



# Campus Based Apps in North America

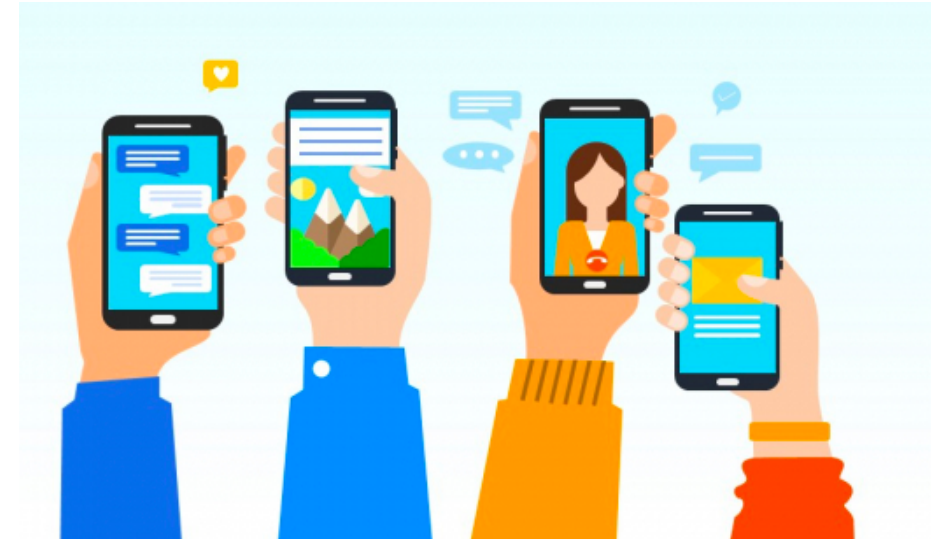
by  
Jinal Mehta

# Why are Campus Apps Important?

**Mobile devices are ubiquitous.**



**Mobile apps capture this audience and their attention.**



# What is the perceived need?



**Streamline communication channels to connect with students**



**Instantly connecting to students at any time**



**Improving the engagement of student groups & communities**



**Quickly accessing relevant student information to gain useful insights**



organizations  
services services  
balance  
MyProfile  
scores student bus  
Campus  
canvas registration  
calendar Account events news career  
Wellness  
blackboard Moodle Maps library tour  
card  
Laundry Shuttle Dinning  
spaces video E-mail  
bookstore CourseSchedules library  
athletics students subjects services menu  
timing parking directory

