

A person wearing a brown sweater is seated at a wooden desk. They are using a tablet with a stylus, a smartphone, and a laptop. The devices display various data visualizations such as bar charts and pie charts. A white mug is also visible on the desk. The scene is set in a well-lit, modern workspace.

# Digital insights for welcoming students back to campus – portal and app edition

# Introduction

As blended learning has become widely adopted, and in many cases here to stay; over the course of the pandemic, digital insights have been key both to our own decision making as well as hugely supportive in assisting our customer's engagement with their students. This guide considers how you can utilise digital insights to ensure an optimum experience when students return in the new academic year.

## Things you might want to think about include:

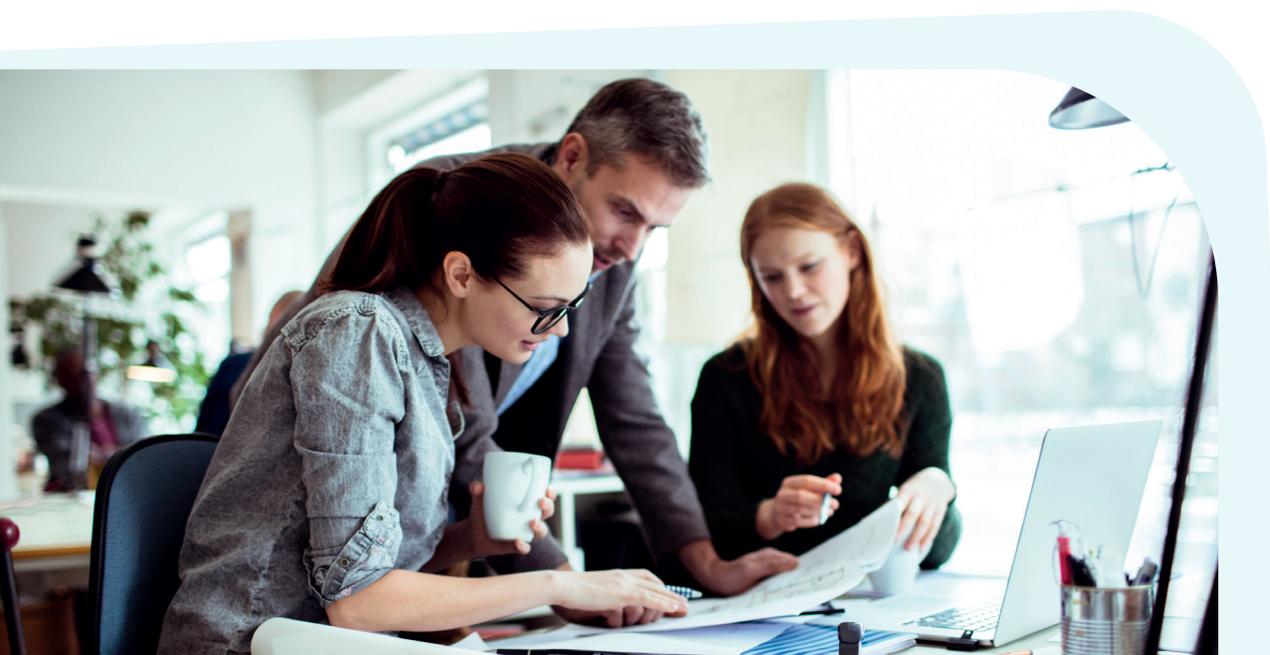
- Optimise the learning experience using data derived insights – let us help you see what insights you should be thinking about
- The power of having a portal AND app – synchronised experiences help to embed a sense of belonging
- Use communication tools to get the right message, to the right person, at the right time – getting above the noise of the inbox to deliver your key messages
- How partners can support your journey to embed blended learning – what you should look for when choosing a digital partner

# Optimise the learning experience using data derived insights

Analytics are key to helping you see both the granular as well as the bigger picture. You and your team need be able to analyse the data and find out key information about app and portal usage. Some key things our customers look for are; the most-used apps, new user registrations, number of returning users, session length, and number of clicks. Having this data at your fingertips means you can refine and optimise your portal and app, ensuring it is always relevant for your users. Let's dig into some of the points mentioned above and discuss what insights can be derived from these data points:

