Efficacy Report 2016

Youngstown State University

OOHLALA

Contents

Report Structure

Executive Summary Youngstown State University

Using data to gain new insights!

Higher education institutions are increasingly moving towards leveraging data to measure student engagement and identify pathways of success. Your platform currently provides you with the basic analytics on app engagement. This year, we're excited to announce that we have expanded the analytics to a division level, allowing you to measure and assess the student experience across all departments on one unified platform. The goal is to empower you with actionable data and recommendations to increase engagement and retention at your institution.

The Youngstown State University app is an indispensable tool in supporting the journey of students from orientation to graduation. Today's student body is diverse and multicultural with constantly evolving challenges and expectations. In our annual student survey:

- **57%** of students reported that using the app contributes to a positive feeling of being on campus
- **59%** reported that the app makes them feel like they belong to the university community

  fostering a sense of community at your institution. Moreover,
- **81%** of students would recommend your app to their peers.

A great way to learn about your Campus!

According to our annual student survey, the mobile app is a preferred medium for finding campus information at your institution. Students have immediate access to the entire array of campus services via the app with:

- **59%** stating that they were able to learn about campus services
- **55%** using the app to inform themselves of extracurricular activities.

  Each student has a suite of tools for self regulation and organization to help reduce stress while increasing academic performance and self sufficiency
- **50%** of students saying that mobile technology helped them stay organized during their school year

A warm welcome to first year students!

First year students are often the most stressed and at risk population on campus.

- **57%** of students said the app helped them get off to a good start at their university
- **35%** saying the app helped to reduce stress in their first weeks.
- **60%** found it helpful having orientation information on the app.

A strong and supportive mobile community!

Students requiring immediate assistance or feedback are able to communicate via a peer driven, social support network, with

- **74%** being confident that their school-related question will be answered on the app.
  This platform for informal dialogue eases the burden on busy staff members and administrators, while also enabling students to seek help from their classmates during stressful times outside of regular office hours.

Engagement Highlights for 2016

Adoption and Engagement

All time, the Youngstown State University app has received **6,043** downloads and **3,559** registrations. This represents an adoption rate of **48%** on downloads and **28%** on registrations.

Academics and Self Regulation

Your students are using the app to regulate their studying habits. This year, students have added **770** courses and **78** to-do's to their schedule.

Campus Wall Activity

This year, there were **19,839** comments, posts and likes on your campus wall, along with **35,031** peer to peer messages. This shows that students are using the app to connect with the campus community and their friends.

Student Activities Clubs & Events

This year, there were **31,747** clicks on the Clubs tile and **3,230** clicks on the events tile. This shows that students are using the app to learn about student activities on campus and are engaging with clubs and events.

Services

This year, there were **2,105** clicks on the Services tile. This shows that students are using the app to learn about and engage with campus services.

Product Roadmap for 2017

The 2017 product road map is focused on building a **smart, virtual assistant to personalize and improve the student experience.** Based on global market trends and on student and administrator feedback gathered across over 200 institutions, our focus will on **key system integration, campus assessment and personalization of the mobile app.**

Key recommendation for 2017

▸ The top student requested feature was **seamless course integration** of the app with your LMS platform. Given the high penetration of mobile technology on your campus, we recommend using the **assessment tools**
▸ to increase adoption and improve the student experience.

2017 Recommendation Summary

Our data science team have gathered analytics and insights from more than 200 institutions representing over 800,000 students. Here are our top recommendations and best practices that have proven successful in improving student engagement:

Increase campus adoption

Recommendations

1. Use Orientation Tracking & Assessment tools to get real time feedback from First Year students and make the app a part of your orientation registration process.
2. Include a call to action to download the app in admission letters and on your student portal. Student are more likely to see and act on these calls to action.
3. Make the app the prescribed method for daily campus interactions such as event check in and service assessment.

Seamless academic timetable to support self regulation

Recommendations

1. Integrate the app with your LMS and SIS systems so that students can automatically receive the academic and course information they need.
2. Encourage students to use the app as a tool to help organize their studying. Keep track of academic requirements such as course, to-dos, quizzes, exams along with extra-curriculars such as events.

Improve Student Wellbeing

Recommendations

1. Expand the scope of the app to key departments (advising, health services, counselling and wellness) across campus to comprehensively measure student engagement and sentiment.
2. Have staff members and student leaders post introductions on the Campus Feed. This will encourage other students to participate and will allow them to reach out if they need support.

Increase participation in Student Activities (Clubs & Events)

Recommendations

1. Enable event attendance to get actionable feedback on programming and increase adoption.
2. Track flagship campus events throughout the year to get attendance and student feedback (eg. orientation,homecoming, commencement, exams, parents weekend)
3. Encourage conversation on the Campus wall by adding rich content such as photos from events.

Track and improve Services

Recommendations

1. Enable Service Assessment to get actionable feedback on programming and increase adoption. **72% of students mentioned that they would like the option to provide realtime feedback on their campus experiences such as events and support services.** According to our research, our mobile assessment tools yield an student response rate of 80%, an exponential increase over traditional methods (10% 30%).
2. Expand the scope of the app to key departments (advising, health services, counselling and wellness) across campus to comprehensively measure student engagement and sentiment.

Student Affairs Core Competencies & OOHLALA Mobile

Here are the 7 core competency areas to Student Affairs educators. Here we describe each competency and outline how OOHLALA can provide support.

1. Administrative & Management

These include organizational competencies that contribute to the effectiveness and success of the organization, such as promoting university events, serving as a university representative, reporting, recruitment and budgeting.

Our support:

- Providing a digital, mobile platform to enhance student & administrative interactions.
- Facilitate administrative tasks such as event planning and promotion, keeping students informed of important dates and highlighting essential content.
- Integrating with SIS, LMS and SSO systems.

2. Theory & Practice

These include a knowledge and understanding of concepts and principles of student development and learning theories, and the ability to apply them to improve practice.

Our support:

Provide partners with access to and insights from:
- Student Engagement Research.
- Student Development Theory.
- Literature on Assessment.

3. Help & Advising

These include a theories and skills related to providing support, direction, feedback and guidance to individuals and groups.

Our support:

Provide partners with the tools to apply these theories and skills:
- Push notifications.
- Campus wall.
- Peer to peer communication.
- Sentiment analysis.

