

Develop a mobile-first strategy across your campus

Four ways to address
mobile's big challenges

ellucian

An eBook for
institutional
decision-
makers

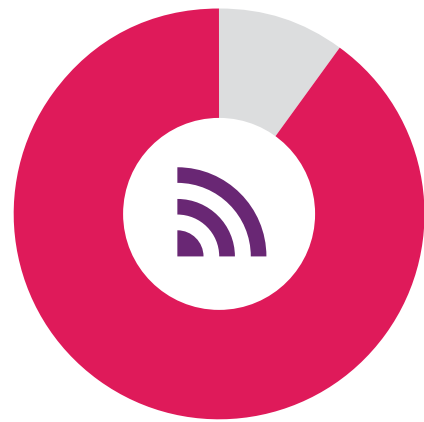
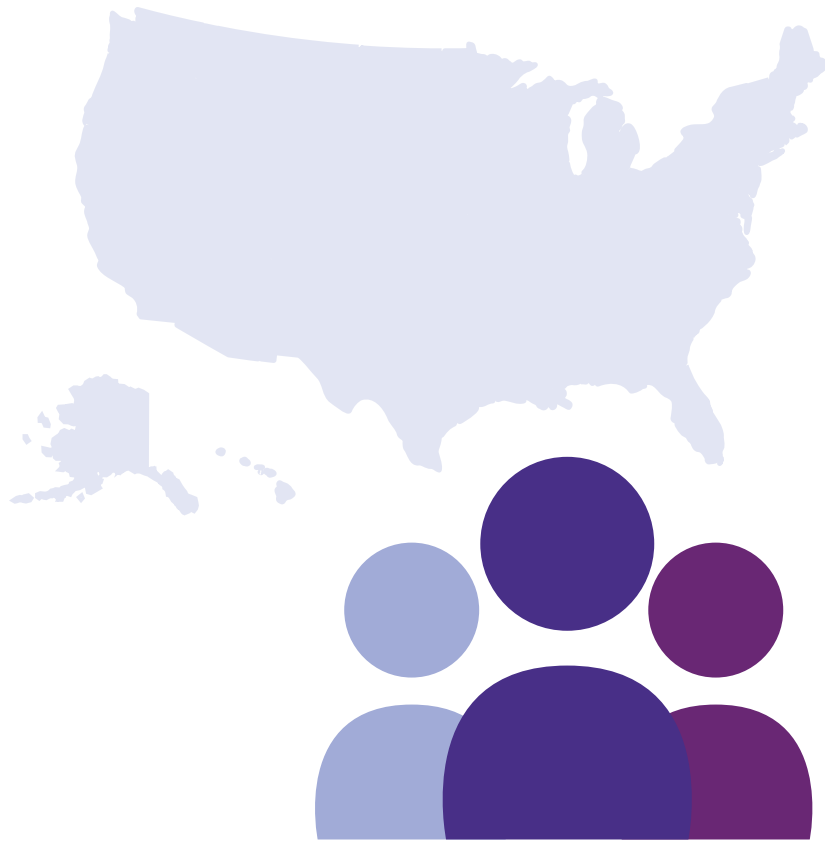
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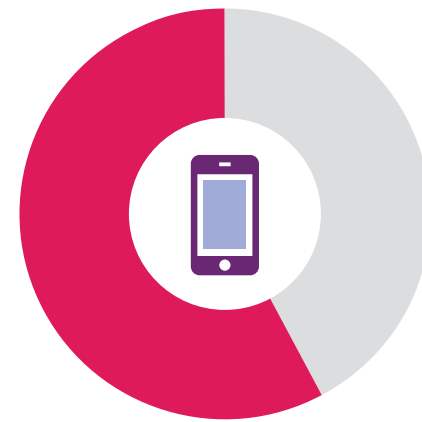
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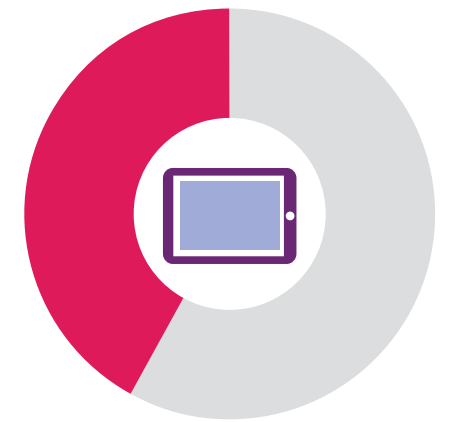
If your IT department is overwhelmed by student expectations for constant, instant access to apps and data via their mobile devices, you're not alone. The explosion in mobile device use on campus is universal. Colleges and universities are struggling to meet the onslaught, sometimes making rash, short-term decisions to manage mobility. It's time to stop the madness. Get mobile under control with a flexible, cost-effective, and long-term mobile management strategy.



