Using Notification Technology to Take Campus Communication to a New Level

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Session Overview

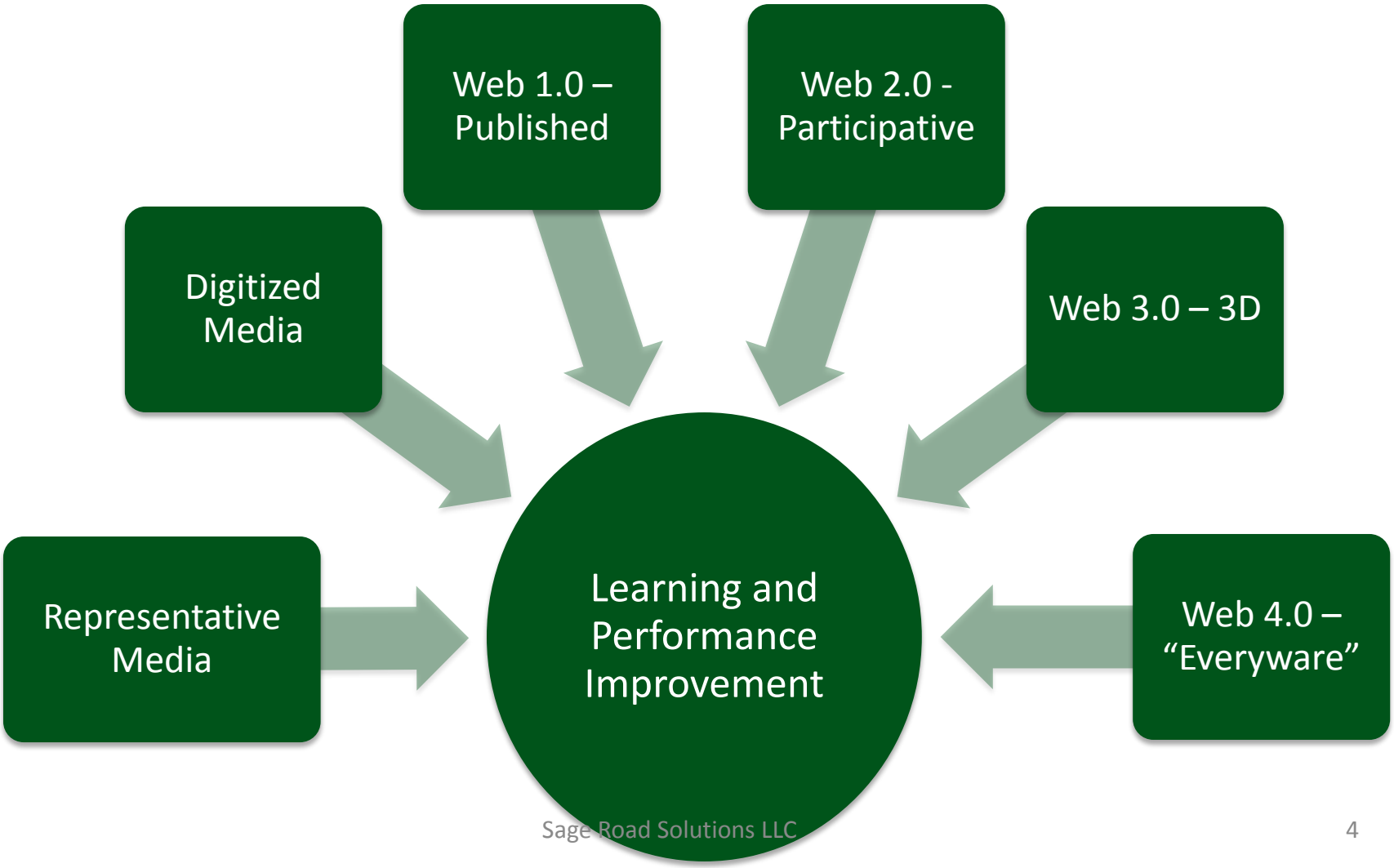
- Mass notification technologies have commonly been thought of as a tool for urgent situations.
- As notification technologies have been adopted on campuses, use cases now address topics both prosaic and strategic.
- Notification technologies give new meaning and relevancy to today's mobile learning and performance support.

