student Activities Recommendations

1

Enable event assessment to track event attendance and student feedback on programming and increase adoption.

2

Track flagship campus events throughout the year to get attendance and student feedback (eg. orientation,homecoming, commencement, exams, parents weekend).

3

Track federal and state compliance requirement events, such as workshops on financial aid, campus safety and Title IX.

Other

4

Campus wall: share photos from live events to encourage students and attendees to do the same.

5

Send one push notification a week related to your top event for the week.



Service Assessment

Research

“To make an effective contribution to internal improvement processes, views of students need to be integrated into a regular and continuous cycle of analysis, reporting, action and feedback.”

“The student perspective, although it is not the only perspective, has three advantages: it is the view of the person participating in the process, the learner; it is direct; and it can provide ratings on a range of items relevant to prospective students.”

“Informal feedback on programmes is a continuous part of the dialogue between students and lecturers. This should not be overlooked as it is an important source of information at this level for improvement.”

(Harvey, 2003)

Service Assessment

Service Views:

* Note : Views are the number of clicks received

1,637

July - Dec

-

Jan - June

-

Growth rate

1,637

Year 2016

-

Year 2017

-

Growth Rate

81%

of students are able to learn about campus services offered to them by using the app

85%

of students would like the option to provide realtime feedback on their campus experiences (eg. events, advisor services, health services etc.)

Top services per month

Sep 2016

- 1 Calendar of Events
- 2 Food Services
- 3 Library

Oct 2016

- 1 Calendar of Events
- 2 Library
- 3 Academic Advisement Center

Nov 2016

- 1 Calendar of Events
- 2 Academics
- 3 Accounting and Finance

Dec 2016

- 1 Calendar of Events
- 2 Course Schedule
- 3 Jumpstart

Student conversations on Services

1,032

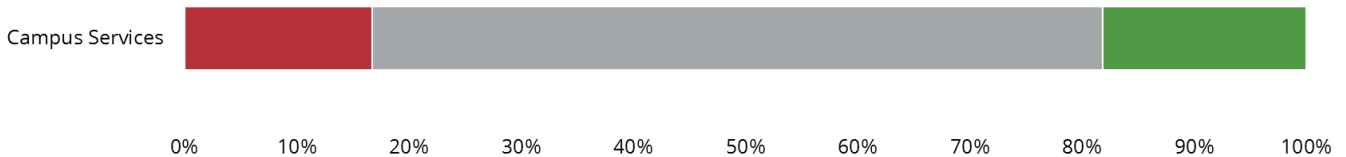
Campus wall conversation related to services

80%

Survey Result

The app helps me to connect with other students at my university

Sentiment of Campus Wall conversations related to Services:



Campus Wall Services Posts:



"Beginning on Thurs. Aug.25 students registering must complete the process by Wednesday Aug. 31. The Registrar and Bursar will be available to process.."



"Im a freshman and I tried checking the blackboard to see the syllabus for my classes and to buy the books ahead of time but it says that Im not currently enrolled to any classes but in my CUNYFirst I'm enrolled and my schedule is already fixed. How can I fix that?..."



"Get to know your student leaders \n Ality and Andre are the newly appointed leaders for Student Programming Council and Communication. It is extremely important for students to recognize the people who are representing them on campus."

Service Visits & Assessment

* Sample data

64

Number of services

40

Total Services Assessed



Average Service Rating



Total Visits



Unique Visits

engaged in Campus Services at least once a semester (1+Services)



Repeat Visits

engaged repeatedly with campus services (2+ Services)

Benchmark: 90% Student Feedback received via QR Code scan
9% Student Feedback received via Email (Manual Checkin)



Academic Advisors

Event name

400

Attendees

80%

Feedback



Rating



Financial Aid

Event name

130

Attendees

76%

Feedback



Rating



Help Desk

Event name

200

Attendees

76%

Feedback



Rating

Sample feedback:

"She is very helpful especially when someone doesnt understand something. She is quick and able to able to explain things in a way that's understandable."