- 1. Most-used apps** – this can show what your users find useful and maybe indicate what needs to be removed or changed. A very useful insight around layout can be derived from this data as the most used are often the most useful and should be at the top of the page.
- 2. Number of returning users** – users coming back to an app can only be a good thing. Understanding if your users are coming back daily, weekly, or even monthly is valuable to experience designers, communicators, and decision makers. It can determine the frequency of content updates, sending of alerts, and even data synchronisation. All these tasks can be resource intensive and should be closely aligned with your strategic objectives for app and portal usage.
- 3. Session length** – an often overlooked gem. Whether students use for a minute, or an hour is highly valuable information as it's a real indicator of user behaviour and can infer changes which you may not realise you need to measure. On mobile devices, we expect session length to be lower than portal usage. So, any variations could indicate that users are struggling to navigate your app.

When combined these data points start to tell a real story about how your portal and app are being used and contributing to the student experience. Take into consideration overlapping data points such as session length and number of clicks. If session length is high and clicks are low, this could be simply that users have the portal open as a tab, but low session length and high clicks could indicate that it's not an easy to navigate design and user experience. Overlay the most used apps and you may find that students are struggling to find out what their attendance score means or are struggling to work out how to return a library loan.



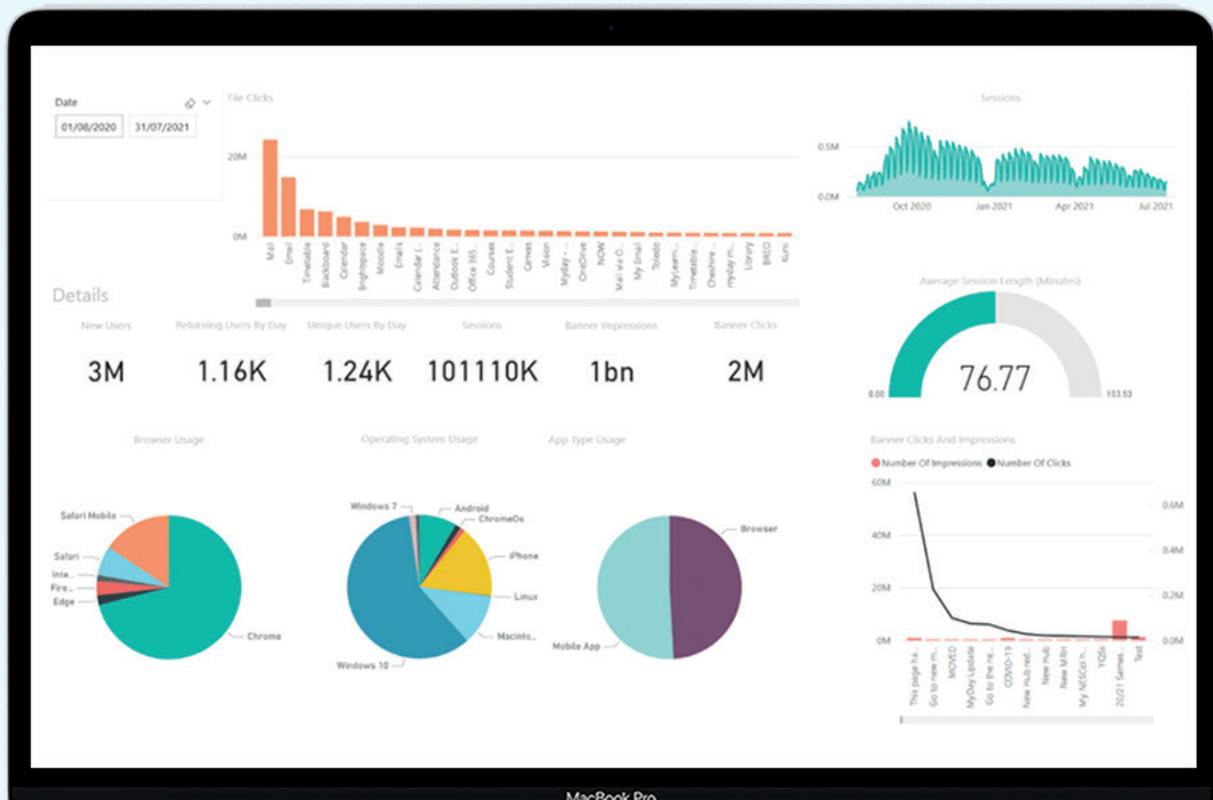
All data tells a story and with myday's integrated and simple to use analytics dashboards, we put the story at the fingertips of your administrators.

