

About Humber College

Humber College Institute of Technology & Advanced Learning is one of the largest colleges in Canada. Established in 1967, Humber offers its students a polytechnic style of education, which combines theoretical knowledge with applied, hands-on experience.

Enrollment

- 29,800 full-time students

Business challenges

- Complex and rapidly changing nature of mobile
- Increasing student expectations

Solution

- Ellucian Mobile

Business benefits

- Secure, intuitive mobile transactions
- Dynamic, sustainable solution with quick implementation
- Seamless integration with the college's Banner® by Ellucian ERP



Delivering a modern mobile campus that works for students and staff

Humber College provides seamless student access and maintains flexibility with Ellucian Mobile

Humber College offers responsive, career-ready programs that are designed to prepare their students for the needs of the national and global economies. Such a modern focus—and the students who value it—requires a modern campus. And in today's world, that means mobile.

Humber chose Ellucian Mobile as its complete mobile solution for three key reasons: simplicity, agility, and a quick time to market. The college had little need for customization, and it wanted a solution that would integrate easily with their existing technologies and strategies while keeping pace with upgrades. And, of course, Humber wanted to reach its students where they live: on their phones and tablets.

“We know that students are using mobile devices, and that we need to get into that world in a bigger way,” says Gillian Carson, Humber's director of enterprise applications.

Ellucian Mobile was “the logical choice” for Humber, Carson says, and its Application edition was optimal “for its agility and to get to market quickly.” The solution's native, real-time integration with Humber's Banner® by Ellucian ERP ensures scalability and seamless single sign-on access, and the framework supports both native and web applications. The college can dynamically add content without the time and hassle of multiple app store resubmissions, while the intuitive configuration interface requires no programming.

A smooth deployment and a successful launch

Using Ellucian Mobile, the college created a branded app called MyHumber, which offers students mobile access to their campus email, class schedules, grades, notifications, and account information. It also offers visitor information, available without sign-in. Available for free from the Apple and Android app stores, the MyHumber mobile app provides quick links to Humber's website and social media sites.

The college took advantage of Ellucian Mobile's quick deployability and ease of implementation to get MyHumber up and running. "My technical team only needed to get in touch with Ellucian a couple of times," Carson says. "As intended, we're able to do this on our own. We're a pretty sophisticated organization, but I think that says a lot about the product."

After testing MyHumber on an array of mobile devices, the college prepared for deployment with a two-pronged launch. Humber initiated its soft launch in February 2015, testing for functionality and user satisfaction. It then hard launched the following September, promoting the app on its Twitter and Facebook pages, its Humber News site, and in Humber TV ads. "During the hard launch, marketing strategies and promotional campaigns were key," Carson says, "and the number of downloads went way up"—over 12,000 during the app's debut year.

In September 2016, Carson continues, "we redid much of the advertising for our new students coming in." Those numbers have been strong as well: over 10,000 additional students downloaded the app in the first three months of the semester. Feedback has been positive, too, with students expressing enthusiasm about their new mobile access.

Keeping it simple

From the beginning, Humber's vision for their app was one of both visual and technical simplicity. Ellucian Mobile let them realize that vision with its out-of-the box, user-friendly app. "The layout is clean, it's well organized and designed; it's intuitive," says Carson.

In addition to including the solution's native features such as the campus map, directory, and news, Humber also

took advantage of the app's ability to link to other sites. That lets the college offer its many commuter students, campus visitors, faculty, and staff an array of local transit schedules and real time next-bus updates. "We have about five different municipalities that deliver buses of students to campus," Carson explains, and the schedules and bus ETAs "are linked in the app as well as in campus maps. That ability to link to other sites is great."

As planned, the college kept customizations to a minimum, adding only two: a Humber background image and Humber branding.

"We want to keep things simple and minimize customizations to be agile," Carson says. "Less is more."



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GILLIAN CARSON

Director of Enterprise Applications

ellucian

ABOUT ELLUCIAN

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