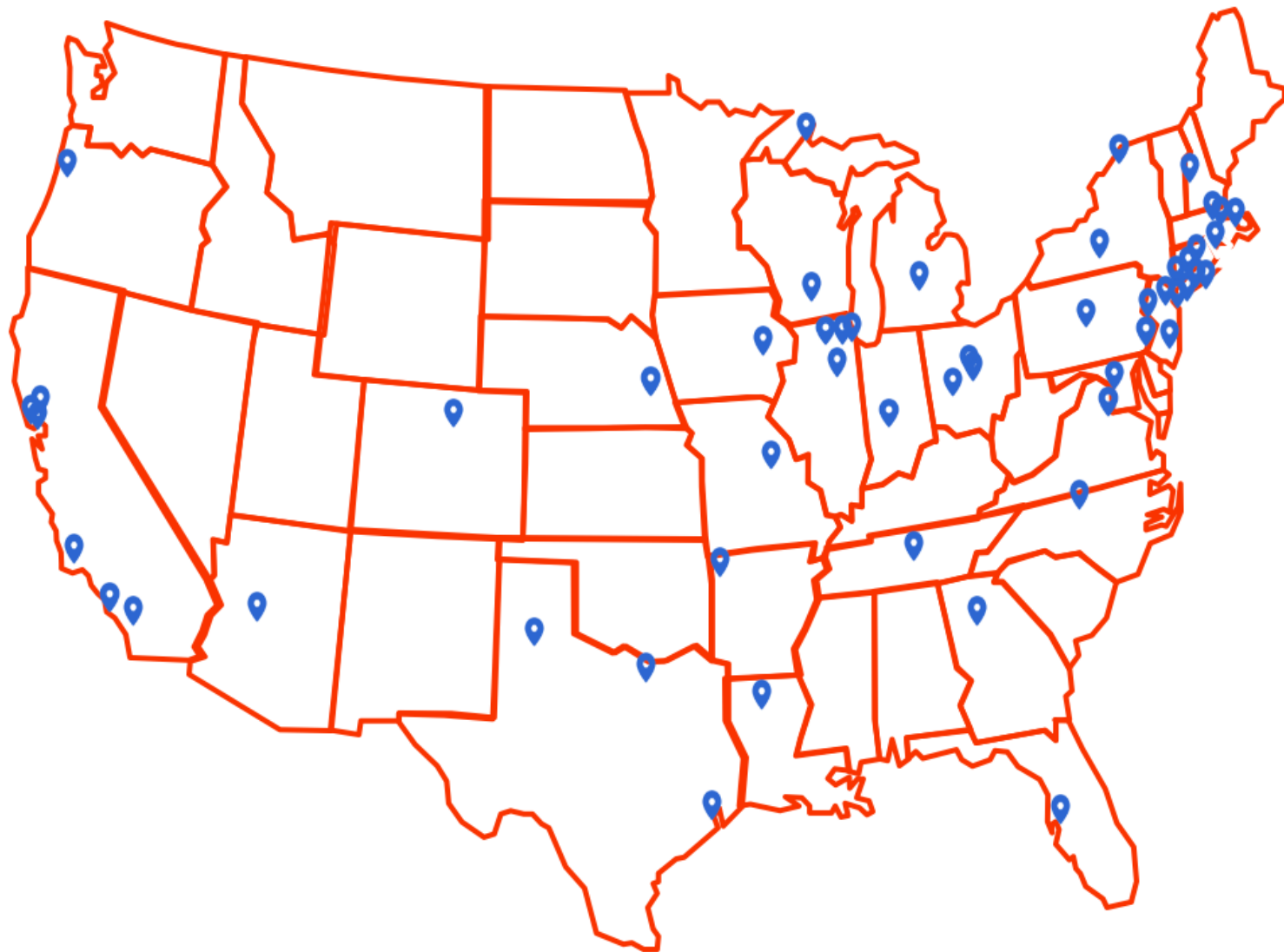
# Key questions about the campus apps in USA



- Into what categories can these apps be classified?
- What are the most popular features in these app?

- Which campus apps have the highest number of features?
- On what platforms are these apps developed?

# Survey of 60 different campus apps



# Five App Categories



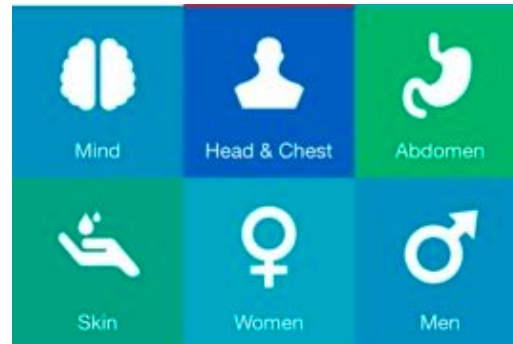
Academics



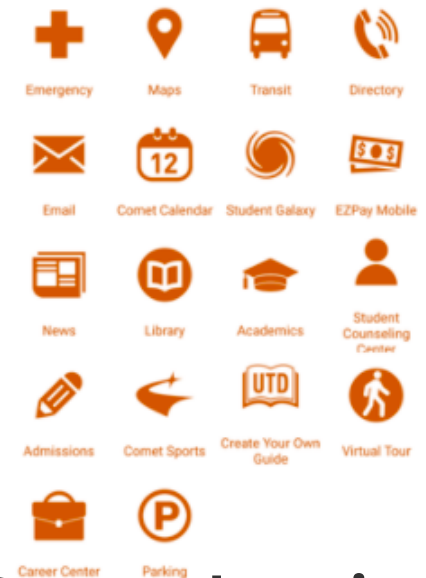
Student Life



Prospective Students



Wellness



Comprehensive

## Academics

- University of Massachusetts–Lowell
- Northeastern University
- Indiana University Bloomington