4. Ethical & Legal

These include the ability to assess activities from an ethical and legal perspective.

Our support:

- Complete FERPA compliancy.
- Providing literature and assistance on State & Federal Compliance issues such as Title IX, Sexual Assault, Campus Security and Financial Aid.

5. Teaching & Learning

These include a knowledge and understanding of concepts and principles of teaching, learning and training theory and how to apply these theories to improve student affairs practice and education.

Our support:

▸ Provide partners with access to research and insights about program development.

6. Assessment & Evaluation

These include the design and implementation of qualitative and quantitative techniques and tools focused on student learning and satisfaction, student development and other emergent issues.

Our support:

Provide partners with:

▸ Regular efficacy reports that measure and assess the student experience.
▸ Assessment and evaluation reports on events, services and other student engagement programs.

7. Multicultural

This includes an understanding and valuing of diverse groups and views, and recognizing the importance of language and culture in creating a more diverse campus.

Our support:

▸ Extend these values to the digital environment to foster an inclusive and multicultural platform.

Adoption

Purpose
High platform adoption will enable your institution to scale awareness of programs and engage in conversations with a large and diverse number of students.

Adoption Definition
App adoption is the number of total students that downloaded and created an account on your mobile app compared to your total enrollment.

Adoption

3126

157%

4921

Target Downloads
(First Year Student Enrolment)

Goal Reached

Actual Downloads

9%

32%

990,053

Penetration Rate

Engagement Rate

Total Activities

Penetration Rate: The percentage of enrolled students who have downloaded the app and are using it every month.
Engagement Rate: The percentage of monthly users who use the app daily. These are your most engaged users.
Total Activities: All activities that have taken place on the app. This includes all app and community interaction.

12,503

48%

28%

Enrollment

Adoption Rate Downloads

Adoption Rate Registrations

1346

80%

14min

>179h

Questions asked on the Campus Wall

Question response rate

Median response time

Response time saved by crowdsourcing campus knowledge

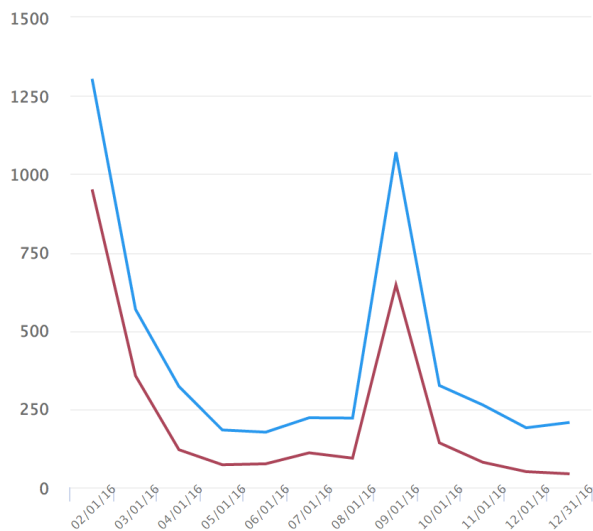**81%**   of students would recommend the app to their peers.

59%   of students feel like they belong to the university community while using the app.
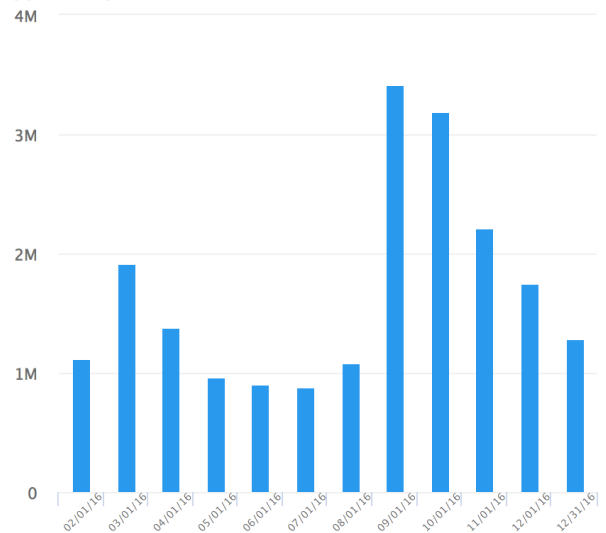
Adoption Downloads

	2015	2016	All Time
Downloads	1,122	4,921	6,043
Registrations	886	2,673	3,559

Daily App Activities and Downloads

Downloads & Registrations

App Activity

Orientation

82%
Were Satisfied with their Orientation Experience

0
Orientation Tile Views

Questions Asked During Orientation (May - Sep)

834 — Questions asked during Orientation

82% — Question response rate

11min — Median response time

>113h — Response time saved by crowdsourcing campus knowledge

Student Survey Highlights

59% of students say the app makes them feel like they belong to the university or college community.