Session Agenda

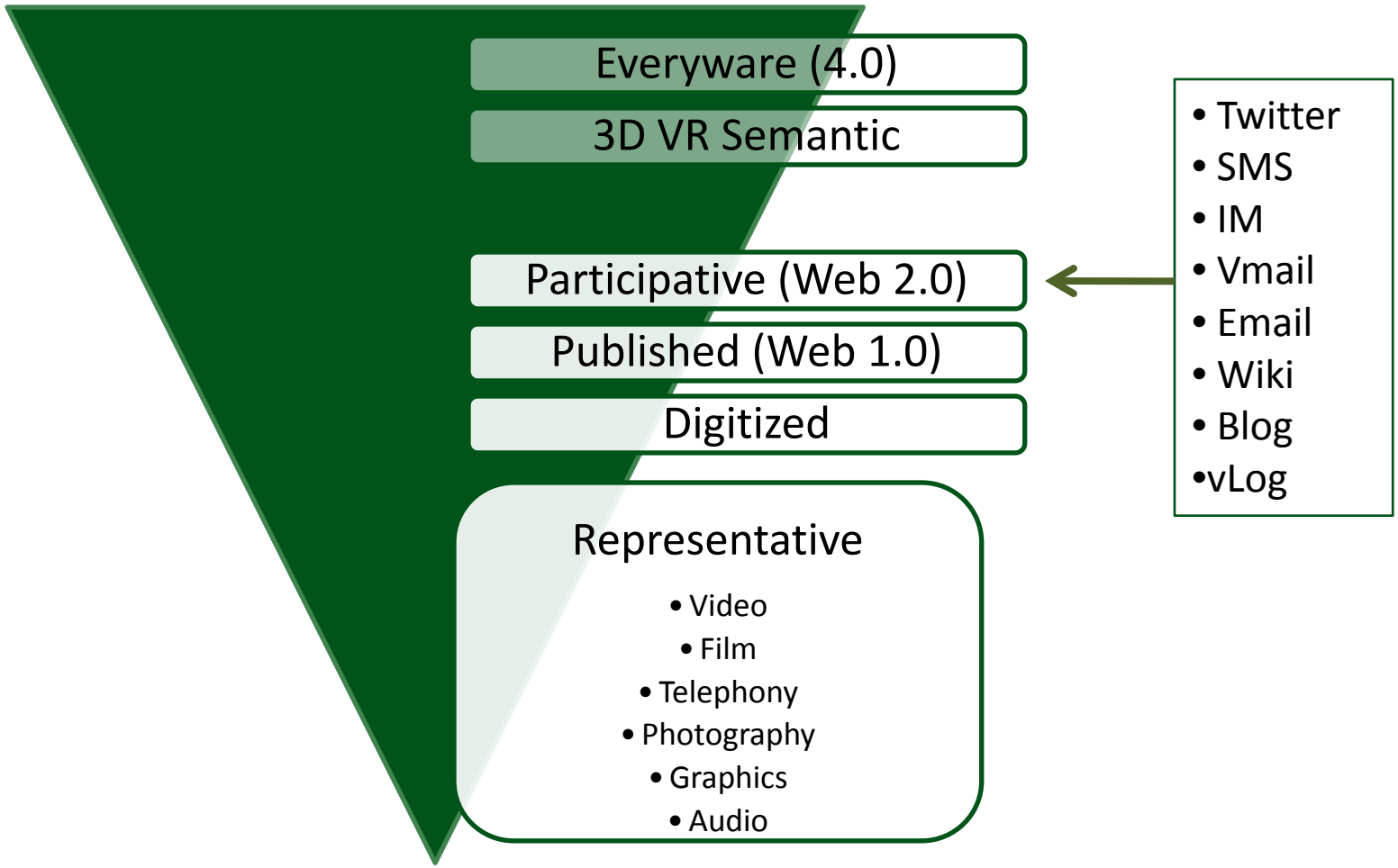
This session:

- Explores evolving expectations for enterprise mobility and the importance of staying connected to campus life, whether on or off-campus
- Considers how campuses can make notifications technologies work in unexpected ways
- Offers a taxonomy for enabling better campus communications

Learning and Technology: A Never-Ending Adoption Curve

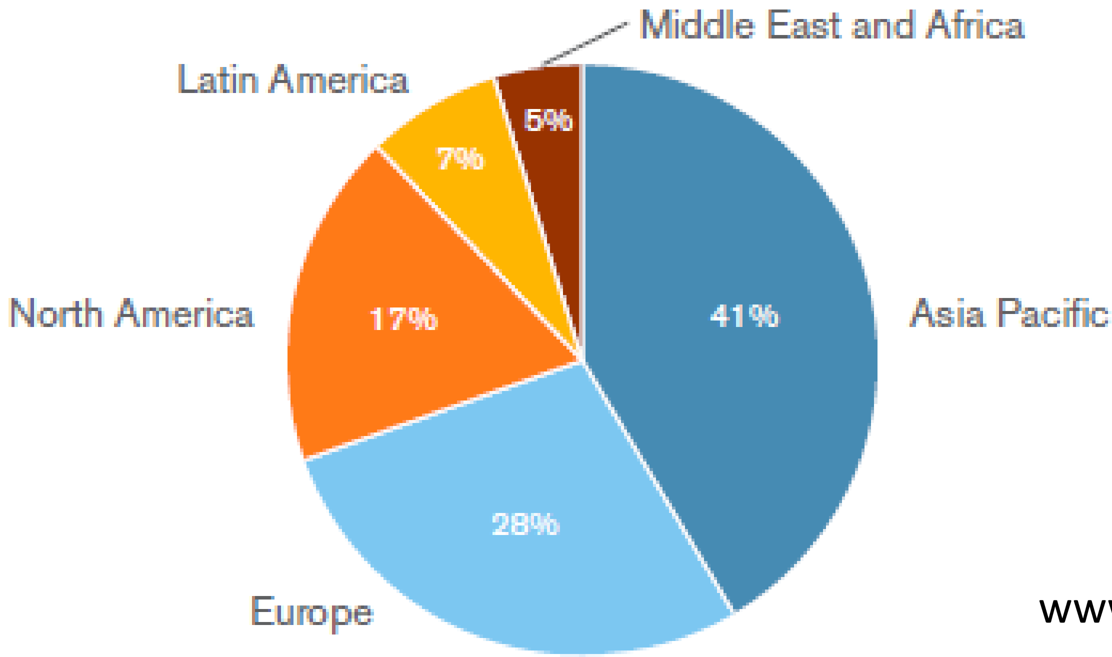


State of the Digital Metaverse on Campus



The Worldwide Internet Audience Has Grown And Shifted Dramatically In The Past Decade

Distribution of Worldwide Internet Audience. Internet Users Ages 15+ Accessing the Internet from a Home or Work Computer, December 2008



www.comScore.com

Majority of global Internet users are in Asia. Fastest current growth is in Latin America & Middle East/Africa.

