



Connecting Students to a Better Academic Experience

University of San Diego's Objectives

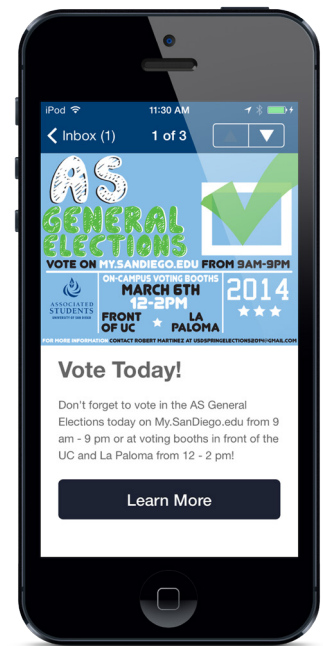
- Communicate with students in real-time.
- Give students access to mobile-friendly resources.
- Keep students engaged in University of San Diego's educational experience.

The University of San Diego is a distinguished Catholic university committed to advancing academic excellence with enrollment of more than 8,300 students. The school strives to enhance the student experience by using mobile technology and creating several apps.

The university's primary mobile app, MySDMobile, connects students to mobile-accessible resources and supports each student's individual experience with core functionalities such as scheduling and grade-viewing portals. The app uses push notifications and message center to communicate with students as part of University of San Diego's mobile strategy.

"Students are so used to seeing push notifications, it's naturally intuitive for them to use," said Avi Badwal, senior director, ITS ERPT at University of San Diego. "With push notifications we can send on-the-go students messages and have them engage with academic and campus activities."

The university took their strategy to the next level with segmentation, which allows the app to communicate with various student groups such as class level (freshman, sophomore) and college of study (Arts and Science,



The MySDMobile app allows students to get push notifications about campus activities as well as receive that content in the message center.

RESULTS

↑ 3x

Push notifications are three times more likely to be viewed and acted upon than email.

↑ 75%

Students with the app jumped to opt in to push notifications.

“Urban Airship has enabled us to communicate with our students on mobile. With push notifications and in-app messaging, we can better meet students’ expectations and meet our communication goals with students.”

***Avi Badwal,
Senior Director, USD ITS ERPT***

Engineering, etc.). Badwal believes “segmentation is at the heart of most higher education institutions. We’re already communicating in a segmented way, but we want to shift it toward building campaigns and more personalized interaction with individuals.”

University of San Diego has found that offering a mobile resource for students paired with push notifications has driven more student engagement. This is important for the university because student engagement appears to be a contributing factor in long-term academic success such as better grades and graduating on time.

With Urban Airship’s push notifications, the MySDMobile app can inform students about campus events such as student elections, important academic activities or a

campus store sale. Messages are also sent to the app’s message center where students can later read them at their convenience.

Integrating Urban Airship technology into its different apps has been seamless for the university. “It’s really easy to use. We can spin up another app quickly and Urban Airship will get that app enabled with push notification in no time,” said Badwal.

As a pioneer of mobile technology in the education space, University of San Diego believes in mobile as being part of the brand’s overall communication and segmentation strategy. Badwal said, “You can’t overlook this age group’s demand for this medium.”