## Student Life

- San Diego State University
- Georgia Tech
- Yale University
- University of Maryland
- Cornell University
- Duke University
- MIT
- Vanderbilt University
- University of California Berkeley
- University of Colorado, Boulder

## Prospective Students

- Brown University
- Missouri University of Science & Technology
- University of Texas at Dallas - UT Dallas Mobile App (Early Access)
- Columbia University

## Wellness

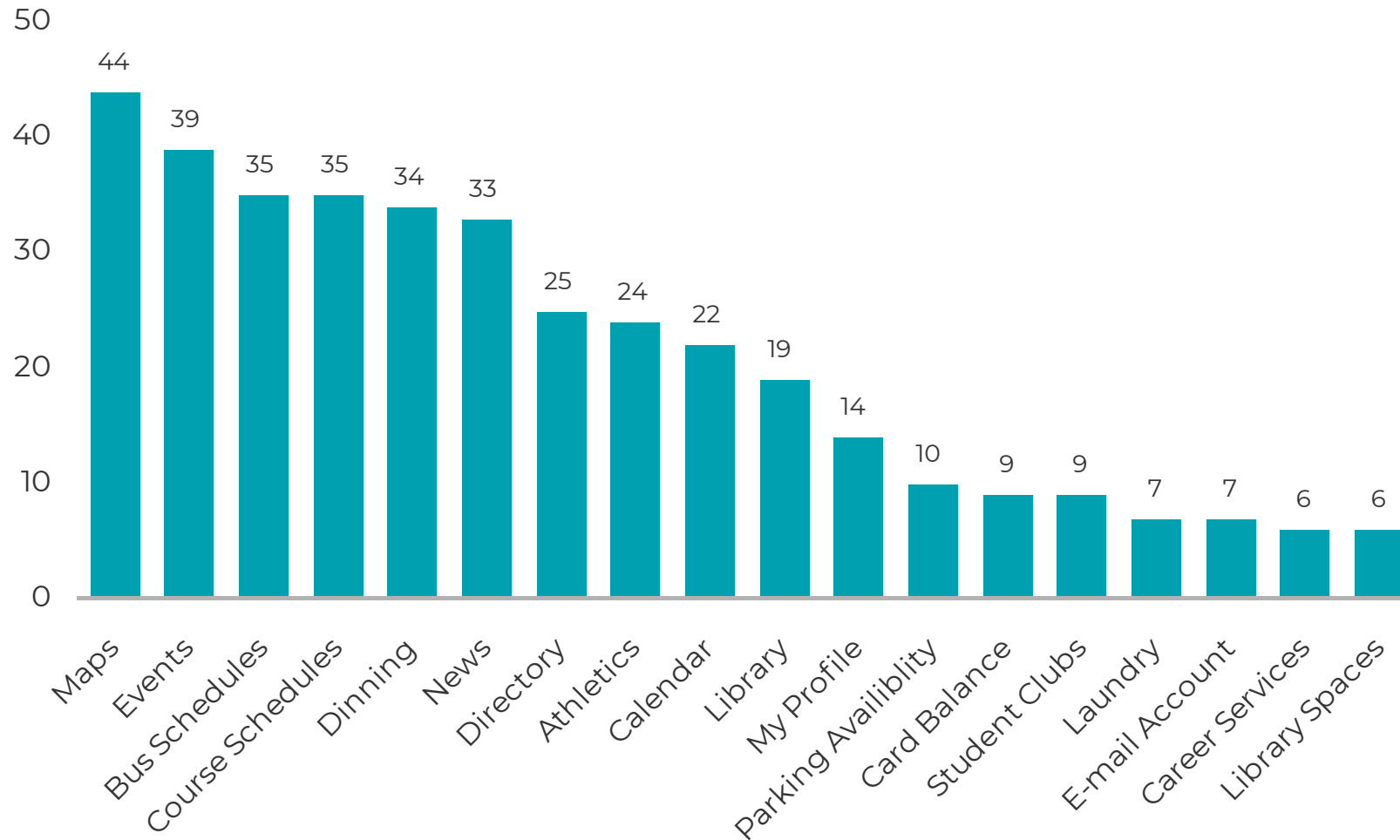
- Clarkson University

## Comprehensive

- Pennsylvania State University
- USC Gateway for Mobile
- Ohio State University
- University of Houston
- Rutgers University