**1m+**  
students and  
staff supported

**1bn**  
Banner  
Impressions

**7m+**  
alerts sent to  
myday users

**79%**  
adoption



# The power of having a portal AND app

## 50:50 usage across mobile:portal

Students expect to have the information they require anytime, anywhere on the device of their choosing. The Gen-Z generation are digital natives, they own smartphones, tablets and wearable technology and use social media and apps almost ubiquitously. They have high expectations that technology will provide benefits associated with remote working and the ability to collaborate with colleagues, teachers, friends, and potential employers from anywhere. Quite simply, they expect their learning experience to mirror life outside their studies. Once on campus whether they log in on their laptop or a shared institutional PC, the experience will be the same and the dashboard will signpost them to outstanding tasks, unread alerts and emails, or link them to the many academic systems they use to succeed in their studies.

Whilst learners will want and feel they require an app to keep up to date on-the-go, when they are on-campus they expect the same experience and to pick up where they left off. You need a portal and app which provides the same experience regardless of location or device, anytime.

In a study by the Office for Students (OfS), during the COVID-19 lockdown in the UK,

**18% of students were impacted by a lack of access to a computer, laptop, or tablet - 4% said they were 'severely' impacted.**

Digital poverty is often an unexpected issue amongst students across all education settings. No one should be excluded from learning nor be excluded from experiences shared across digital and in-person settings based on what technology or devices they have access to.

Students and users should also not be excluded from using digital services based on their individual accessibility needs. In the UK, around 17% of students in college have a learning difficulty or disability and over 45,000 students joining university require extra support and adjustments. That's why most regulators around the world use WCAG 2.1 AA to form the basis of their rules and regulations around accessibility to digital services, websites, portals and apps. For many public sector bodies, these regulations are now mandatory. Therefore, many digital service providers are now building their platforms with accessibility by design across their portal and app interfaces. Being able to leverage highly effective on-device tools such as screen readers has become commonplace and ensure equal access for everyone.

To ensure that users get a consistent experience across all devices – whether that’s a result of them having limited access to personal devices or due to individual needs – platforms must be in-sync and ensure the user has their individual needs catered for at every login. Alerts and notifications should have their read status synced, layouts and contrast settings should be loaded by default, and profiles should be auto-loaded to ensure the experience remains personal to the user.



With myday, we consider every user for their individual needs and enable institutions to build expansive yet highly personal experiences for their students and staff. All of which are available on all device types – computer, laptop, tablet, and mobile – and is synchronised in the Cloud to every device a user logs in to. Your digital native’s expectations will not only be met but exceeded.



# Use communication tools to get the right message, to the right person, at the right time – getting above the noise of the inbox to deliver your key messages

Communication channels to students come in many forms, from display media and posters to retargeted digital ads and SMS. All forms have their place in the modern educational institute and all serve their respective purposes.

Over the last 10 years, apps have carved a unique hole through many, now antiquated communication tools such as email and SMS. Alerts from apps as either push notifications or in-app pop-ups are hugely efficient at getting the attention of smartphone users, especially Gen-Z.

**One study found that the click through rate of a push notification is 28x higher than email and in-app alerts 45x higher.**

Despite this, many institutions still opt to use email to deliver highly important and timely information to prospects, enrolled students, staff, and alumni. This isn't an efficient way to connect with users.



Push notifications and alerts enable institutions to connect with users on their terms, where they expect to be contacted. No longer do you need to waste valuable financial resources on expensive and ineffective SMS messages. Portals and apps enable you to get the message you need to students without limitation, with context, and assurances they have been both delivered and read.