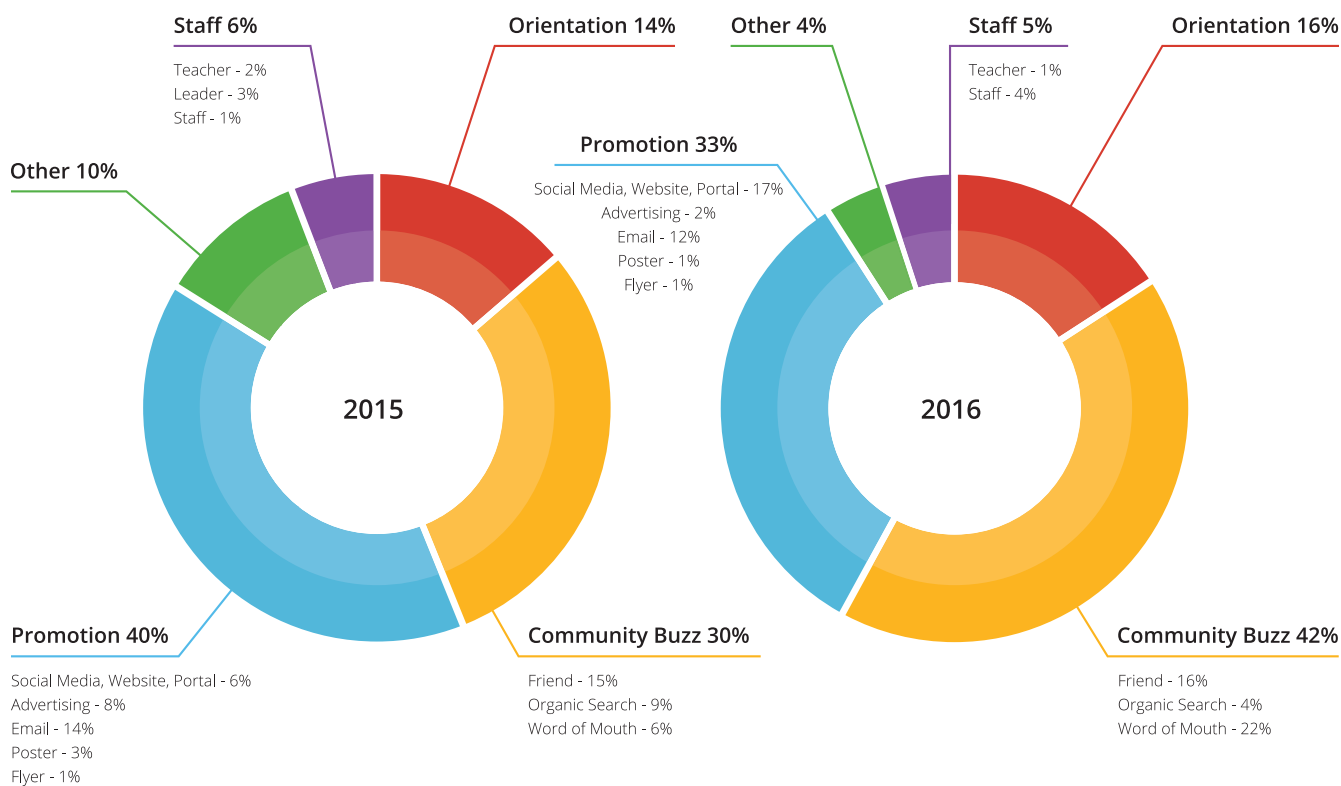**60%** of students found it helpful to have the Orientation Schedule on the app.

72% of students agreed that the app helped them learn about their campus surroundings during the first weeks of university or college.

57% of students agreed or strongly agreed that the app helped them get off to a good start at university or college.

Adoption Insights

Adoption Insights is an analysis that we conduct every year to understand which promotional tactics are most effective. These insights are gathered from our 200 institution community that is growing every year. We are adopting the "Theory & Practice" student affairs core competency by assessing and improving our strategies that resulted in a 25% increase in yearly adoption.

2015

Staff 6%
Teacher - 2%
Leader - 3%
Staff - 1%

Orientation 14%

Promotion 33%
Social Media, Website, Portal - 17%
Advertising - 2%
Email - 12%
Poster - 1%
Flyer - 1%

Other 10%

Promotion 40%
Social Media, Website, Portal - 6%
Advertising - 8%
Email - 14%
Poster - 3%
Flyer - 1%

Community Buzz 30%
Friend - 15%
Organic Search - 9%
Word of Mouth - 6%

2016

Other 4%

Staff 5%
Teacher - 1%
Staff - 4%

Orientation 16%

Community Buzz 42%
Friend - 16%
Organic Search - 4%
Word of Mouth - 22%

Top Adoption Historical Trends

1. Adoption from community buzz has increased and is the number one starting point for students finding out about the app. Students are talking about the app more and not needing to perform their own organic searches as much.

2. Social media, the website and student portal are all contributing a much larger role in letting students know about the app.

3. Traditional advertising such as the use of posters and flyers are having less of an effect.

4. Professors and student leaders don't have as much of an impact on letting students know about the app, but staff members are being cited as an increased source of finding out about the app.

Adoption: Case Studies

Chapman

1,893   **196%**

First Year Adoption:	Downloads	Adoption

Top Promotion Used: Used the app as the main tool for orientation schedules, group discussions, push notifications and events. Trained all the RA's on the app and they introduced themselves on the campus wall the week before orientation

McGill

16,983   **252%**

First Year Adoption:	Downloads	Adoption

Top Promotion Used: All orientation payments (FROSH) were processed through the app resulting in early adoption for FY students

BayPath

1,658   **208%**

First Year Adoption:	Downloads	Adoption

Top Promotion Used: Used event attendance to track all students who attended Orientation events and to get feedback from them in order to make improvements.

AeUSB

602   **201%**

First Year Adoption:	Downloads	Adoption

Top Promotion Used: They held a BBQ and asked the students to show they had downloaded the app before getting free hotdogs

Adoption Recommendations

1 — **Enable Assessment for all your courses for one week to get 80% adoption**

Have your students scan in all their courses for one week to track who's attending in class and to guarantee adoption and registration.

American University in Bulgaria - one week, 700 downloads

Pre-Orientation

2 — **Use the app as a part of your Orientation Registration Process**

Build a customized Orientation Registration landing page and use the app as a means for students to register for orientation. Any payments for events can be processed through the app.

3 — **Course Portal**

Add a call to action to download the app on your course registration page. Students will be visiting this page regularly and instructing them to download and register on the app here is extremely effective.

4 — **Admission Letters**

Inform new students about the app in your acceptance package or acceptance letters and instruct them to download and register. Students are extremely likely to read this package and will act on any instructions they are given.

During Orientation

* New

5 — **Implement Orientation Tracking & Assessment**

Using the app's event tracking and assessment system, track all students who are attending and participating in Orientation activities. Using the system, you can also automatically collect assessment data to gather feedback and improve the orientation experience for future students.

All Year Round

6 — **Prescriptive Method: Make the app part of daily campus interaction**

Maintain the momentum generated by Orientation and ensure that students continue using the app by making it the prescribed method of on-campus interaction.

Academics
and Self-Regulation

Research

"There is an extensive body of evidence with regard to academic performance suggesting that differences in low and high achieving students are closely linked to an individual's level of self-regulation."

(Zimmerman & Schunk, 2008)

"Equipping students with self-regulatory strategies and positive motivational beliefs earlier on in their studies will prepare and sustain their motivation for more demanding, upper level courses as they progress through their academic career."

(Kitsantas, Winsler and Huie, 2008)

"Students who are able to manage their time effectively and put themselves in settings that foster rather than distract learning have higher GPAs."