Top 20 Countries with Highest Internet Use

TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS						
#	Country or Region	Population, 2008 Est	Users Latest Data	% Population (Penetration)	Growth 2000-2008	% of World Users
1	China	1,330,044,605	298,000,000	22.4 %	1,244.4 %	18.7 %
2	United States	304,228,257	227,190,989	74.7 %	138.3 %	14.2 %
3	Japan	127,288,419	94,000,000	73,8 %	99.7 %	5.9 %
4	India	1,147,995,898	81,000,000	7.1 %	1,520.0 %	5.1 %
5	Brazil	196,342,587	67,510,400	34.4 %	1,250.2 %	4.2 %
6	Germany	82,369,548	55,221,183	67.0 %	130.1 %	3.5 %
7	United Kingdom	60,943,912	43,753,600	71.8 %	184.1 %	2.7 %
8	France	62,150,775	40,858,353	65.7 %	380.7 %	2.6 %
9	Russia	140,702,094	38,000,000	27.0 %	1,125.8 %	2.4 %
10	Korea South	48,379,392	36,794,800	76.1 %	93.3	2.3 %
11	Spain	40,491,051	28,552,604	70.5 %	429.9 %	1.8 %
12	Italy	58,145,321	28,388,926	48.8 %	115. %	1.8 %
13	Mexico	109,955,400	27,400,000	24.9 %	910.2 %	1.7 %
14	Turkey	75,793,836	26,500,000	35.0 %	1,225.0 %	1.7 %
15	Indonesia	237,572,355	25,000,000	10.5 %	1,150.0 %	1.6 %
16	Canada	33,212,696	23,999,500	72.3 %	89.0 %	1.5 %
17	Iran	65,875,223	23,000,000	34.9 %	9,100.0 %	1.4 %
18	Vietnam	86,116,559	20,993,374	24.4 %	10,396.7 %	1.3 %
19	Poland	38,500,696	20,020,362	52.0 %	615.0 %	1.3 %
20	Argentina	40,481,998	20,000,000	49.4 %	700.0 %	1.3 %
TOP 20 Countries		4,286,530,622	1,226,184,091	28.6 %	342.7 %	76.8 %
Rest of the World		2,423,498,448	370,086,017	15.3 %	324.7 %	23.2 %
Total World - Users		6,710,029,070	1,596,270,108	23.8 %	342.2 %	100.0 %

http://www.internetworldstats.com/top20.htm

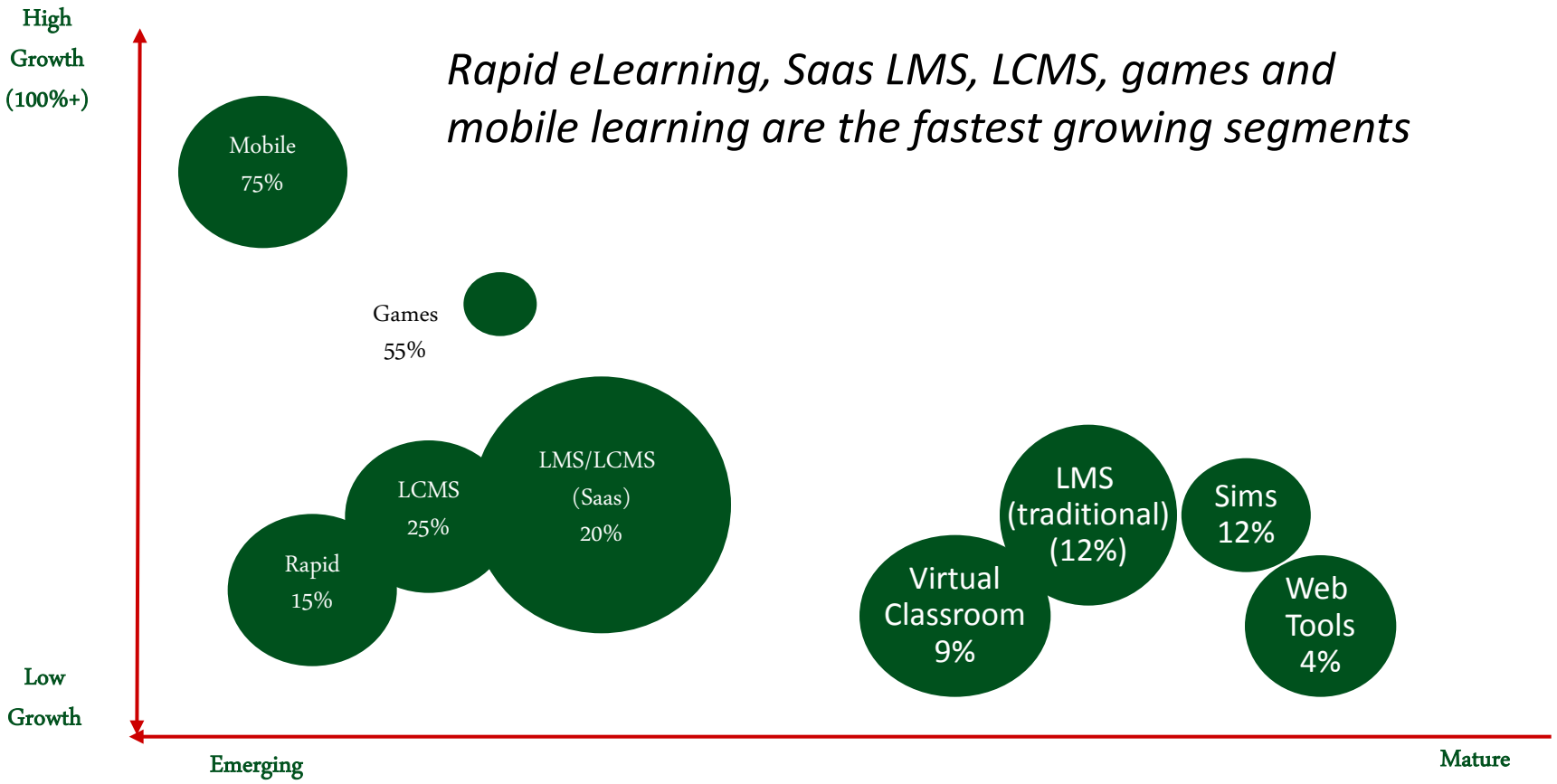
What are people doing online?