Service Assessment Case Studies

Youngstown State University



1,151

533

618

714

Total Visits

Unique Visits

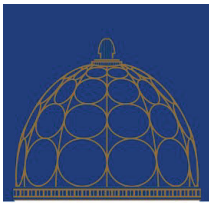
Repeat Visits

Feedback

Service: **Supplemental Instruction**

Average Rating ★★★★★

Lindsey Wilson College



17

16

1

11

Total Visits

Unique Visits

Repeat Visits

Feedback

Service: **Career Services**

Average Rating ★★★★★

American University in Bulgaria



18

16

2

7

Total Visits

Unique Visits

Repeat Visits

Feedback

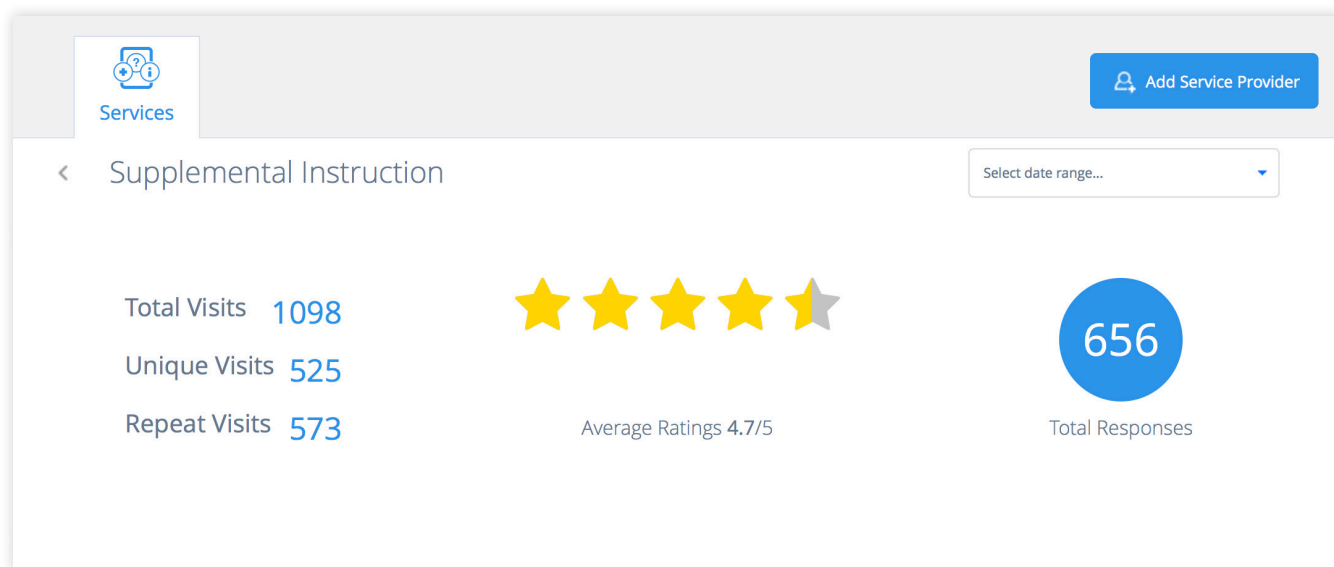
Service: **Prof. & Course Attendance**

Average Rating ★★★★★

Service Recommendations

1

Enable Service Assessment to get actionable feedback on programming and increase adoption.



2

Expand the scope of the app to key departments across campus to comprehensively measure student engagement and sentiment.

Top departments: Advising, admissions, career services, financial aid, student help desk, health services (student affairs), counselling & wellness.



Student Wellness

Research

“Making compatible friends is essential to retention, and that students’ living arrangements are central to this process. Such friends provide direct emotional support, equivalent to family relationships, as well as buffering support in stressful situations.”

(Wilcox, Winn, and FyvieGauld, 2005)

“New students need support to deal with not only the academic culture shock of adapting to the higher education environment, but also the emotional shock of moving from the familiar home environment to a very different life at university.”

(Wilcox, Winn, and FyvieGauld, 2005)

“Students who are depressed have been found to have lower GPAs when compared to students who are not (Fazio & Palm, 1998), whereas students who are anxious are more likely to drop out than their less anxious peers.”

(Tobey, 1997)

Student Wellness Assessment

Campus wall Views

*This measures peer-to-peer and peer-to-staff engagement on the Campus Wall of your app

133,588

July - Dec

-

Jan - Jun

-

Growth

133,588

Year 2016

-

Year 2017

-

Growth

Total Conversations

*This measures total peer-to-peer and peer-to-staff conversations on your app (including messaging)

