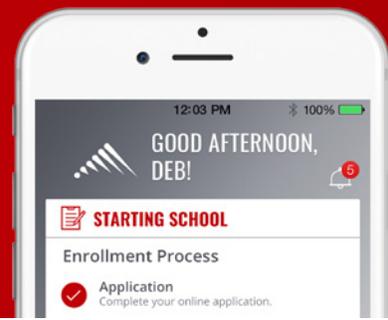


CTU MOBILE



CHALLENGES

Challenge 1

Students have active lifestyles, multiple connected devices, and many mobile moments throughout the day. Colorado Technical University's (CTU) students, faculty and leadership teams wanted a mobile app that would satisfy students' top needs and opportunities across the student educational journey while achieving their learning goals.

Challenge 2

Most historical learning technology development is driven by educators and/or IT developers with students expected to adapt. However, students want to give firsthand feedback to help prioritize features and investments in mobile higher education apps.

SOLUTION

Through student focus groups and competitive audits of education-focused mobile apps, CTU discovered "white space" opportunities and created a mobile vision statement to bring all stakeholders and development teams together to create a student-centered app.

The CTU Mobile Vision Statement - *By meeting students at their mobile moments, CTU will deliver real-time education that fits learning into their modern lives; CTU will embrace transparency, remove service barriers, and inspire students with personalized, portable experiences.*

With CTU Mobile, Colorado Technical University students can

- quickly, easily access the app via their mobile phone or tablet — mobile device and responsive web features (Touch ID) mirror rich, native experiences similar to mobile apps for social networking and banking
- access relevant, real-time academic data aggregation and connectivity — students can track their degree progress, course grades, and upcoming assignments, plus receive notifications for grades, discussion replies, schedule changes, etc.
- utilize device integration — the app integrates with other learning technology used in the desktop experience, including CTU's *intellipath™* adaptive learning technology, e-books, discussion boards, and Adobe® *Connect™*
- engage with the university community and classmates to receive assistance and encouragement — one-touch support can connect students to faculty, advisors, and support staff

UNIVERSITY & STUDENT IMPACT

Students are prompted to use CTU Mobile once they enroll at the university during the new student on-boarding process which begins in admissions and orientation.

Adoption

About 80% of all active CTU students have the app (March 2017)

In February 2017, over 78 percent of all active CTU students had the app when they began class

Push Notifications

86 percent of CTU Mobile app users have enabled push notifications (Jan 2017)

Push notifications help drive engagement — about 79 percent of opted-in users opened the app during the January 2017 session; 67 percent of those opted-in users opened the app as a result of a specific notification (Jan 2017)

University Reports

One way Colorado Technical University measures university and student experience is with CTU's Net Promotor Score (NPS) research, a quarterly web-based survey sent to students at the end of each term that measures student experiences across all points in the student lifecycle. Overall, mobile app users give CTU higher NPS ratings than non-mobile app users.

CTU Mobile users give CTU higher NPS ratings than non-mobile app users —

62 NPS for CTU Mobile users
versus
55 for non-app users
(Oct 2016)

CTU Mobile users' NPS scores increased among students logging 11 or more sessions —

up to 73 NPS (11-15 sessions)
(Oct 2016)

RETURN ON INVESTMENT

- Technology-enhanced teaching and learning experiences for students and faculty
- Impact on student success by supporting the student journey and helping students with efficiency in achieving learning goals
- More positive university experiences

CTU Mobile is a critical piece in our suite of online education resources available at no additional cost to enrolled CTU students and helps the university achieve its overall mission: "to provide industry-relevant higher education to a diverse student population through innovative technology and experienced faculty, enabling the pursuit of personal and professional goals."



WHAT OUR STUDENTS ARE SAYING

It's great because you can interact with a professor during live chat sessions and respond to a classmate's discussion board postings.

~ CTU Mobile Student User P.F. on February 19, 2017

It's great for being able to check assignment due dates. Checking in while on the go and being able to submit assignments or ask a question at my convenience is great.

~ CTU Mobile Student User J.A. on Mar 2, 2017