- Princeton University
- Harvard University
- Dartmouth College
- Stanford University
- University of California ,Los Angeles
- University of Pennsylvania
- Michigan State University
- University of Wisconsin, Madison
- New Jersey Institute of Technology
- University of Texas at Dallas - UTD Mobile
- Arizona State University
- Oregon State University
- Boston University



# Popular Features in Comprehensive Apps

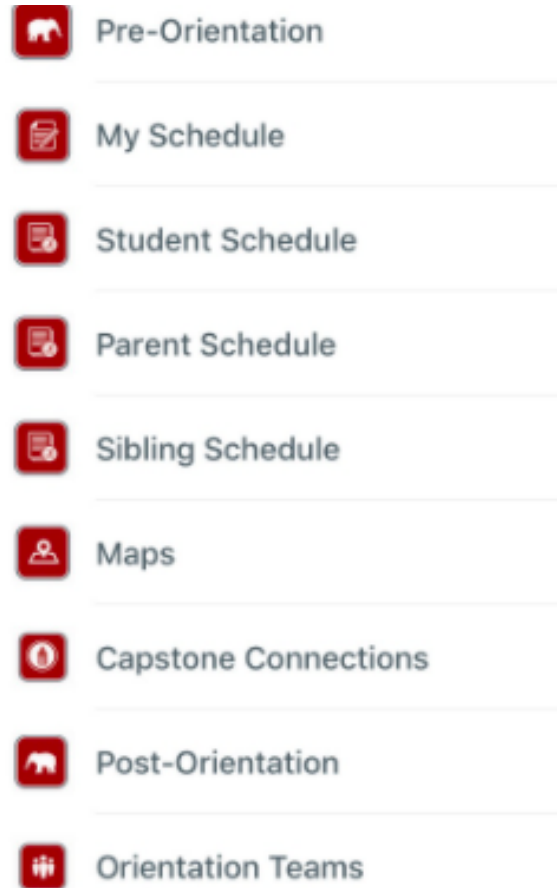


## Takeaways:

Out of 60 campus apps:

- 44 HAVE MAP FEATURE
- 39 HAVE EVENT FEATURE
- 35 HAVE BUS SCHEDULES & COURSE SCHEDULE FEATURES
- 34 HAVE DINNING FEATURE
- 33 HAVE NEWS FEATURE