53,239

July - Dec

-

Jan - Jun

-

Growth

53,239

Year 2016

-

Year 2017

-

Growth



5,468



40,899



37,576

Friendships

Campus wall posts & Likes

Peer-peer messages

71%

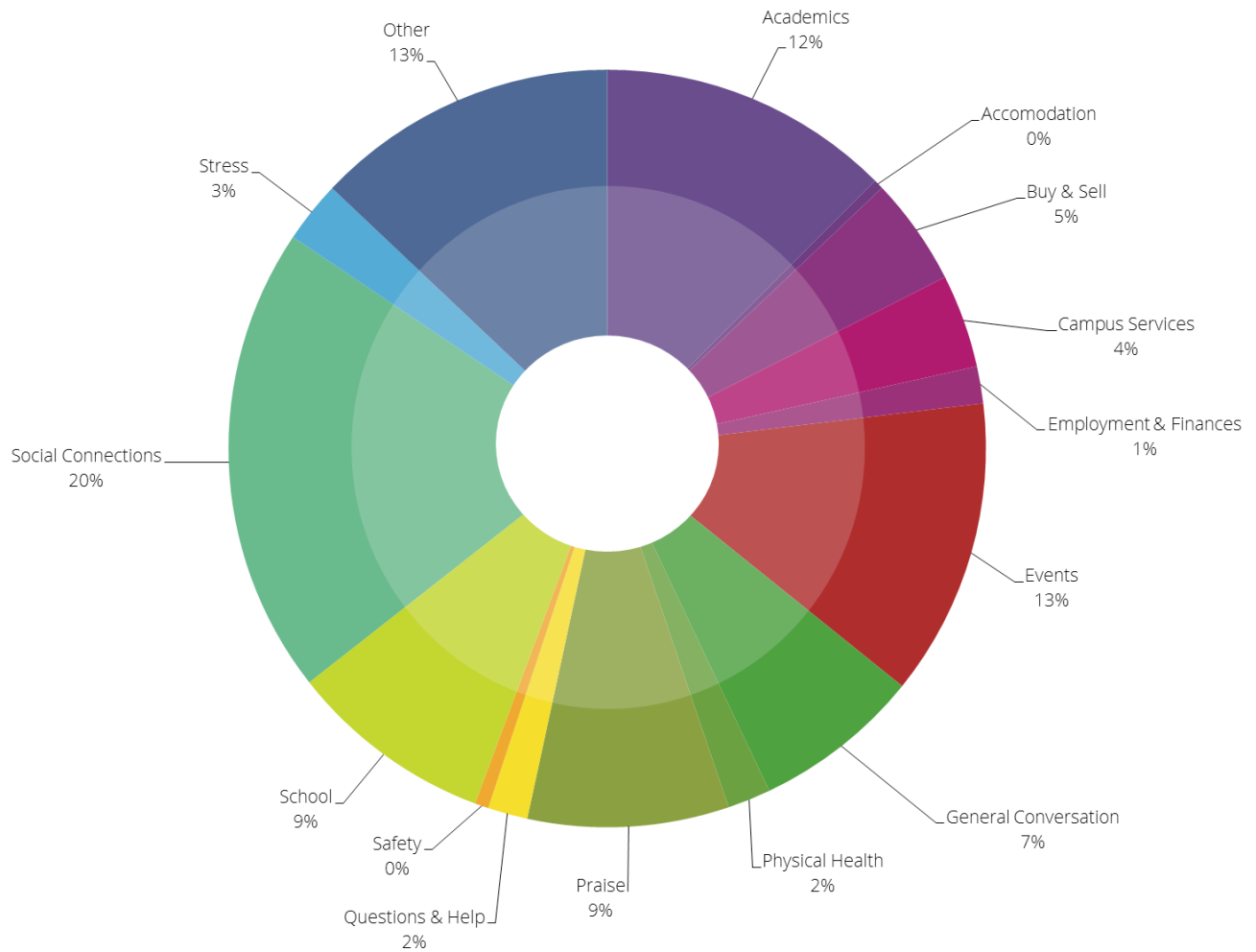
of students say the app helped them feel more comfortable as a first year.

80%

of students feel the app helps them to connect with other students at their university

