

# ~~DISENGAGED~~ STUDENTS

How Launching A Mobile App  
Improves Student Engagement



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# Outline

This guide aims to identify students' digital needs and expectations, review the benefits of a mobile app and guide you through the main steps of its launch. Give your students the tool they want and help them succeed!

## **Part 1: Identify Your Students' Needs**

- The Impact of Technology in Higher Education
- Mobile Technology to Make Life Easier for Students
- Students' Needs: Some Key Numbers

## **Part 2: Find Out About the Benefits of a Mobile App**

- Improve Communication
- Improve Student Experience
- Engage / Re-Engage Students

## **Part 3: Launch Your Mobile App**

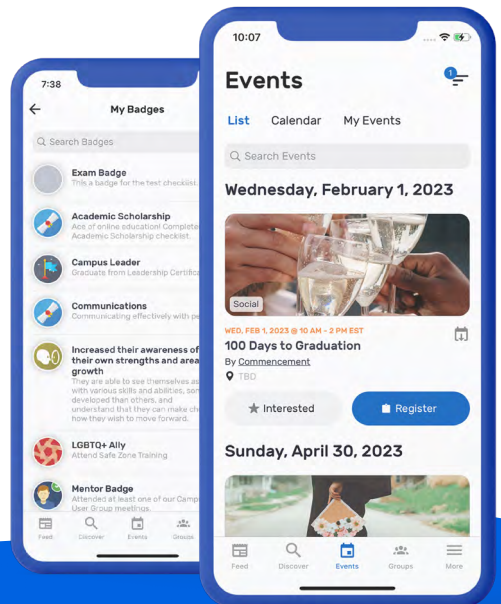
- How to Launch Your App?
- Testimonials
- The Ready Education Mobile App

# Introduction

It's winter time, probably the toughest season of the year. In addition to taking vitamin C all the time to fight cold and fatigue, you are coping with the traditional challenges at the beginning of the year. Some students are dropping out and others are probably experiencing a post-exam winter burnout, facing a lack of motivation.

But don't worry, there are ways to help them. One of them is offering digital services through a mobile app. In fact, we believe that technology is your friend that helps you (re)engage your students, bring them together within your community and contribute to their success.

Why should you adopt a mobile app within your institution? What's in it for you and your students? What are the benefits of such a technology? We have been working on these topics for over 10 years at Ready Education and answer these questions in this guide. Find out what needs this kind of tool addresses, what are its concrete benefits and how to launch a mobile app on your campus.



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# 1. Identify Your Students' Needs

## Mobile Technology to Make Life Easier for Students

Regarding mobile technologies, they greatly improve students' daily lives, as highlighted in the [Inside Higher Education survey](#), published in October 2022. [Two third-thirds of respondents](#) report that applying to the institution, buying a textbook, changing an academic course and paying a tuition bill are "somewhat" or "extremely" easy to do via a mobile device.

Also, the mobile app has become an essential tool for students. This is what emphasizes a study we conducted with HEADway Advisory and EdTech France, showing that:



**93%**

of students use a **smartphone**, a key communication device for students

**83%**

of those who don't yet have an institutional mobile app say they want one.

The mobile app is thus the preferred interface between students and their institution.

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# Students' Needs: Some Key Numbers

## Mobile Technology to Make Life Easier for Students



# 83%

of students want an app that centralises their digital services



# 76%

of students expect a mobile service to save them time



# 76%

of students would like to see their schools' digital services expanded

### The 3 most useful features for students are:

- The **synchronised calendar** (92%) to quickly find their schedule and classrooms
- The **student ID** (91%)
- The **tracking of absences** (91%)

Furthermore, for years, research has shown students who have strong friendships and feel like they belong are more likely to see the value of required work and have higher self-belief in their chances to succeed in their course (Verschelden, 2017). Students with **close digital connections** are more likely to stay in school: 92% for students with high closeness centrality, compared to 81% for students with low closeness centrality.

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# The Impact of Technology in Higher Education

As we can see, one thing is clear: students need a tool to make their lives easier on campus and free them from a mental load that can easily be avoided (classroom and schedule changes, etc.). Also, even though they may not be aware of it, knowing what's going on in their institution and building relationships with their peers are key elements that contribute to their well-being and long-term success.

Technology helps address all these challenges. In fact, [it can have an extremely positive impact](#) on institutions and their students:

- **It helps prevent staff burnout.** By connecting all the students together, faculty members are not the only facilitators anymore and answering students' questions and requests becomes easier.
- **It reduces operating costs,** which helps provide more support to students and improve their overall experience.
- **It contributes to creating crucial relationships and connections** between students that help their long-term success.

