READY Education

ORU | ORAL ROBERTS UNIVERSITY

Oral Roberts University

Increasing student success by leveraging mobile technology

GAINING APP ADOPTION

In order for the campus to embrace the platform, ORU wanted students to feel as though the app was developed with them in mind. By changing the name to the "Student Life App," ORU was able to convey the notion that this new platform was designed and implemented for students.

By simple changing the name, ORU saw a 96% adoption rate in less than a year.

ESTABLISHING A CAMPUS COMMUNITY

With access to a campus wall and private messaging capabilities, the Student Life App has encouraged students to communicate with each other, creating a sense of community both on and off campus. With faculty using the app as well, students feel as though they have a direct line to the president's office, making them feel more connected to their campus.

CHALLENGES:

- Disparate software systems
- Gap between students' expectations and their reality
- Streamlining tech that students will want to use

I am amazed at the increased awareness and knowledge of companies like Ready Education...that understand the challenges and opportunities a campus has to impact the world through mobile applications.

-Michael Mathews
AVP of of Innovation and Technology

Enrolment: 3,852
Established in 1963
Tulsa, Oklahoma
www.oru.edu

96% Adoption
Allowing students to feel that they "owned" the app encouraged a 96% platform adoption rate

97% Retention
Fluid technology allowed for a 97% retention rate between freshman and sophomore students.

50K+ Social Interactions
Students connected with each other via the campus wall, and private messaging over 50K times

FEATURED

ORU ORAL ROBERTS UNIVERSITY

Golden Eagle Orientation

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LAUNDRY SERVICE INTEGRATION

The app's ability to integrate with ORU's laundry service has helped students with time management on campus. Students can now check machine availability, as well as the status of their laundry, directly within the app.

By allowing students to use their time more effectively on campus, rather than waste it on menial tasks, they are able to enjoy a better overall academic and campus experience.

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CHOOSING THE RIGHT VENDOR

When asked why he went with Ready Education, AVP of of Innovation and Technology at ORU, Mike Mathews, disclosed that he tested every mobile platform vendor that he spoke to by asking them to do something out of the ordinary. He did this to see if they would not only respond to his request, but follow through as well.

Ultimately, it was this personalized care and dedication from Ready Education that became the deciding factor for ORU, and according to Mr. Mathews: "The Ready team hit the mark every time."

KEY RESULTS:

- The Student Life App has helped encourage ORU's whole person curriculum: body, mind and spirit, by giving students a direct line to their campus at all times.
- 96% of students adopted the app, sustaining the mobile campus eco-system.
- In less than a year, students checked the status of their laundry over 22K times.