(Britton & Tesser, 1991; Tuckman, 2003)

Academics & Self-Regulation

N/A

Portal

770

Courses Added

2,514

Events Added

N/A

Email

78

To Do's Added

Trends: Colleges with Portal & Email Link on their Campus guide receive over 50% more traffic.

These insights were gathered from our annual survey of our growing community of 200 institutions

How can the app better assist you as a first year?

Top 3 Requests

1 Timetable integration

2 Maps

3 Events

What are the three main challenges you face as a student?

Top 3 Requests

1 Time Management

2 Academic

3 Meeting People

How can we improve the timetable?

Top 3 Requests

1 Calendar integration

2 Ease of use

3 Alerts and notifications

Academics & Self-Regulation Tools

Calendar Enhancements:

Courses

Exams

To Do's

Results and Grades

Quizzes and Assignments

Smart Reminders

LMS Integration Partner

We support all major LMS systems

D2L™   moodle   canvas   Bb Blackboard

Our research has found that calendar enhancements
result in a 30% increase in app activity

Single Sign On Support

Seamless app onboarding to the app making adoption easier

Students use the same email and password as all of their accounts

Google Auth	ADFS	CAS
Shibboleth	LDAP	

Get Started

Login with Integration for School
Sign in with your banner credentials

We value your privacy and protect your personal information. By signing up you agree to our privacy policy and terms of service: http://oohlalamobile.com/privacy
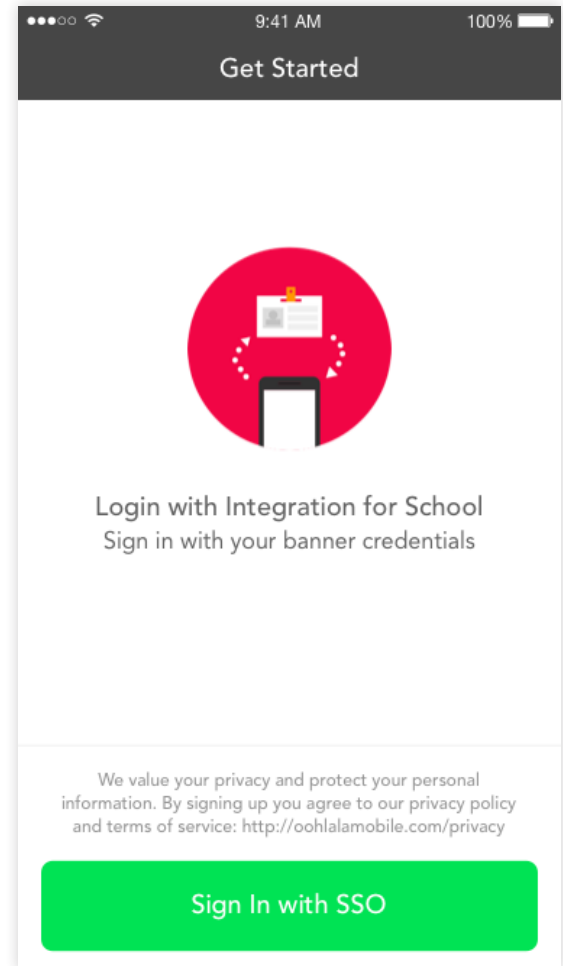
Sign In with SSO

Adoption & Self-Regulation Recommendations
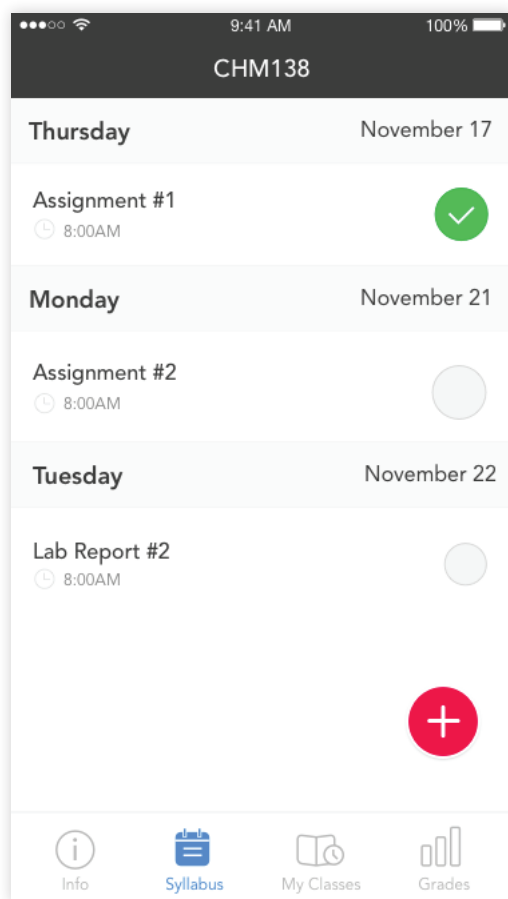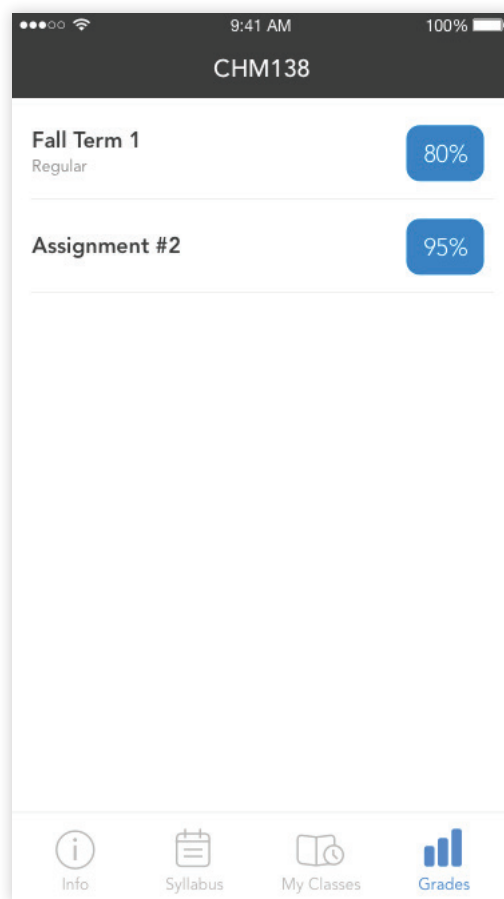
1 Integrate the app with your LMS and SIS systems so that students can automatically receive the academic and course information they need.