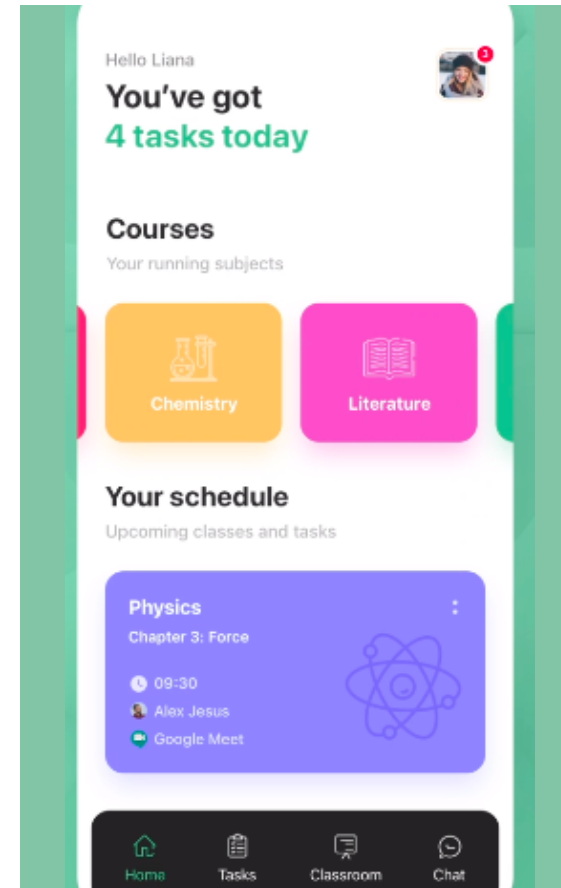
# Under Represented Features



New Student Orientation



Wellness

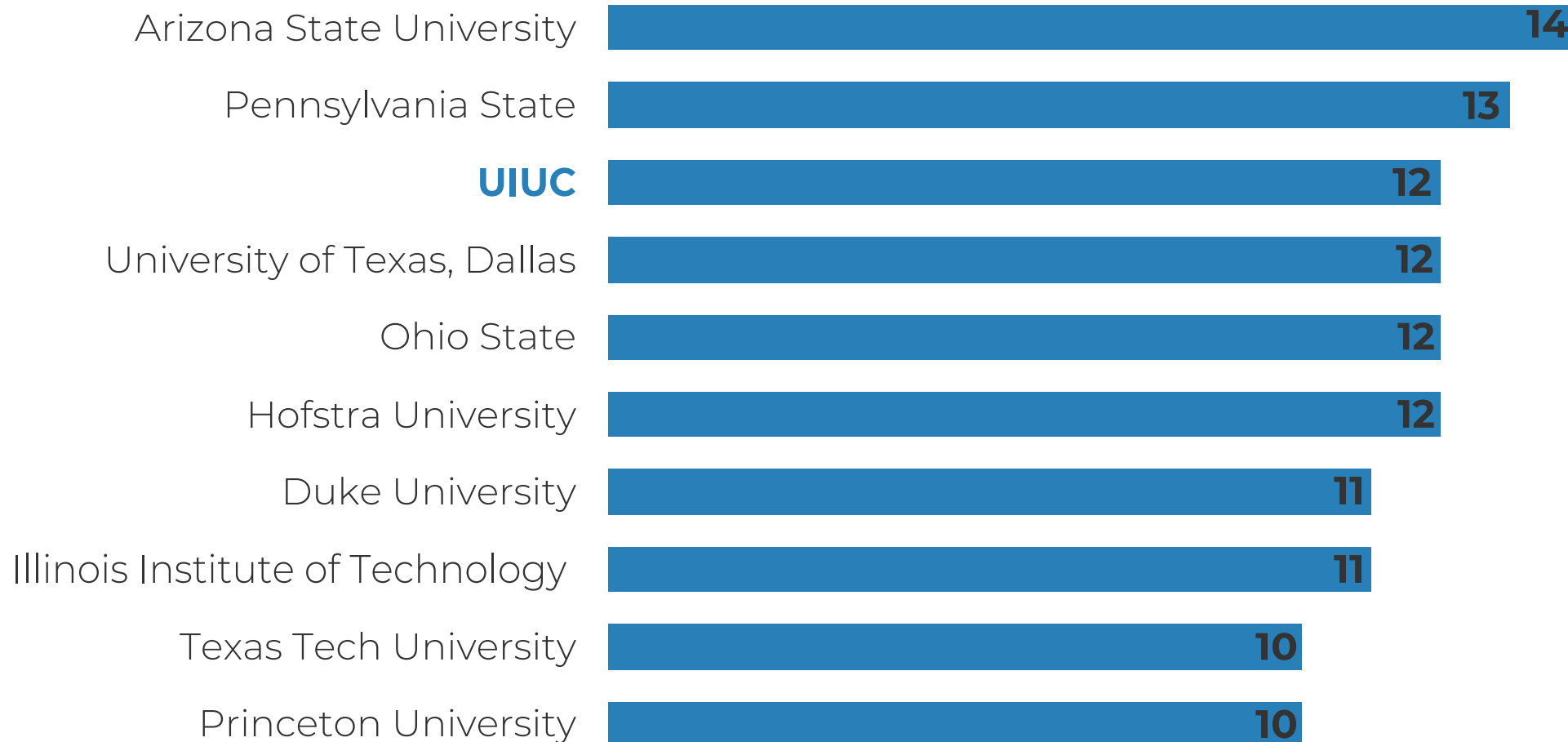


Learning Management System



Career Services

# University Apps that have the Highest Number of Popular Features

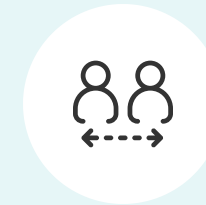


# Different Types of Proprietary Apps



## University Developed App

- **Boston University**
- **Arizona State University**
- **Ohio State University**
- **University of Texas at Dallas**
- **Duke University**