Student Wellness Assessment

Campus Wall topic distribution and sentiment



66%

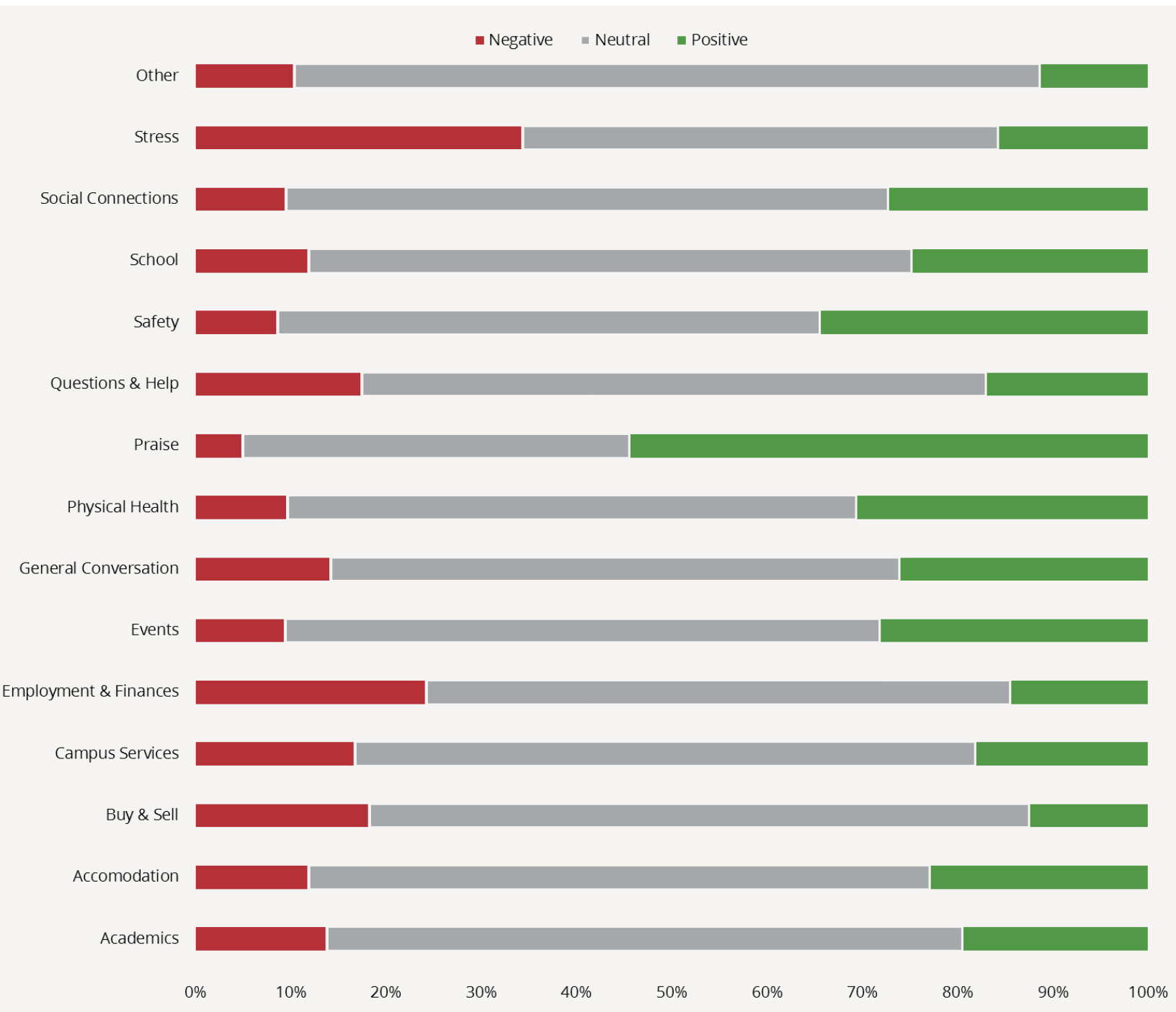
of students with school related questions are most likely to ask the campus community or search the app for the answer.

90%

of students feel confident and very confident that a school-related question will be answered on campus wall.

Student Wellness Assessment

Campus Wall sentiment by topic:



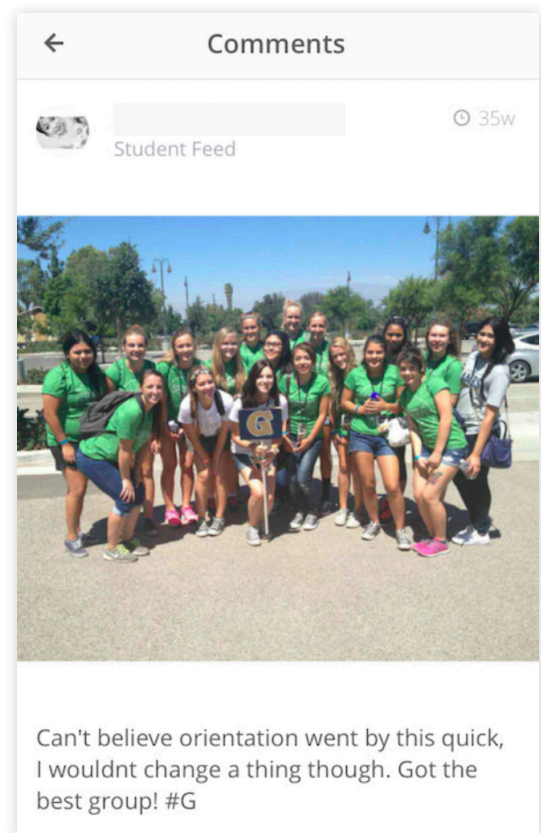
Student Wellness Recommendations

1

Have staff members and student leaders post introductions on the Campus Feed. This will encourage other students to participate and will allow them to reach out if they need support.

2

Monitor the Campus Feed during key times of the year (orientation, exams etc.) to ensure that students are getting the support they need.



3

Invite your multicultural center to participate on the app to create mutual and respectful environment and develop a multiculturally sensitive and inclusive community. The campus wall is a great place to foster this sense of community.

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