90%
of American adults
have a **cell phone**



58%
of American adults
have a **smart phone**



42%
American adults own
a **tablet computer**

1. "Mobile Technology Fact Sheet," Pew Research Internet Project, January 2014. <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

Are your mobile solutions long term?

“Integration with enterprise systems is a step that most mobile initiatives will have to take sooner or later.”

—EDUCAUSE²



The number of computing devices on your campus has mushroomed while your budget has likely shrunk or remained static. In a scramble to meet mobile needs, institutions sometimes turn to students or faculty members for quick, low-cost help. However, mobile apps developed in-house have serious—and costly—drawbacks. Short-term savings are usually lost over time as the code falls out of date, students and faculty who developed the app move on, and the software no longer synchs with complex and rapidly changing campus applications and systems.

Offerings from third-party developers can also have shortcomings. Keeping up with today’s enterprise resource planning (ERP) platforms for higher education requires almost constant updates. Larger platforms, like your learning management solution, might come with their own mobile access apps. However, their disconnect to your ERP’s rich data sets prevents you from delivering ‘must-have’ transactional apps to students like course registration. And the narrow course-centric platform of your Learning Management System (LMS) prohibits you from delivering apps to your broader campus community, like staff and alumni.

Fractured and piecemeal measures for mobile are ineffective in the long term. A far better solution is a strategy that leapfrogs limited in-house and software-specific apps to reach across platforms and constituents, directly integrating with the ERP database to serve the right information to students, faculty, alumni, staff, and administrators.

2. “7 Things You Should Know About Mobile App Development,” EDUCAUSE, April 2011. <http://www.educause.edu/library/resources/7-things-you-should-know-about-mobile-app-development>

Are you confident in the security of your mobile apps?

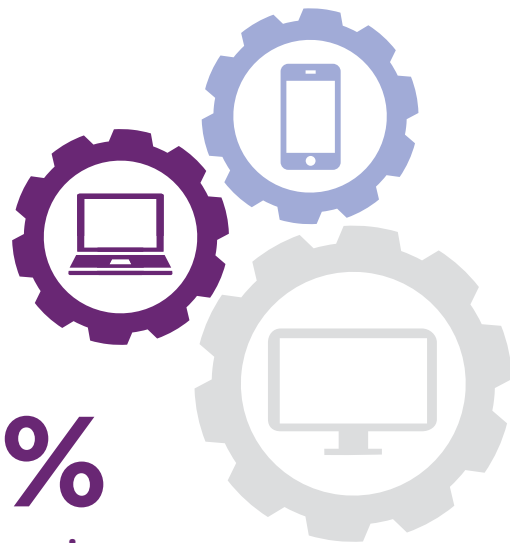
Data security breaches on college campuses are embarrassingly frequent, often because institutions are amateurish in their approach to overall security. Mobile apps, because of the connections they make with other institutional platforms teeming with student data, are highly vulnerable. Personal data can be exposed as it travels between systems or resides on mobile devices. Unfortunately, mobile apps written in-house often do not follow best practices in security.

Third-party integrators also can leave the door open to security breaches. They often use one-off integration or outdated, unsupported code to connect your mobile apps to the data in your ERP, and they are seldom experts in security. Critical security gaps surface as your ERP and mobile solutions evolve.