Moreover, according to Jean-Pierre Berthet, Chief Digital Officer at [Sciences Po](#) (a French university), *"digital is key for higher education, as long as its use remains balanced"*.

If the use of digital technology intensified during the global pandemic and is still accelerating today with the metaverses and the increased digitization of our lifestyles, it is important to find the balance between remote and face-to-face learning.

***"The university needs to become "phygital" and harmoniously mix real and virtual"***, Jean-Pierre Berthet adds.



## 2. Find Out About the Benefits of a Mobile App

There are several tools and services that can meet all the needs mentioned above. After extensive research, analysis and developed solutions, Ready Education came to the conclusion that a mobile application gathered many features that helped face the institutions' and students' challenges.

We have identified 3 main categories of benefits for both institutions and students:



### Improve Communication

- Make your **communication tools** more efficient
- **Save time**
- Reduce the **number of emails sent**
- Alert your students about **urgent matters**
- **Make communication easier** between the institution and the students, and between students
- Give yourself some time to build a **solid communication strategy**



### Improve Student Experience

- **Gather** all the relevant information in one same place
- **Facilitate students' access** to their personal documents
- Provide a **seamless campus experience**
- **Modernise your communication tools** to make them intuitive and pleasant to use
- Help students **save time and become better organized**



### Engage / Re-Engage Your Students

- **Facilitate the integration** of new students
- Organize and promote **campus life and activities**
- Ask your **students to share their opinions** and analyze their feedback and satisfaction with your institution and its organization.
- Strengthen the **sense of belonging to the student community** by registering to events and building relationships with new people

# 3. Launch Your Mobile Application

## How to Launch Your App?

Now you know what a mobile app can do for you and how much it can change your students' lives. But where to begin? Here are 5 best practices for launching your app.

### 1. Get buy-in from all departments that need to be involved

Aligning and onboarding all of the involved departments in this project is key to make the most of the app and ensure a good collaboration throughout the entire process.

### 2. Set the scope of the project by clearly defining your app requirements

This is all about defining the right size of the project. The app needs to add value and include the features that students really need. However, it can't get too big too quickly. You need to develop a minimum viable product first to make sure students get used to it. You can then build a roadmap to keep adding innovations over time...

### 3. Create a realistic project timeline to build your app

Your students want an app today, but don't let that pressure you into rushing it through. You'll want to ensure the app is well developed and tested before launching it campus wide. Otherwise, if you launch it too soon and there are too many bugs, students will be disappointed and they will take longer to adopt the technology.



#### **4. Promote your app using student ambassadors and a well-thought out communication plan**

Include students in the development process so they can test the app throughout, and be ambassadors when it's time to launch campus wide. Combine that with a well-thought out communication plan to maximise adoption.

#### **5. Continue improving your app to suit the ever changing needs of your students**

As the needs and wants of your students are ever changing, your app will never be finished. Actively get student input and figure out where innovation is needed to be able to keep adding value to all students across the student lifecycle.



# Testimonials

As you can see, at Ready Education, we believe that the mobile application is a powerful tool to enhance the student experience and therefore, their engagement. These beliefs are based of course on our investigations and experiences, but mainly on the feedback we received from our customers:



*"Having everything a student needs in one place, on the app, makes it much more succinct and easier to access - students just have to go to one place and then are signposted to everywhere else. This makes it less overwhelming for them too, particularly if they're just starting their course."*

University of  
**HUDDERSFIELD**  
Inspiring global professionals

**Lydia Blundell, Head  
of Engagement at  
the Students' Union,  
University of Huddersfield**



**Angela Crabtree,  
Director of Quality,  
Craven College**

*"The use of multiple platforms posed some challenges for students and staff. We now have a solution that centralises all our resources into one place. Our staff and student dashboards have made a huge difference to both access and communication."*



*"The Community feature was unique to Ready Education. That and the collaborative relationship which would come from working with our dedicated Campus Success Consultant meant that we didn't look at any other app vendors."*



**Rachel Yost,  
Azusa Pacific University**

# Testimonials

And who better to tell you about the impact of an app on students' lives than the students themselves? Here is what they shared with us:



*"What is very interesting about the application is that it gathers on our smartphone, the object we most often hold in our hands, a whole bunch of information that we would tend to have to go and find in different places in a much more complicated way. **It makes life much easier**"*

**SciencesPo**

**Augustin, student at  
Sciences Po**

 **EDHEC**  
BUSINESS SCHOOL

**Xavier, student at EDHEC  
(French Business School)**

*"Helping students access student life via an app is a great idea. It's a tool that saves time and relieves the students"*



*"According to me, **it's an indispensable tool!** When I arrived at ICP [student's school], the mobile app saved me time finding my way around the campus. Everything I was able to find helped me de-stress"*

 **ICP** | INSTITUT  
CATHOLIQUE  
DE PARIS

**Philippine, student at  
Institut Catholique  
de Paris**

# The Ready Education Mobile App

You want to develop a mobile app within your institution?  
Find out about our solutions to take your campus digital.