Assignments and Exams

Grades

2 Encourage students to use the app as a tool to help organize their studying. Keep track of academic requirements such as courses, to-do's, quizzes, exams along with co-curriculars such as events.

Student Activities

Research

"Student involvement in campus organizations can affect their satisfaction with college (Cooper, Healy, & Simpson, 1994), drive to achieve, confidence in academic ability (House, 2000), academic performance (Hartnett, 1965), and decisions to leave."

(Okun & Finch, 1998)

"Some researchers have suggested that the most important element to success and retention in the first year is student involvement."

(Astin, 1984)

Studies have found that both GPA (Boyer & Sedlacek, 1988; Brooks & DuBois, 1995) and retention (Upcraft & Gardner, 1989) are predicted by social support.

Student Activities - Clubs Assessment

Clubs Views:

* Note : Views are the number of clicks received

1,425	**30,322**	**2,128%**
Jan - June	July - Dec	Growth rate

765	**31,747**	**4,150%**
Year 2015	Year 2016 ▲	Growth Rate

319	1,083	6
Clubs	Members	Administrators

Top clubs per month

Sep 2016
1. YSU Campus Recreation
2. Dining Services
3. Urban Gaming Club, Youngstown State University

Oct 2016
1. Dining Services
2. YSU Campus Recreation
3. E-Sports, YSU

Nov 2016
1. Dining Services
2. YSU Campus Recreation
3. Student Health Services

Dec 2016
1. YSU Campus Recreation
2. Dining Services
3. Youngstown State University Events

Student Activities - Events Assessment

Event Views:

* Note : Views are the number of clicks received

1,541	1,689	110%
Jan - June	**July - Dec**	**Growth rate**

235	3,230 ▲	1,374%
Year 2015	**Year 2016**	**Growth Rate**

55% **of students use the app to inform themselves of university co-curricular activities**

Top events per month

Sep 2016

1 Minute(s) to Win In: Incentive Program
2 Massage Therapy
3 International Coffee Hour

Oct 2016

1 Relaxation Week: Canvas & Cocoa
2 Penguin Productions Presents: Adia Victoria
3 3v3 Volleyball Tournament

Nov 2016

1 Bootcamp
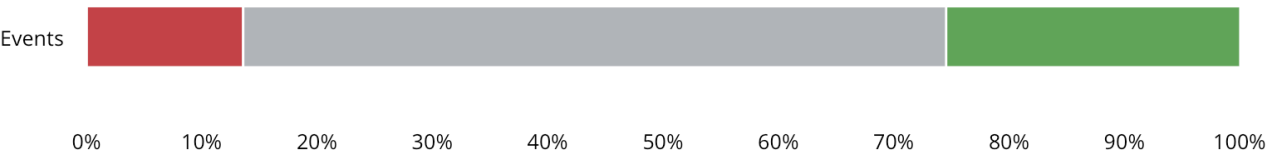2 Long Night Against Procrastination
3 Namaste in the Yo

Dec 2016

1 Relaxation Week: Canvas & Cocoa
2 Penguin Nights
3 Bowka Punch & Strike

Student conversations related to events

4358 — Campus wall conversation related to events

59% — The app helps me to connect with other students at my university
Survey Result

Sentiment of Campus Wall conversations related to events:

Events

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Campus Wall Event Posts:

"this game on radio show is awful, ysu needs to do better"

"Tomorrow from 10 to 2pm will be the club sport organization fair in kilcawley center. Fencing will have a table set up so come and say hi! It's free to try!!"

"YSU Table-Tennis Tournament : It was a refreshing experience playing after a long time. Finished runner-up. :)"

NEW

Event attendance & Assessment

* Sample data

N/A	15%	★★★★☆
Events assesed	% of Events Assessed	Average Event Rating

359	319	89%
Total Attendees	Total Feedback	% of Student Feedback

Benchmark: 90% Student Feedback received via QR Code scan
9% Student Feedback received via Email (Manual Checkin)

100 **Student attending one event**
Number of Students engaged in Campus Activities at least once a semester (1+ event)

50 **Student attending repeatedly**
Number of Students engaged in Campus Activities at least twice a semester (2+ event)

72% Would like the option to provide realtime feedback on your campus experiences? (eg. events and student government services)

Sample feedback:

"I've always enjoyed opportunities to give to the community I live in. The students all seemed to have fun and it was enjoyable to get to know some people I might not otherwise"   ★★★★☆

"Everything was great! The employees at the center were very kind, I love the program itself and what they do for the community, and I hope to gain an internship with them after I graduate."   ★★★★★

"I thought it was a very good event to have. He was very informative. However, I felt like the convocation was too long for people who had to go to class at 12."   ★★★★☆

Event Attendance Case Studies

Tennessee Wesleyan U.

252	**208**	**82.5%**	★★★★☆
Total Attendees	Total Feedback	Feedback	Average Rating

Event: **Staying Safe During a Campus Emergency**
Date: **Oct 4th, 2016**

Rutgers

12	**12**	**100%**	★★★★☆
Total Attendees	Total Feedback	Feedback	Average Rating

Event: **Study Habits and Tutoring**
Date: **Sept 23th, 2016**

Bay Path

148	**120**	**81.1%**	★★★★☆
Total Attendees	Total Feedback	Feedback	Average Rating

Event: **Lecture by Chitra Divrakaruni, author of "One Amazing Thing"**
Date: **Oct 14th, 2016**

Oglethorpe

32	**31**	**96.88%**	★★★★☆
Total Attendees	Total Feedback	Feedback	Average Rating

Event: **Grad School Panel**
Date: **Oct 13th, 2016**

Student Activities Recommendations

1 Enable event assessment to track event attendance and student feedback on programming and increase adoption.

2 Track flagship campus events throughout the year to get attendance and student feedback (eg. orientation,homecoming, commencement, exams, parents weekend).

3 Track federal and state compliance requirement events, such as workshops on financial aid, campus safety and Title IX.

Other

4 Campus wall: share photos from live events to encourage students and attendees to do the same.

5 Send one push notification a week related to your top event for the week.

6 Connect your paid events with the app to process payments.

Service Assessment

Research

"To make an effective contribution to internal improvement processes, views of students need to be integrated into a regular and continuous cycle of analysis, reporting, action and feedback."