- According to the Pew Internet and American Life Project's (December 2008) survey, more than 75% of all American adults use the Internet on a reasonably regular basis. Of these connected adults:
  - 92% are checking their email
  - 91% use a search engine to find information
  - 86% search for driving directions or maps
  - 71% get some or all of their daily news.
  - 66% visit a local state or federal government website for information or services
  - 57% research training or education opportunities

What ELSE are people doing online?

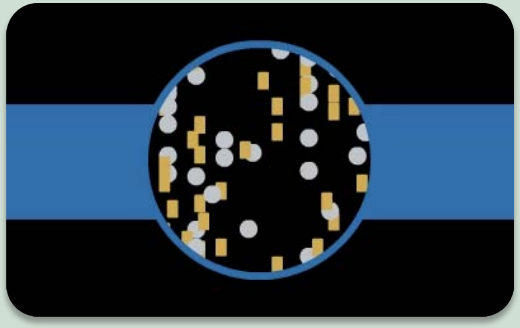
- On the other hand, these same Internet users seem to be slower to adopt the following activities:
  - 21% download computer games
  - 19% create content for the Internet
  - 16% use a social networking site such Facebook or MySpace
  - 13% have visited an adult website
  - 12% taken an online class for credit toward a degree or certification
  - 6% have created or used an online avatar in virtual worlds such as Second Life or World of Warcraft