## Who are we?

Ready Education is the leading mobile student engagement platform on a mission to improve student success in higher education worldwide.

Trusted by 700+ institutions in more than 25 countries, we have developed a panel of solutions to build communities, drive retention and help students succeed.

## **READY** Education

**7M+**

Students

**715+**

Institutions

**25**

Countries

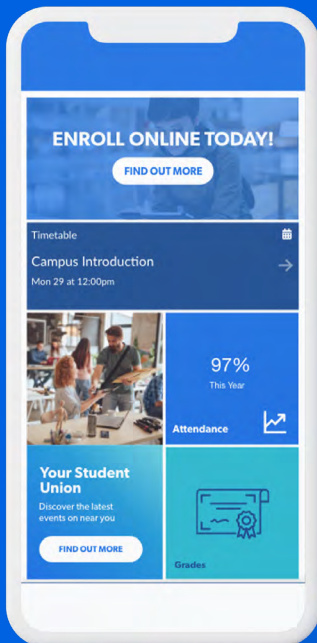
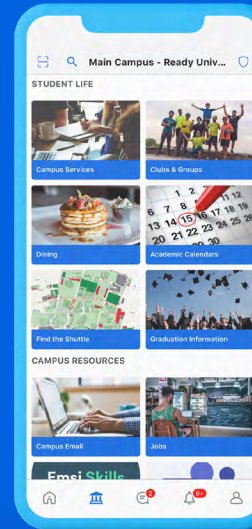
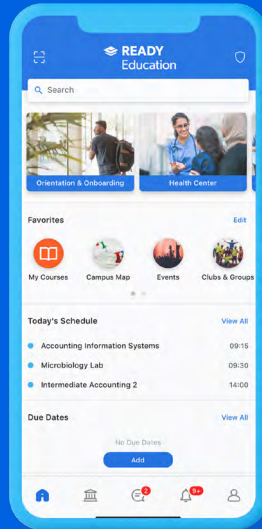
**10 Years**

of Experience

# Why choose us?

## Solutions in the palm of your hand

With Ready Education, gather in one place all the useful resources for students, communicate easily with them and help them interact with each other. Our mobile solutions centralise all of your institutions' services. They ensure their visibility and use among students.



## A smooth and simple implementation process

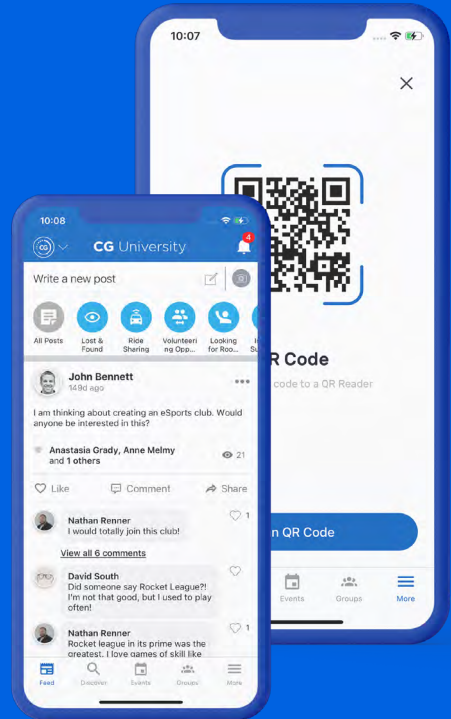
Our implementation managers, campus success managers and product support specialists will guide you throughout the implementation process. We are committed to making the integration of your digital solution an enjoyable and rewarding experience for all of your teams. We build, integrate and optimise your whole project before launching it on your campus.

## A tailor-made experience

**A dedicated project team:** together with your teams, we build your mobile project and then help you enrich it and add new features over time

**A regular and personalised follow up:** your Ready Education account manager will provide you with reports, documentation and personalised contents to develop your mobile app according to your objectives

**A service approved by 715+ institutions:** our teams have a thorough knowledge of the higher education world and its challenges. They will help you make your mobile app a long-term success



Want to know more about our solutions? **Request a demo**



Ready Education empowers institutions worldwide to build and engage their campus community, improving communications and experiences that increase retention and drive student success.

 **READY Education**

Find out more at:  
**[readyeducation.com](https://readyeducation.com)**

Contact us at: **1 (877) 588-7508**  
of email: **[info@readyeducation.com](mailto:info@readyeducation.com)**