Native integration to your administrative software puts the lock on mobile. Deliver in-demand mobile transactions like waitlisting and course add/drop with the same stalwart professional levels of security in your ERP.

Are your apps flexible and customizable for your institution?



24%

of interactions occur on PCs or laptops

98%

of us move between devices within a single day³

Mobile expectations and apps are ever-changing. They require a nimble and customizable framework to continually deliver next-generation functionality. Code-heavy apps written in-house restrict customizations to the authors of the code. Also, altering an app takes additional expertise, time, and money. The drain on resources is compounded when you support multiple campuses: the time-consuming process needs to be repeated for each campus.

One-off apps for each campus also detract from your institution's brand. An institution-wide solution lets you create cohesive mobile apps and consistent navigation that positively reflect your institution's image, while giving individual campuses the flexibility to deliver apps unique to their students. A professionally designed interface makes it easy for students to find the information they want.

Your users want flexibility, too. Some like iOS devices; others prefer Android or Kindle Fire. Pick a mobile solution that lets you easily deliver apps for all the platforms with one execution, not multiple iterations of the same process. Remember that users want the flexibility to tap into their laptop and PC screens, too. Tight alignment between your mobile and portal solutions lets end-users accomplish their work on the screen best suited for the task.

3. "The New Multi-Screen World Study; Think With Google," August 2012. <http://www.thinkwithgoogle.com/research-studies/the-new-multi-screen-world-study.html>

Do you have a long-term mobile strategy?



For many institutions, the overriding issue behind mobile's challenges is the lack of a long-term strategy. The result is stop-gap measures that are expensive, overlapping, and lack any plan for the future. Institutions are, after all, in the business of educating students, not managing mobile apps.

Attracting students to your campus means offering the computing capabilities they expect, but doing so can take huge bites out of your scarce IT resources. Technology changes too fast, and new devices keep flooding the campus. Writing your own mobile app is complex and time-consuming. Develop a manageable mobile strategy that delivers a consistent user experience across platforms, and leverages data you already have—without extra expense and constant support from your IT staff.

Ellucian Mobile provides an intuitive interface that lets your IT staff bring up mobile within a few hours, without coding knowledge. It is easy to customize and offers native and web applications. Native integration stops the scramble to find developers, write new code, and get the app tested and working again.

According to EDUCAUSE, “Users increasingly expect that mobile apps will allow them to do virtually everything their laptops can do (if not more), in a smooth, integrated experience.”⁴

4. “7 Things You Should Know About Mobile App Development,” EDUCAUSE, April 2011. <http://www.educause.edu/library/resources/7-things-you-should-know-about-mobile-app-development>

Conclusion

Get out of the business of supporting the rapidly changing world of mobile. Instead, develop a plan for long-term stability, growth, and support. Develop a strategic forward-looking mobile strategy that is sustainable and:

- » Gives you foundation to deliver transactional and in-demand apps, securely
- » Meets needs of all your constituents, not just students
- » Supports your brand and provides a great user experience
- » Takes limited time and resources on part of IT

About Ellucian Mobile



Ellucian, a familiar and trusted partner in higher education for many years for its core enterprise administrative software, now offers an affordable and flexible solution for delivering mobile content. Ellucian Mobile supports many languages and is already in use at more than 900 schools in 20 countries around the world. Realistically priced, secure, and easily customizable, it offers a long-term mobile management strategy that relieves the burden on IT and sets out a mobile roadmap for the long term.

Ellucian Mobile works with the mobile devices students are bringing to your campus most, including iOS and Android. It comes with instant, native integration with Colleague by Ellucian, Banner by Ellucian, and PowerCampus by Ellucian, and can seamlessly and securely integrate with existing software suites like your LMS. Ellucian's long-term roadmap for its mobile solution is built on the feedback of higher education institutions that have detailed their current and future mobile campus needs.

About Ellucian

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their potential through learning.

To learn more, visit www.ellucian.com.



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Headquarters: 4375 Fair Lakes Court, Fairfax, Virginia 22033, USA
Phone: +1 800.223.7036

www.elucian.com