Traditional and Emerging eLearning Markets



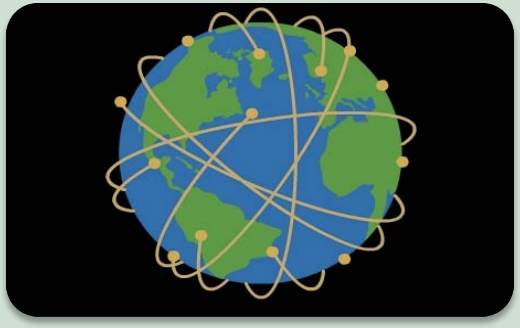
Adapted from Bersin & Associates, 2008

Horizons Report, 2009



Time-to-Adoption: One Year or Less

- Mobiles
- Cloud Computing



Time-to-Adoption: Two to Three Years

- Geo Everything
- The personal Web

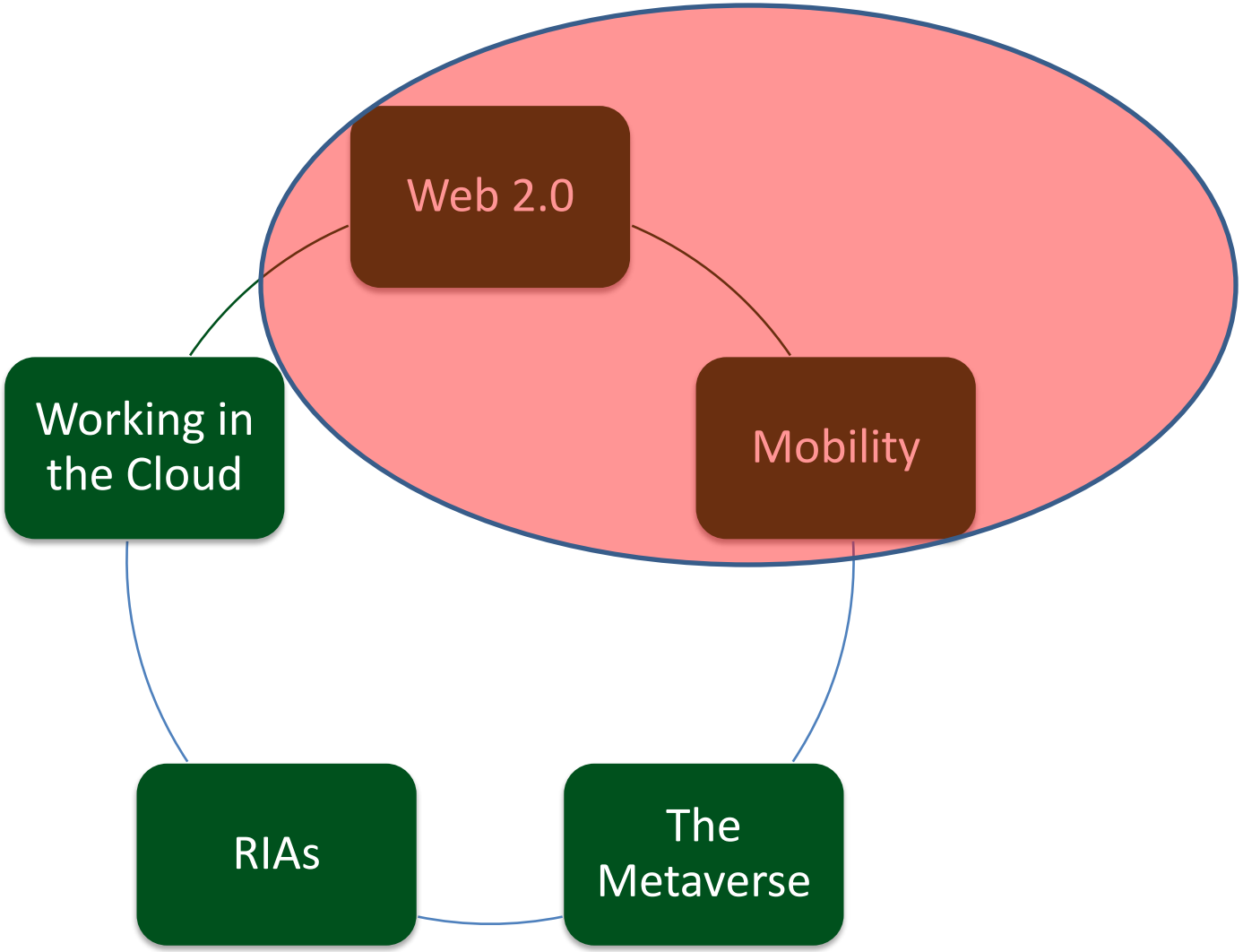
Time-to-Adoption: Four to Five Years

- Semantic Aware Apps
- Smart Objects

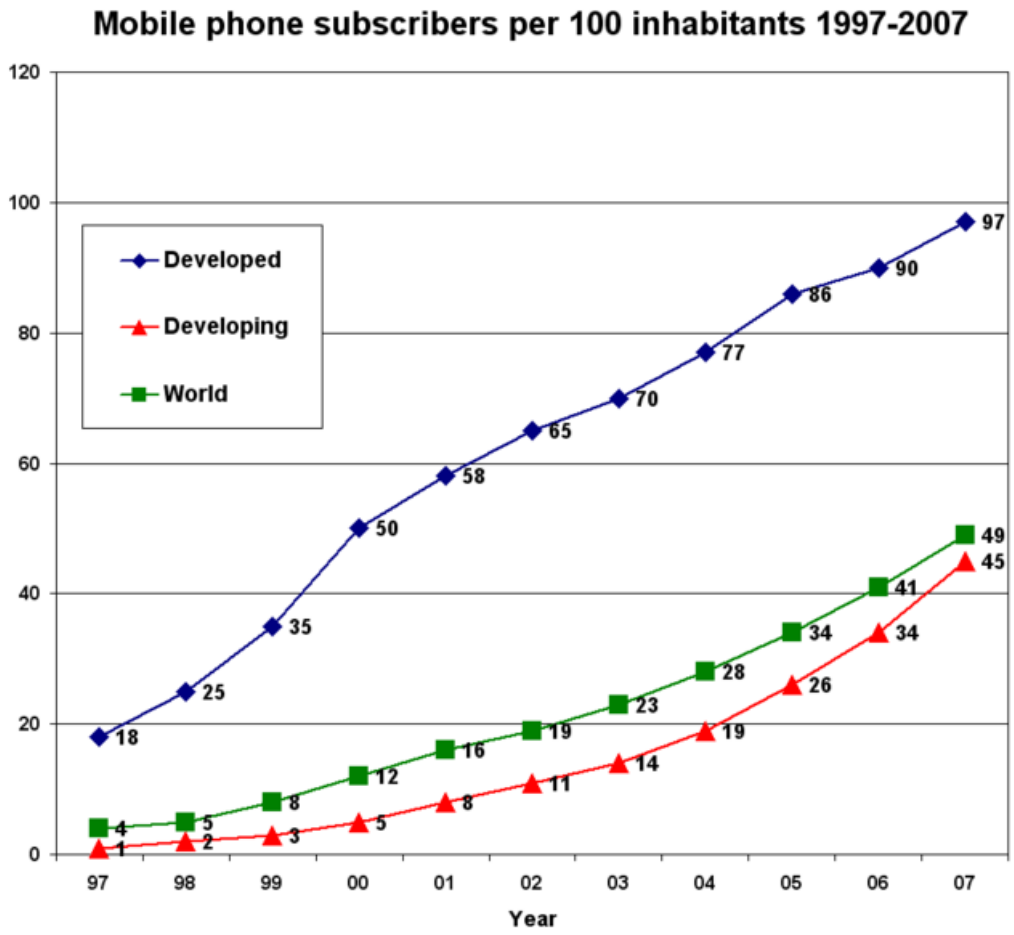
Horizon Report 2009:

- Mobiles: Video, apps, true personal, portable computing
- Cloud computing: large distributed data farms improve storage and processing power for all
- Geo-everything: Location-based tagging
- Semantic Web: Context-aware tagging
- Smart Objects: objects that recognize their physical location or can connect with other objects or information.