"The student perspective, although it is not the only perspective, has three advantages: it is the view of the person participating in the process, the learner; it is direct; and it can provide ratings on a range of items relevant to prospective students."

"Informal feedback on programmes is a continuous part of the dialogue between students and lecturers. This should not be overlooked as it is an important source of information at this level for improvement."

(Harvey, 2003)

Service Assessment

Service Views:

* Note : Views are the number of clicks received

1,100
Jan - June

1,005
July - Dec

536
Year 2015

2,105
Year 2016 ▲

393%
Growth Rate

59% of students are able to learn about campus services offered to them by using the app

72% of students would like the option to provide realtime feedback on their campus experiences (eg. events, advisor services, health services etc.)

Top services per month

Sep 2016
1. Beeghly Natatorium
2. Beeghly Natatorium Swim Times
3. Bubble Soccer

Oct 2016
1. Personal Training
2. Writing Center
3. Group X

Nov 2016
1. Student Health Services
2. Beeghly Natatorium
3. Massage Therapy

Dec 2016
1. Center for Student Progress
2. Writing Center
3. Beeghly Natatorium

Service Assessment

Student conversations on Services
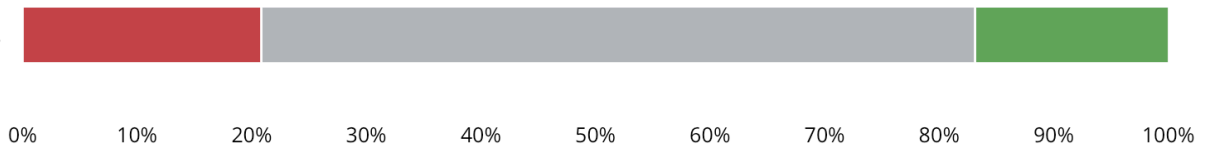
881 Campus wall conversation related to services

59% The app helps me to connect with other students at my university
Survey Result

Sentiment of Campus Wall conversations related to Services:

Campus Services

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Campus Wall Services Posts:

"How do you use Maag Library's online services off campus? It says a login screen should pop up but it never did."

"Can anyone tell me where any student computer labs at besides the Library?"

"This is a fundraiser I helped put together! Go to One Hot Cookie (downtown Youngstown location only), show this flyer and the YSU Student Literary Arts.."

Service Visits & Assessment

* Sample data

72	40	★★★★☆
Number of services	Total Services Assessed	Average Service Rating

100	100	50
Total Visits	Unique Visits	Repeat Visits
	engaged in Campus Services at least once a semester (1+Services)	engaged repeatedly with campus services (2+ Services)

Benchmark: 90% Student Feedback received via QR Code scan
9% Student Feedback received via Email (Manual Checkin)

Event name	Attendees	Feedback	Rating
Academic Advisors	400	80%	★★★☆☆
Financial Aid	130	76%	★★★★☆
Help Desk	200	76%	★★★☆☆

Sample feedback:

"She is very helpful especially when someone doesnt understand something. She is quick and able to able to explain things in a way that's understandable. "   ★★★★☆

Service Assessment Case Studies

Youngstown State University

1,151	**533**	**618**	**714**
Total Visits	Unique Visits	Repeat Visits	Feedback

Service: **Supplemental Instruction**   Average Rating ★ ★ ★ ★ ★

Lindsey Wilson College
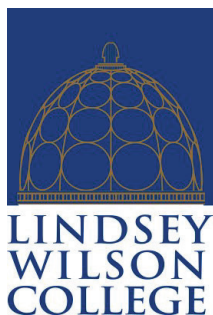
17	**16**	**1**	**11**
Total Visits	Unique Visits	Repeat Visits	Feedback

Service: **Career Services**   Average Rating ★ ★ ★ ★ ⯪

American University in Bulgaria

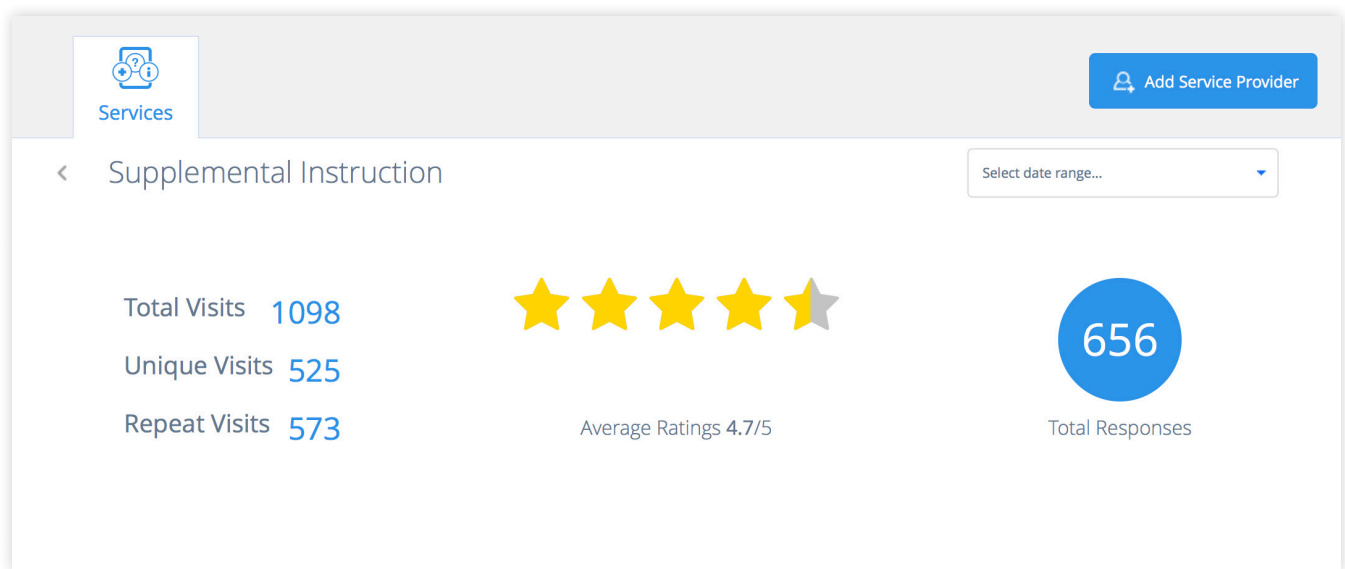| **18**	**16**	**2**	**7**
Total Visits	Unique Visits	Repeat Visits	Feedback

Service: **Prof. & Course Attendance**   Average Rating ★ ★ ★ ★ ⯪

Service Recommendations

1 Enable Service Assessment to get actionable feedback on programming and increase adoption.

Services		Add Service Provider
‹ Supplemental Instruction		Select date range... ▾

Total Visits **1098**
Unique Visits **525**
Repeat Visits **573**

★★★★⯪

Average Ratings **4.7**/5

656

Total Responses

2 Expand the scope of the app to key departments across campus to comprehensively measure student engagement and sentiment.
Top departments: Advising, admissions, career services, financial aid, student help desk, health services (student affairs), counselling & wellness.

