URBAN AIRSHIP

University of Windsor

myUWindsor app improves students' university experience

University of Windsor's Objectives

- Improve university experience for students

- Increase student interaction with app via push notifications

- Aid recruitment, reputation and innovation efforts

The ubiquitous reach of mobile into students' lives offers universities an unprecedented tool to connect, inform, guide and educate students anytime and anywhere.

The University of Windsor app connects with nearly 15,000 students to keep them engaged and up to date on all things related to their university experience.

Push notifications are an invaluable communication channel in the myUWindsor app. Its main notification style uses audience segmentation and integrates with CLEW, the university's teaching and learning software. When an instructor posts new information, content or messages on their course website, only students of that class receive a push notification with this information.

Students asked for this service to aid their educational experience. "They wanted to have access to messages right away on their mobile phones, rather than sorting through a bunch of messages in their email," said John Powell, Director of Web Communications for University of Windsor.

The University Registrar sends push notifications to specific groups of students, notifying them when a class
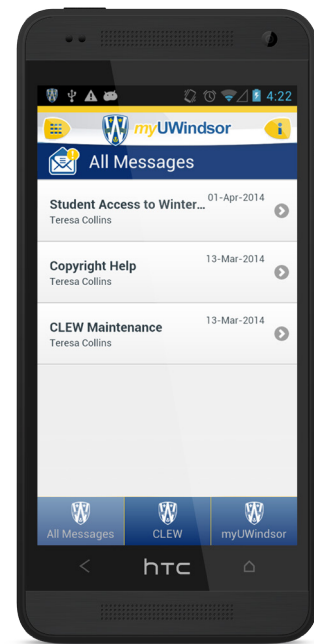
The myUWindsor app allows students to access all facets of their educational experience and communicates via push notifications.

RESULTS

⬆ **67%**

Of students with the app are opted in to receive push notifications.

⬆ **35%**

Of app opens influenced by push notifications from September 2013–February 2014.

> *"Push notifications were something we wanted when we first released the app, but we weren't able to do it ourselves. Urban Airship took us ahead faster than we could have gone on our own."*
>
> *John Powell,*
> *Director of Web Communications, University of Windsor*

is canceled due to weather or instructor illness. The Dean of Students broadcasts information promoting school spirit to opted-in students, such as a push notification congratulating the women's basketball team for winning the national championship. Using Urban Airship's mobile engagement solution, IT Services also sends notifications to specific platforms, including iOS or Android, when an app update is necessary."

Paired with push notifications, the app is a huge success, with high use rates — more than 84 percent of the nearly 15,000 students have the app and the majority access it on a daily basis or several times a week. "Without push notifications, the app wouldn't have been as successful," Powell said.

The University of Windsor places high value on working with Urban Airship to handle the push notification technology. The University of Windsor team found the solution cost-effective and crucial in targeting a wide range of platforms without replication.

"The app is useful to students even when they aren't using their phone," said Jay Lamont, app developer for the University of Windsor. "Push notifications enable the app to be functional even when it's turned off and is in their pocket — we can always reach our students."