Emerging IT Industry Trends That Will Affect elearning Practice



Mobile Telephone Subscribers



http://en.wikipedia.org/wiki/File:Mobile_phone_subscribers_per_100_inhabitants_1997-2007_ITU.png

Ubiquitous Mobility and the Participative Web

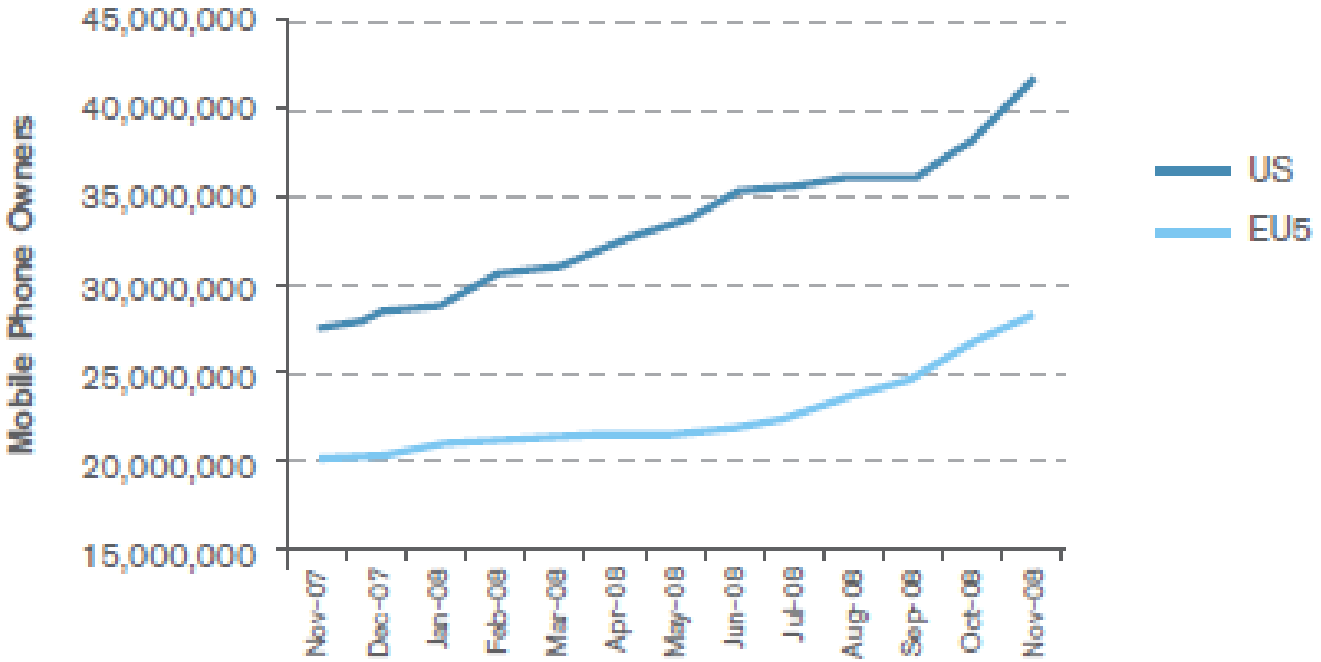
- Mobility is more than deploying smart phones and iPods on an ad hoc basis.
- Today, mobility has as much to do with moving from desktop computers to laptop computers, as it does with figuring out how to integrate smart phones into the existing network.
- Enterprise mobility is less about devices and more about ensuring that information, resources, assets are available regardless of one's physical location
- Mobility is becoming a core IT initiative. As enterprises continue to increase their mobile voice and data spending, IT organizations are in a better position to spread the benefits of a mobile work style to a larger portion of users than ever before.

The Mobile Web

- More wireless devices, more wireless broadband services. Apps make the device. Open access to run any application on any device anywhere in the world.
- The next-gen computer and ultimate social media device: The 3G Smartphone
- Sensors and Location Based Services
- Web Video, Games, Collaboration
- Content or Commerce? The Transactional Side of Mobile
- Beyond 3G: LTE and 4G Services
- The Internet of Things
- At the end of the day, mobility is all about access to information when and where it is needed most

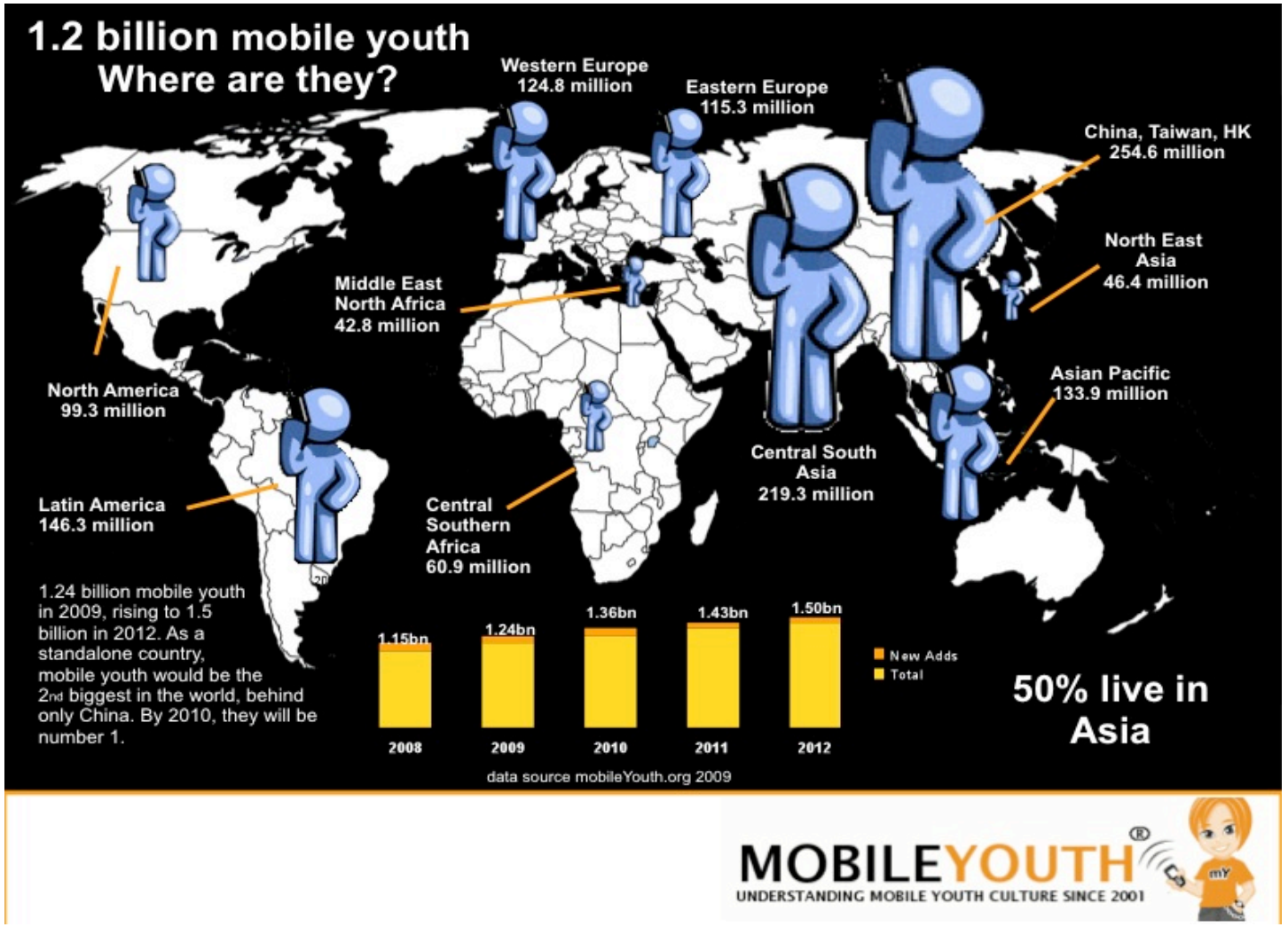
Mobile Browsing Audience Growing Rapidly

