



**Is simply having
an App enough?**

Introduction

Quite often institutes believe that by having an app for their students they are meeting all of the online requirements a student may need. It gives the marketing teams a great point to promote to interested prospects and is a tool that is quickly starting to become just as important as a college or university website.

There are many benefits to having a mobile app but the top three are:

1. Value - It provides more value to your staff and students
2. Brand - It builds a stronger brand
3. Connection - It allows you to connect better with your staff and students

The above three points are valid and true but do have some considerations:

1. Value - An app will only provide value to your staff and students if the content is of use. If your app does not include what your users need to be engaging with on a day-to-day basis then they will not see the value in your app.
2. Brand - It will only build a stronger brand if it is being used, is well received and has true user benefits. Your brand is your reputation and adding another tool to a potentially already confusing suite will damage both.
3. Connection - Engagement is key to connecting with staff and students and if your app is limited in its functionality and is unengaging in its content and features then you are not going to be successful with making connections.

So how can this be addressed? How can we ensure that an app is enough?

This guide walks through what should be considered within a mobile app and how myday addresses the common issues that many teams face or have yet to consider.

Can your app be accessed?

This may sound obvious but your staff and students need to be able to access your app. Your app ideally should be device agnostic so not to limit your users (and potential effectiveness) by technology constraints. This is often a blocker that some development teams overlook when scoping out their app build project.

When multiple technology options are considered, solutions can often scale significantly in price and so choices are made to limit costs but that can often alienate populations of your campus and will limit the success of your venture.

The number of smartphone users worldwide is steadily increasing but there is still a large proportion of the student population who are limited in the technology they have access to. In this instance, your app is simply just not enough.

In order to increase engagement and build the connection that your app needs to be successful you need your users to be able to interact with your app content on a desktop or laptop too. If you don't have this you are limiting what uses your app has for your institute whether that be on campus or connecting when remote learning.

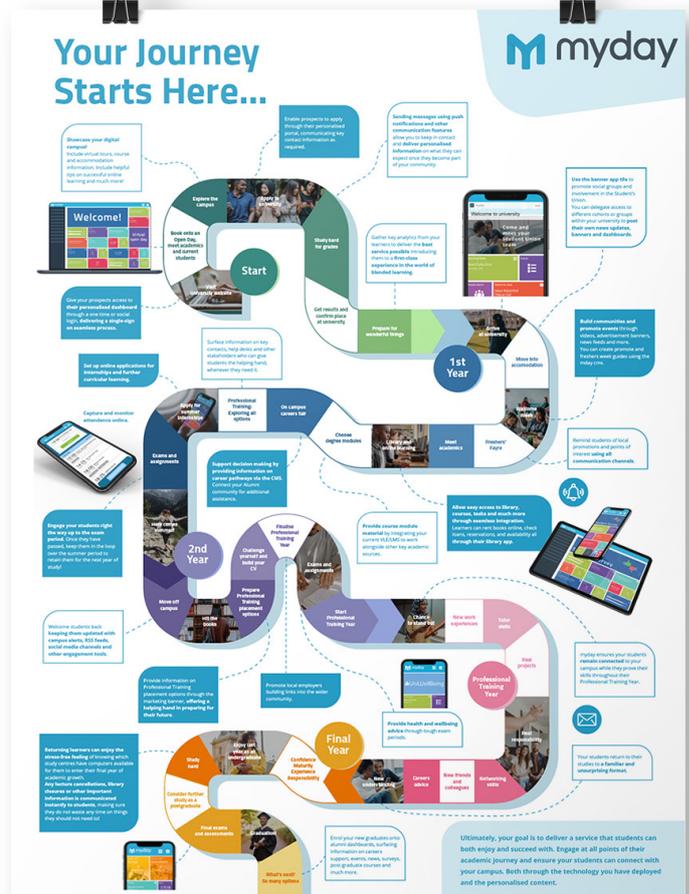
The myday solution offers complete accessibility from any device. The app and portal combination enables universities, colleges and schools to aggregate the information students need on a daily basis and present it in a highly-intuitive and modern-styled interface.



Does your app engage with students at all points within the student journey?

Your solution should nurture the student lifecycle at any point within their academic journey. Whether that be at the start of their research stage scoping various courses and campuses or at the very end when they belong to your Alumni community.

Engaging with your users on a personal, targeted level ensures you maximize your engagement opportunities and retention opportunities, increasing the success rate for your students.



- **How do you engage with prospective students?**
- **How do you connect your staff and students?**
- **How do you keep in touch with alumni?**

myday includes a host of communication tools and features which enables you to engage with your students from enquirer and applicant, through their entire time at university. It allows a specific focus on their first few weeks and examination periods through to graduation and alumni status.

