

10 Questions you should ask yourself before adopting a student engagement platform

1 Is it mobile-first?

This means the principle method of engagement is through the mobile device. Web platforms and resources are not places that students visit while on campus. They are used to receiving everything on their phone, and that is where they expect to engage with their institution.

2 Does it excite and attract users?

Mobile platforms that are dynamic, interactive and intuitive will ensure downloads and repeat usage. They also have to be visually appealing to keep students coming back. A single negative experience can lead to an uninstall, rendering any outreach ineffective.

3 Is it a closed social messaging network?

Mobile platforms for an institution should include a social feed and the ability to send messages to peers and networks. Students are used to sharing information with each other at the tap of a button through WhatsApp or Facebook Messenger.

4 Is there a simple content management system?

Mobile platforms should have a simple content management system, as well as the ability to administer content management rights. Students must have the ability to easily navigate, search and engage with the content as well.

5 Does it empower staff?

Mobile platforms should enable administrators to empower their teams, allowing them to create, engage and interact with students on the platform—all while maintaining oversight and community standards.

6 Does it allow you to take targeted action?

Mobile platforms should enable institutions to identify at-risk or disengaged students, but also provide the tools to engage with them directly, and measure the result of that outreach.

7 Are there dedicated support teams in place?

It should feel like you've acquired an additional staff person in the form of support from your provider. Consistent app updates and always-available troubleshooting should be benefits that allow you to spend less time administering the platform, and more time using it.

8 Are you provided regular insight and reports?

The ability to understand trends in usage, adoption, interaction and impact are vital, not only for assessing the efficacy of engagement, but also in tactical planning and funding of future programs.

9 Does it integrate with existing systems?

Mobile platforms should integrate with an institution's existing LMS, CMS and other academic platforms to bring that information natively into the mobile experience for the student.

10 Will the solution grow with your needs?

Mobile platforms that grows and evolves with the ever changing needs of the office would mean lower switching costs and better long term relationships.