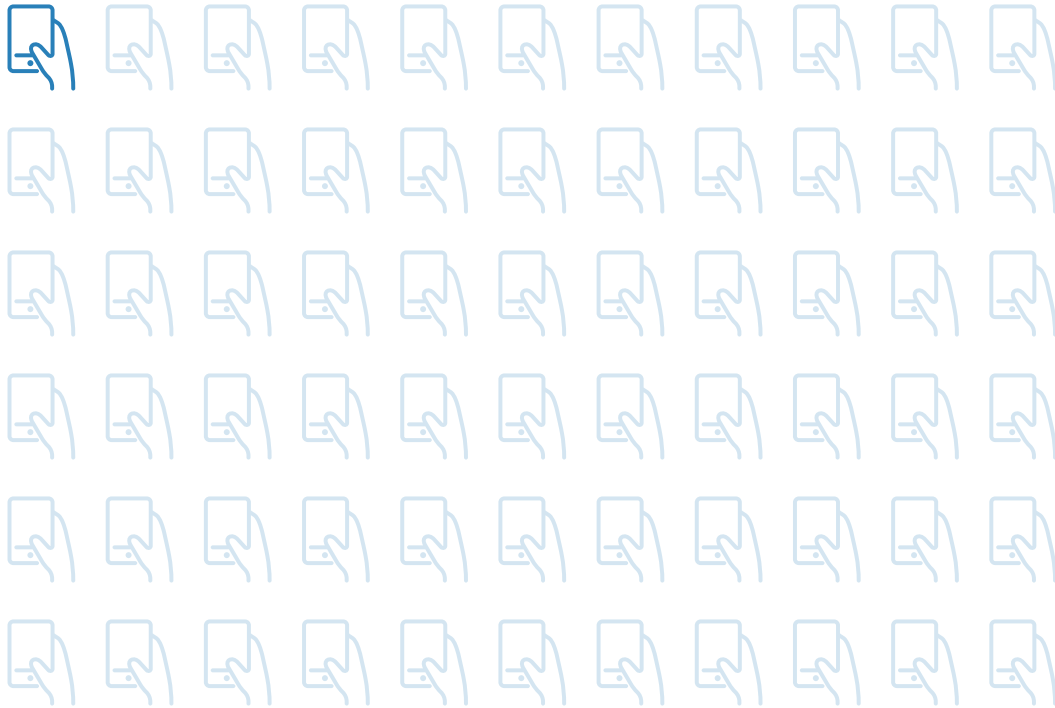


## Campus & Company Developed App

- **UC, Berkley built on Modo Labs**
- **Penn State built on Modo Labs**
- **Brown University built on Guidebook**
- **Columbia University built on Guidebook**
- **Texas Tech University built on Blackboard**