Student Wellness

Research

"Making compatible friends is essential to retention, and that students' living arrangements are central to this process. Such friends provide direct emotional support, equivalent to family relationships, as well as buffering support in stressful situations."

(Wilcox, Winn, and FyvieGauld, 2005)

"New students need support to deal with not only the academic culture shock of adapting to the higher education environment, but also the emotional shock of moving from the familiar home environment to a very different life at university."

(Wilcox, Winn, and FyvieGauld, 2005)

"Students who are depressed have been found to have lower GPAs when compared to students who are not (Fazio & Palm,1998), whereas students who are anxious are more likely to drop out than their less anxious peers."

(Tobey, 1997)

Student Wellness Assessment

Campus wall Views

*This measures peer-to-peer and peer-to-staff engagement on the Campus Wall of your app

58,050	114,170	197%
Jan - June	July - Dec	Growth rate
7,046	172,220	2,444%
Year 2015	Year 2016 ▲	Growth Rate

Total Conversations

*This measures total peer-to-peer and peer-to-staff conversations on your app (including messaging)

9,046	25,985	287%
Jan - June	July - Dec	Growth rate
10	35,031	350,310%
Year 2015	Year 2016 ▲	Growth Rate

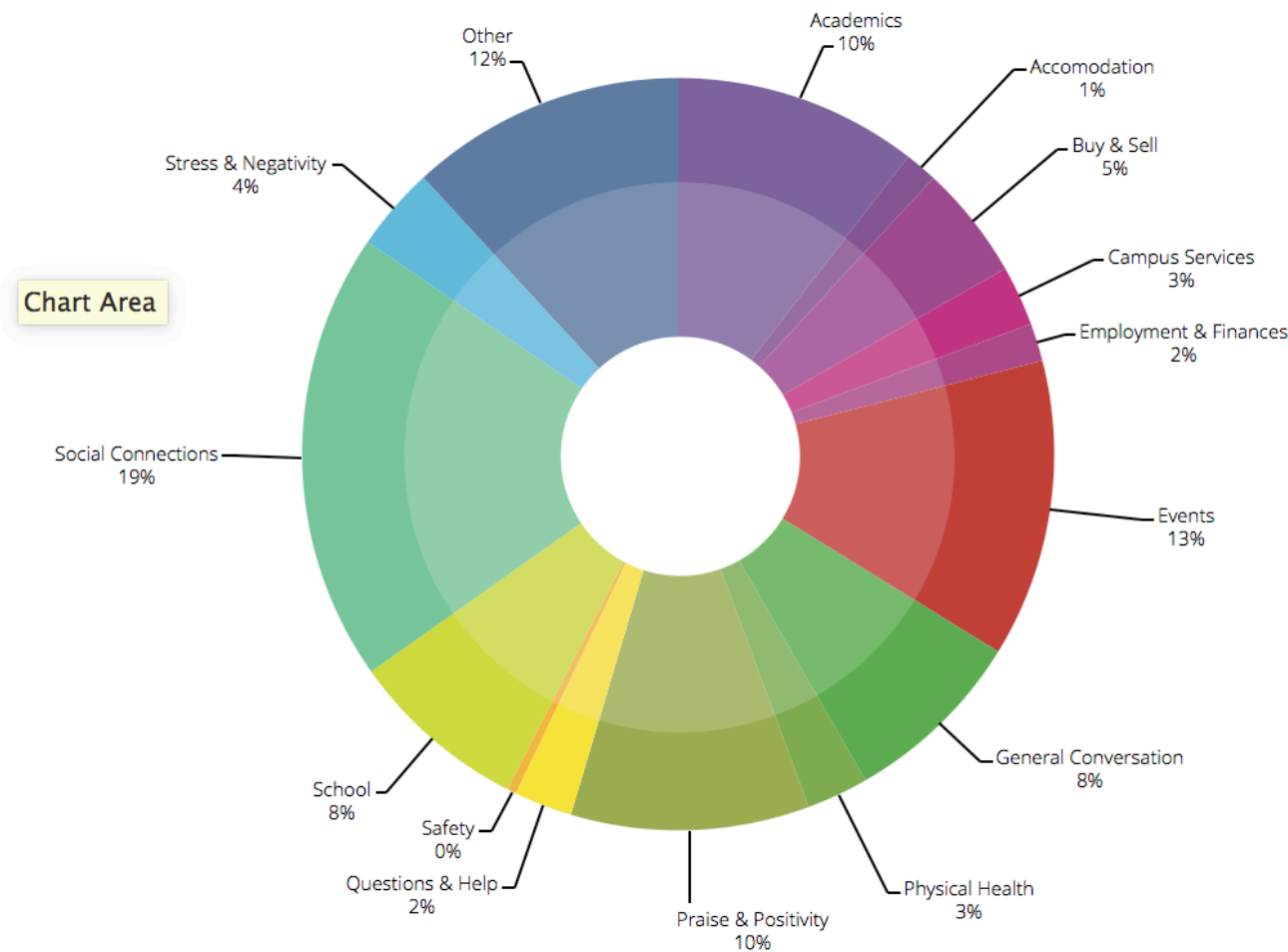| 4,603	36,338	35,041
Friendships	Campus wall posts & Likes	Peer-peer messages

45% of students say the app helped them feel more comfortable as a first year.