Mobile Browsing Audience for News, Info, and Entertainment, Nov. 2007-Nov. 2008



New handsets, unlimited data plans and better user experiences drive audience growth in U.S. and Europe.

What do 1.2 billion mobile youth want?



Enterprise infrastructure for engaged, “anytime, anywhere” campus communication

- To have a shot at broad adoption, mobile learning applications must be an integrated part of a larger organizational vision for building capacity through learning, education, training, and performance support.
- It must move past the point where people see it as “bleeding edge” or incidental, and find a home nested within existing enterprise operations.
- One of the arenas where mobile learning must find enterprise champions will be among those individuals responsible for enterprise IT.
- It will be just as important to establish a culture that prizes and invests in support for the distributed organization, one in which all enterprise functions, including learning are supported equally.

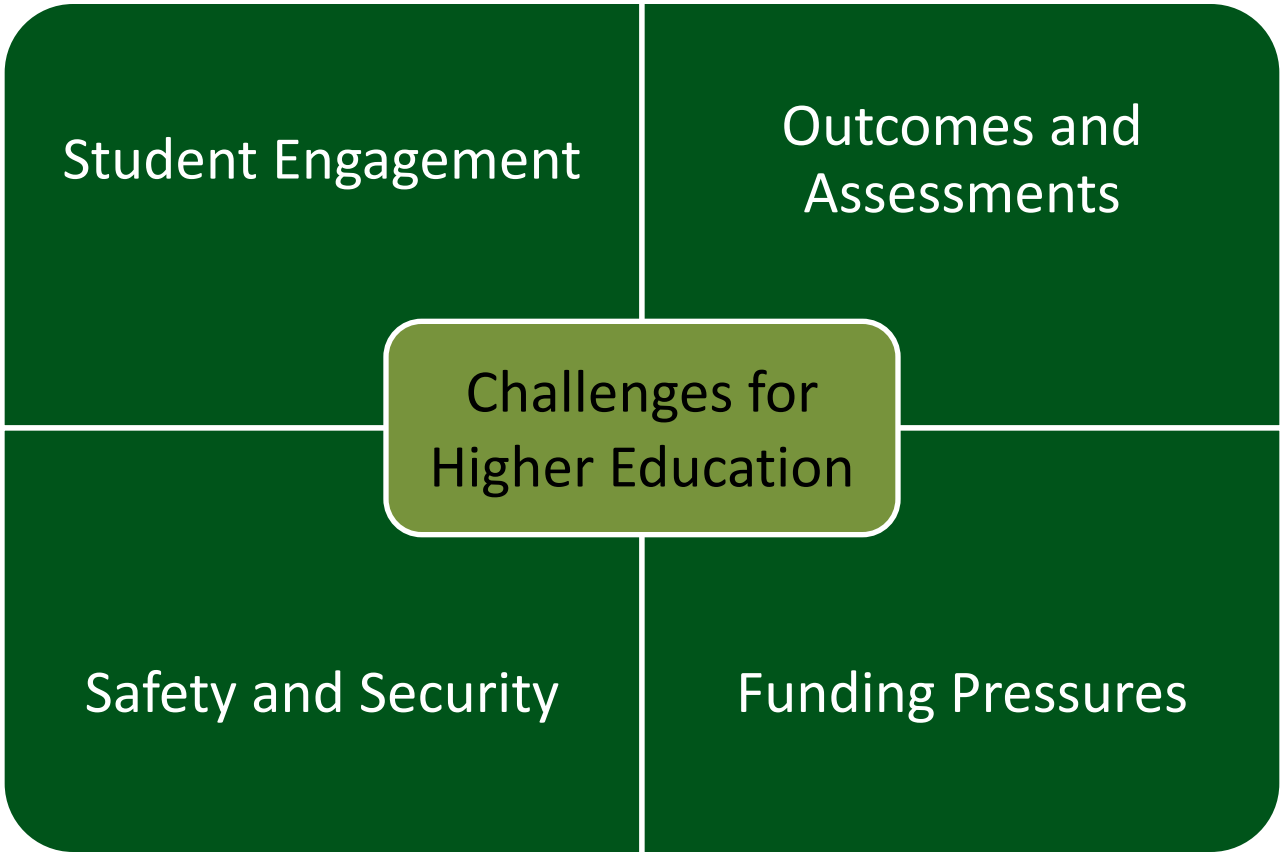
Notifications are the first step toward

Making mLearning Matter

Key Constructs Shaping Adoption

- Mass notification used to be “emergency only” – but once in place, the value of informing stakeholders and communicating with community becomes self-evident
- ECAR reports that about 8% of campuses are using mobile computing beyond emergency
- From emergencies, to tactical notifications, to strategic notification for distance learning, integrated with LMS for student success, retention, support for on-line learners.