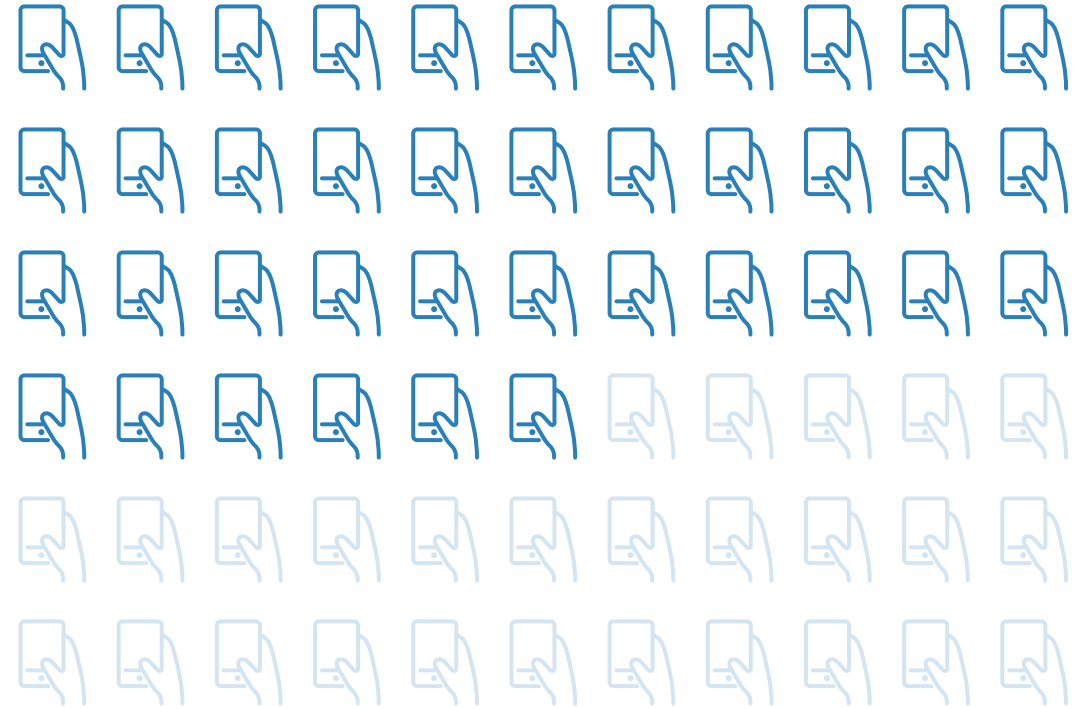
# How many of our Surveyed Apps are Open-Source ?