59% of students feel the app helps them to connect with other students at their university

Student Wellness Assessment

Campus Wall topic distribution and sentiment

Other 12%
Academics 10%
Accomodation 1%
Buy & Sell 5%
Campus Services 3%
Employment & Finances 2%
Stress & Negativity 4%
Chart Area
Events 13%
Social Connections 19%
General Conversation 8%
School 8%
Safety 0%
Questions & Help 2%
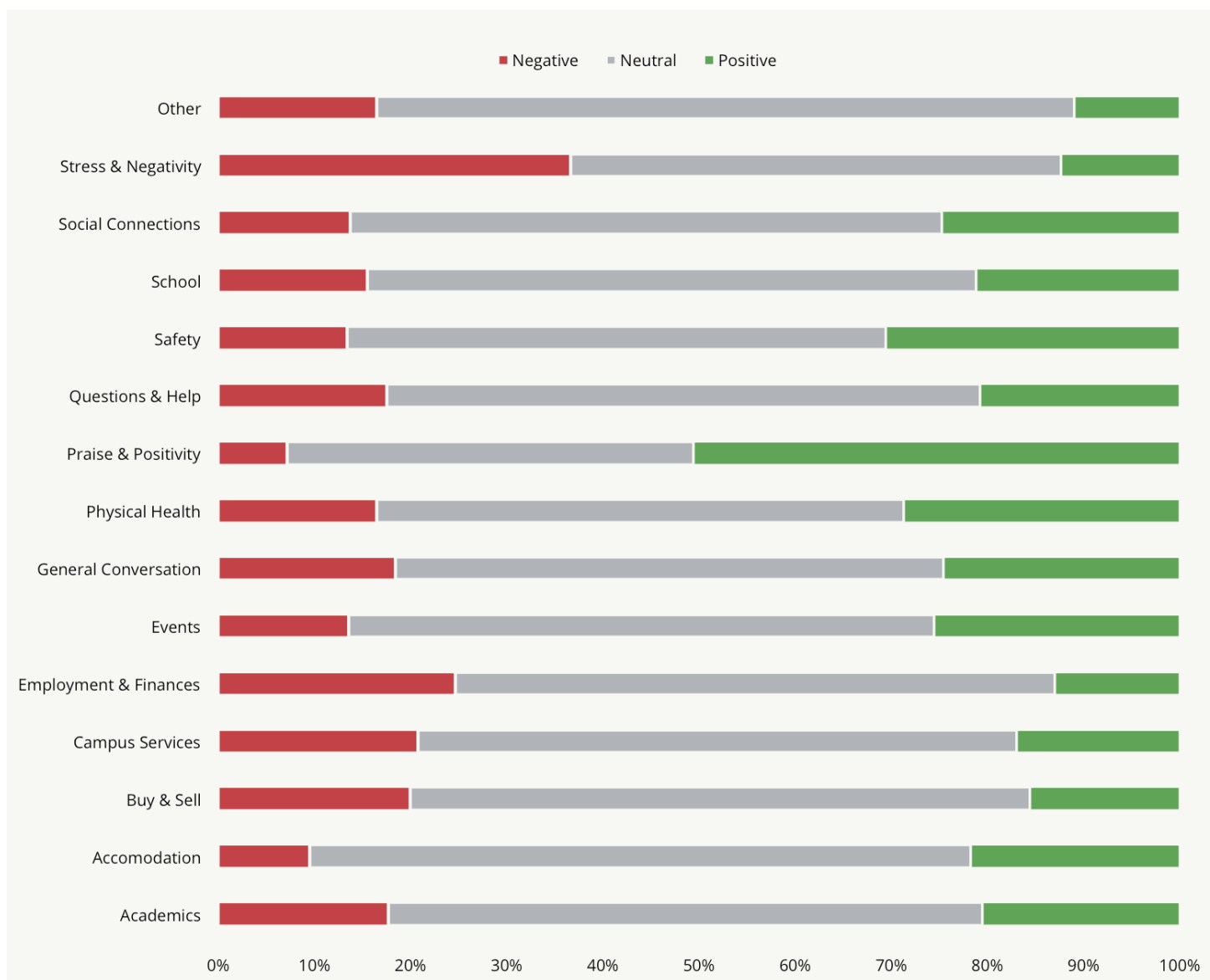Physical Health 3%
Praise & Positivity 10%

59% of students with school related questions are most likely to ask the campus community or search the app for the answer.

74% of students feel confident and very confident that a school-related question will be answered on campus wall.

Student Wellness Assessment

Campus Wall sentiment by topic:

Legend: ■ Negative ■ Neutral ■ Positive

Topics (top to bottom): Other, Stress & Negativity, Social Connections, School, Safety, Questions & Help, Praise & Positivity, Physical Health, General Conversation, Events, Employment & Finances, Campus Services, Buy & Sell, Accomodation, Academics

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Student Wellness Recommendations

1   Have staff members and student leaders post introductions on the Campus Feed. This will encourage other students to participate and will allow them to reach out if they need support.

2   Monitor the Campus Feed during key times of the year (orientation, exams etc.) to ensure that students are getting the support they need.
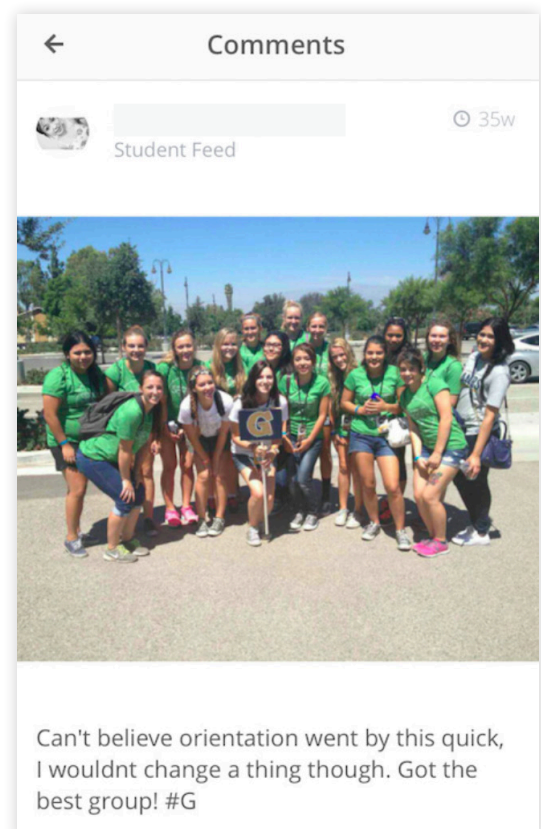
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Helping students succeed
by improving their experience