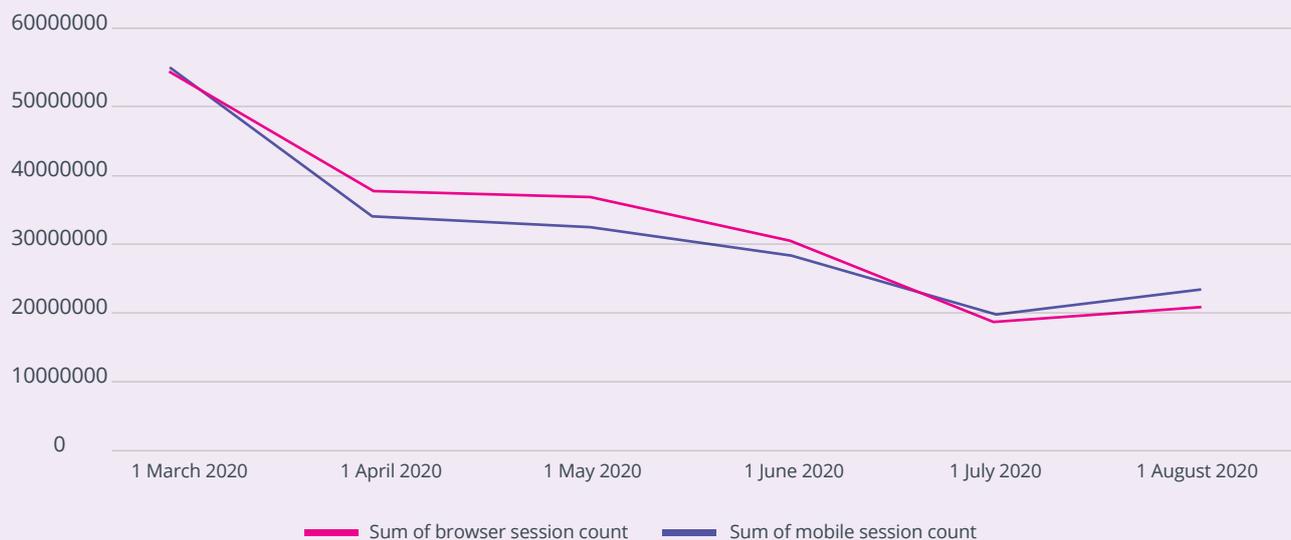
Boasting one-click access to everything you want your students to have easy access to, you can deliver personalized communications to either your entire base, specific groups or individuals.

Personalized communications and information delivery help a student relate to any content given. myday ensures a smooth learning experience by creating the necessary environment for successful students.

What are the benefits of myday over a traditional student app?

Students expect to have a mobile portal or app to access all the academic systems required for successful studies. As well as access to a mobile app on the go, they also want the same seamless experience when they visit the physical campus or learn from home. As many institutions are now moving towards a hybrid blended learning model, does your app offer a familiar and consistent experience regardless of device?

Analyzing myday's platform data during the COVID-19 pandemic, it was reported that as lockdown restrictions across the world occurred, browser session volumes increased above mobile sessions. Historically mobile sessions had been higher which highlights the importance of offering your students the flexibility to be able to do both.



There are many benefits as to why the myday solution out performs a traditional app but to refer back to our introductory key points:

1. Value - An app will only provide value to your staff and students if the content is of use. myday can include every system your users need to be engaging with on a day-to-day basis. This increases the value of your app and the value of the education you are delivering.
2. Brand - It will only build a stronger brand if it is being used, is well received and has true user benefits. myday isn't another tool to add to your software suite, it integrates them. Using integration capabilities like API's, many disparate systems can be combined to create a best-in-breed ecosystem to better serve any particular business function.
3. Connection - Engagement is key to connecting with staff and students. myday helps you increase retention rates and reduce non-continuation. Giving your students easy, quick and simple access to all important resources such as timetables, news, results, library apps and social groups ensures they receive a positive student experience. Utilizing push notifications and banners ensures that you achieve cut-through with students' crowded email inbox.

Conclusion

myday offers your community a digital campus that integrates all of your current systems and presents it to its users in a single customizable interface.

The portal and app enables targeted communications to smaller sub-sets and allows a deeper level of customization by both administration and end-users increasing engagement with vital systems.

myday makes it easier to signpost your users in a timely way to items that need their attention or action. For example, should a survey need completing, an administrator can alert users to this. Users then go directly to the survey tool and complete the survey. An administrator can then see how many surveys have been completed.

As institutions focus ever more on ensuring student satisfaction and wellbeing, having a platform which includes analytics - enabling administrators to have a deeper dive into data such as attendance, means they can more easily identify students at risk of dropping out and put extra support in place to ensure they continue with their studies.



Can your current app do what you need it to do?

myday is a complete digital campus. A portal and mobile app solution that improves student engagement, satisfaction & results, supporting the whole student lifecycle.

The myday digital campus software addresses all of the considerations listed within this guide and much more.

**Learn more about myday at
www.myday.collabco.com**

If you would like to talk to one of our advisers today about any of the information included in this guide or how myday can instantly boost your student experience, and then continue to deliver the rich experience you aspire to achieve then

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