1



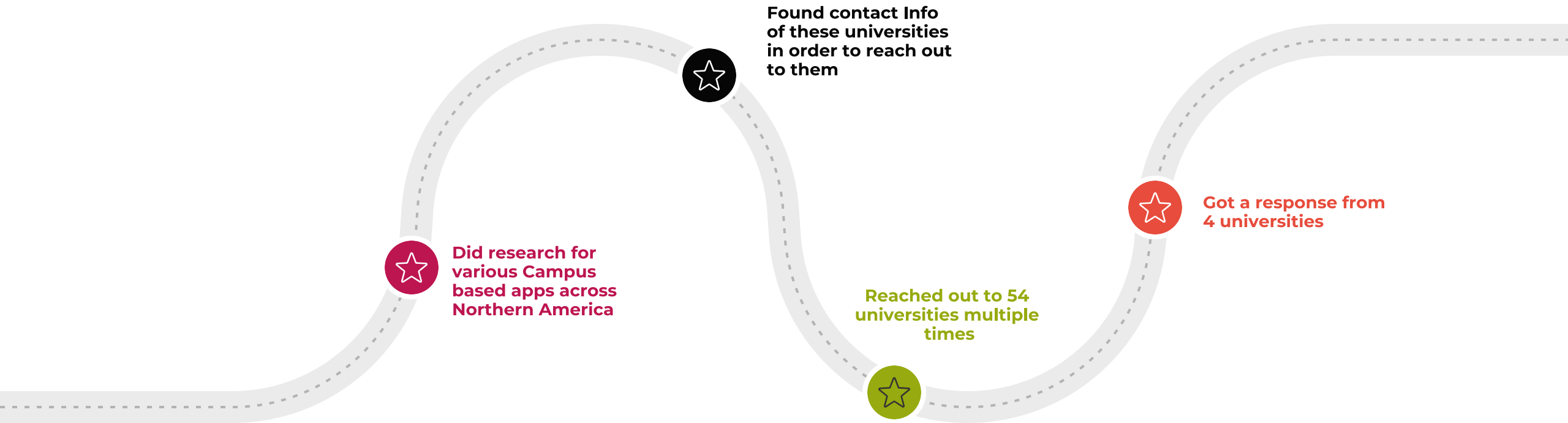
**Open Source Apps (Illinois App)**

59



**Proprietary Apps**

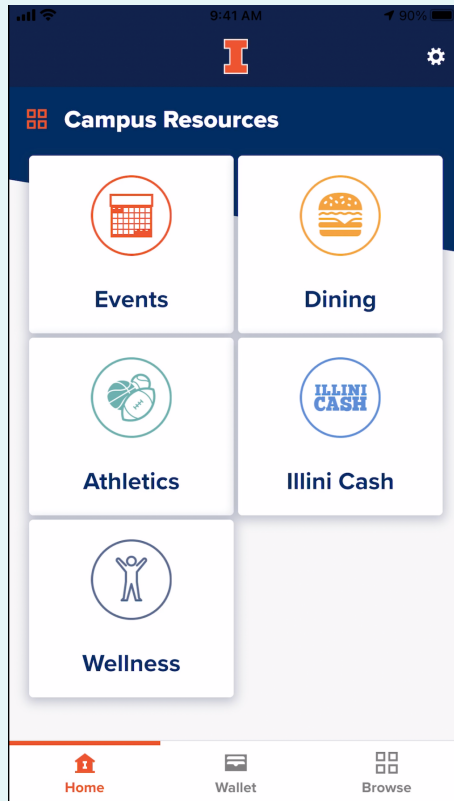
# Further Information about App Content



# Feature Comparison of Different University Apps

	Princeton University	Boston University	University of Nebraska	Ready Education App
Non-student log in	✓	✓	✗	✓
In-house app development	✗	✓	✓	✓
Plans to add other features	✗	✓	✓	✓
App available on iOS and Android	✓	✗	✓	✓

# Creating a Comprehensive Campus App in Rokwire



**Illinois App Homescreen:** user interface with tiles.

\* each tile is a specific campus function or activity (e.g. dining).

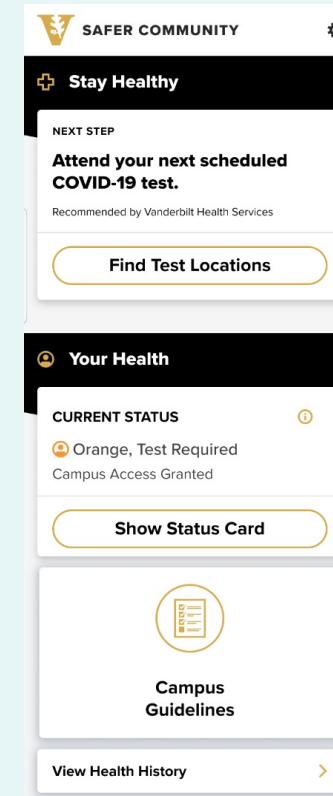
\* consolidates several different apps or websites into a single user interface.





## ***Safer Apps:***

- \* a response to the COVID19 pandemic. Built on Rokwire.
- \* Safer Illinois was the first app developed on the Rokwire Platform.
- \* Safer Community was adapted for community testing and other campuses (Vanderbilt).



# How can you contribute to open-source?

## Get Started with Rokwire

Check out our **Onboarding Guide** (<https://tinyurl.com/RokwireC-Onboarding>) and subscribe to our bi-monthly **Newsletter** (<https://rokwirecommunity.substack.com/>).

## Interested in the Source Code?

Fork or clone our **Building Blocks API** from Github: <https://github.com/rokwire/rokwire-building-blocks-api>

## Learn More About Rokwire/Open-source Definitions

Need more definition of key terms and concepts? Visit our **Community Wiki** (<https://github.com/rokwire/rokwire-community/wiki>).

## Want to Contribute in Other Ways?

Become a building contributor! Go beyond code contributions and contribute in a number of ways. Contact the Open-source Community Manager ([balicea@illinois.edu](mailto:balicea@illinois.edu)) for information.

# Summary

- 1 Largest category of campus apps is comprehensive apps
- 2 Out of 18 features: Maps, Events, Bus & Course Schedules, Dining and News are the most popular
- 3 Amongst the 60 university's campus apps: ASU had the highest number of features
- 4 Amongst third party app developer companies: Guidebook and Modo Labs are most popular
- 5 Rokwire is an example of an open source comprehensive platform

# Download our white paper



<https://tinyurl.com/Rokwire-White-Paper>



## Download the Illinois App!

Thank you