**Get above the noise of the email spam and use myday to connect to your users the way they expect and reduce your expenditure whilst significantly improving efficiency in your communications.**

myday is a highly effective and excellent communication tool used by 90+ global institutions and supports 1+ students and staff every day.

Our customers banners have more than 1bn impressions this year alone. The power of myday to communicate with students is endless and we're continuing to support all our customers reducing their SMS costs and increasing their engagement with key messages and alerts.

**7m+**  
alerts sent to  
myday users

# How partners can support your journey to embed blended learning – what you should look for when choosing a digital partner

Choosing a partner to deliver systems which meet your strategic objectives is always a tough challenge and involves colleagues from across the institution. Marketing and Communications need to know that brand guidelines will be adhered to, communication channels are complementary, and the platforms are simple to use and improve their efficiency. IT want systems that work, are secure, and need little maintenance or setup time.

The world is now Cloud and Software-as-a-Service (SaaS) is king. Make sure your partners use well respected Cloud service providers, build their systems with security by design – such as OWASP, and provide you with world-class customer service.

Choose a partner who is not only an expert in the field but in Education too. Education is often different to corporate markets and varies country to country. Pick someone who has local knowledge, expertise, and understands your culture and values. Ultimately, choose a partner who understand the challenges that your face, not only as a result of the Covid-19 pandemic but who also understands what it takes to be a leading Education provider.

Since the Covid-19 pandemic, we have all seen the adoption of blended learning accelerate, almost exponentially, and it's here to stay. This should be great news for students, staff and institutions alike as blended learning brings together the best of all possible scenarios.

**Building upon myday's anytime, anywhere, any device benefits, the platform is therefore able to support learners wherever they are, however they are learning. Whether it's on-campus, fully remote or on placement, or a mix of all three, myday is the constant.**

**With myday, we have seen some truly exceptional usage across our global customer base. The statistics below paint a vivid picture of how individual institutions and the wider education community have adopted technology to support their strategy. In this last year we're doing even more to support our customers and their students:**

**x2**

Messages are going further with double impressions and clicks in one year

**x5**

more alerts are being sent to students and staff since covid

**200%**

Students are spending longer, using more features, and consuming more content

# Conclusion

This guide has outlined how education establishments can use digital insights to ensure an optimum experience when students return in the new academic year. Blended learning is here to stay, and we have proven how myday enables institutions to deliver this agenda as well as enable their students to get access to the resources, information, and data they need, when they need it, where they need it now and in the future. myday is becoming an integral part of education establishments' digital engagement strategies, future planning as well as futureproofing.

Making sure that you know what your users are benefitting from is key, that's why we've built the detailed dashboards in myday's analytics tool.

Our customers plans are exciting and they're doing even more to support students, especially in their return to campus this coming academic year.

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## How the University of Bedfordshire will utilise myday to welcome students back in September

*"We know many students look to their phones for so much – for answers, for communication, for the latest information – so it is our priority to give them an app that fulfils their needs. The University of Bedfordshire is currently undergoing a redesign of our app, MyBedsLife, to utilise all the capabilities that version three of myday brings and to introduce tools for two-way communication with our students. We want to communicate with students how they want to be communicated with, and it is great that myday offers this."*

- Eliza Frost Internal Communications Manager at the University of Bedfordshire



*"It's a pleasure to work with the University of Bedfordshire team since they joined us in 2018. We're delighted to work with them and support them with their second iteration and bring their strong vision and future plans for the portal and app to life."*

Phil Chatterton, myday Customer Success Manager

# How Collabco are supporting our customers now and for academic year 21/22

**42,000**

students and staff will benefit from dashboard refreshes booked this calendar year.

**2x**

brand new start up universities partnered with us with myday at the heart of their digital engagement strategies.

**11**

institutions going live to more than **50,000 students** and staff this coming academic year.

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Get in touch to speak to our team about how you can deliver a leading portal and app for your institution and hear more about how our customers are exceeding their students' expectations?

Visit our website  
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please call **+44 (0) 0151 433 0696**  
or email [info@collabco.com](mailto:info@collabco.com)