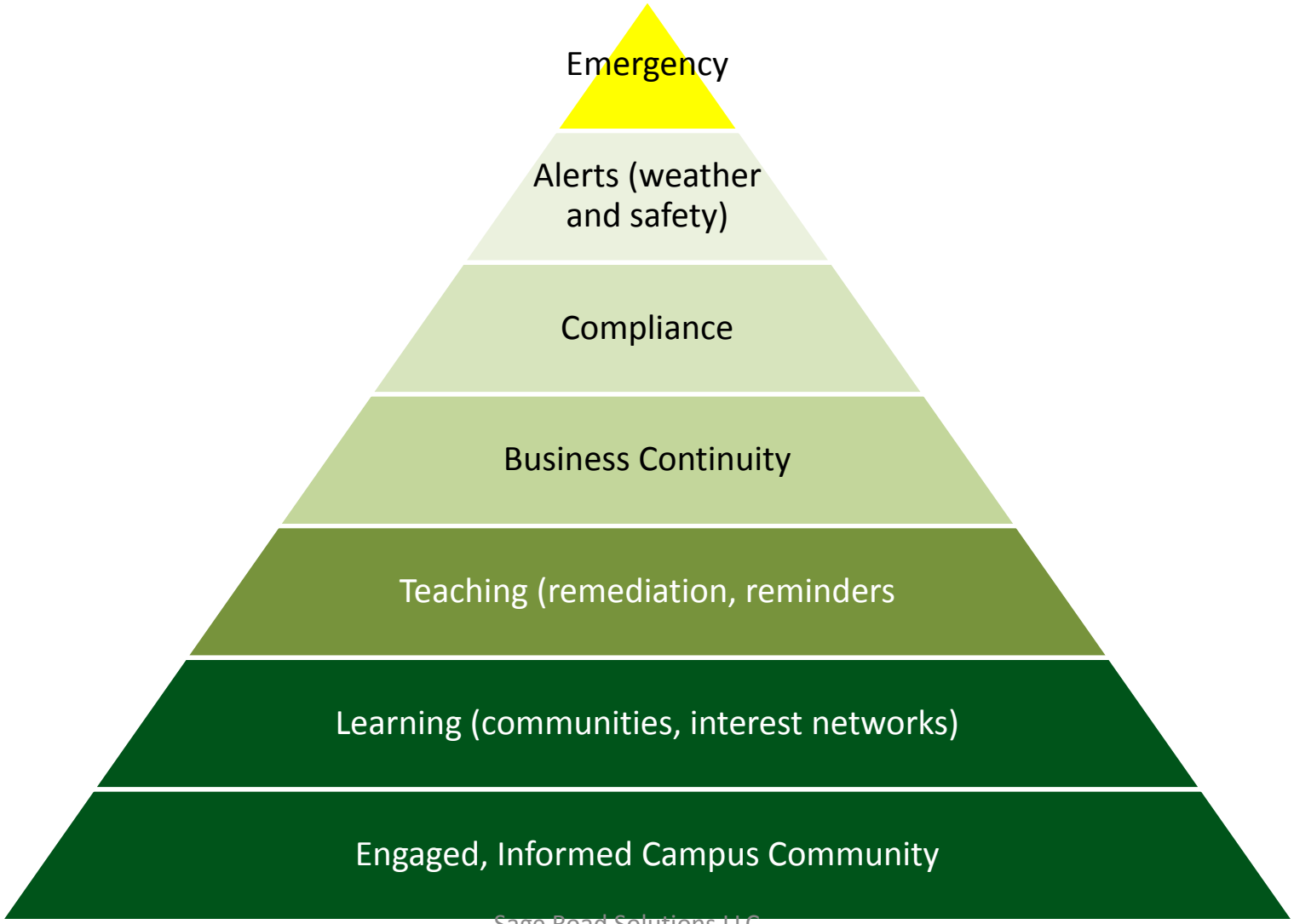
Using connectivity to enrich and extend the campus experience



Targeted Communication

Emergency Response/ Recovery	• School Closures • Active Shooter • Evacuation
Business Continuity	• Cyber Security Threats • Helpdesk Communication • Outages (Power, Internet, Email)
Student Services / Enrollment Management	• Admissions • Financial Aid/Payment Reminders • Event Attendance

Notifications are the First Step in a Campus Mobile Services Taxonomy



Engaging Campus Communities

Information

Communication

\+ Interaction

ENGAGEMENT

Eight Simple Rules for Engaging Learners (Wagner, 2008)

1. Capture their attention
2. Convince them to care
3. Motivate them to change
4. Give them choices
5. Connect them with community
6. Induce them to participate
7. Enable opportunities to contribute
8. Make it an experience to remember

Thanks for your attention and interest! Please feel free to get in touch if you have questions, comments.

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