

IT'S TIME TO ELEVATE THE COLLEGE EXPERIENCE:

INTRODUCING THE SMART UNIVERSITY CAMPUS



WHITE PAPER

To Stay Competitive, Higher Ed
Institutions Need to Meet Evolving
Student and Faculty Demands By
Improving Operations and
Engagement



MEETINGS. EVENTS. COMMUNITIES. CAMPUS.

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EXECUTIVE SUMMARY

The current generation of students are tech-savvy, more than any that came before. Because of that, their needs are unique. They’ve evolved with the landscape — growing up with tech from an early age — so their expectations for higher education are also evolved. Mobile and digital experiences aren’t just “experiences” for this demographic, they are a way of life, and so they are necessary even in educational settings.

Colleges and universities are now under intense pressure to modernize, and they must prepare students for a different kind of work environment. One where employees work remotely and autonomously, are more adaptable than ever, and continue learning endlessly.

In response, educational venues are being updated with interactive, immersive technologies — just like we’re seeing in the workplace and other large public venues. They’re taking the physical spaces around their venue and combining it with advanced technologies to stay on the cutting edge. Examples include real-time mapping, app-based experiences, and social communities to aid in creating truly user-friendly experiences, both on-site and off.



HIGHER EDUCATION SHOULD OPERATE AS A TRANSITIONAL ENVIRONMENT

Universities, colleges, and higher-education facilities should be at the forefront of change. These are educational centers, expressly designed to prepare and broaden the experiences of participating students. The core mission is to prepare them for the world ahead, or more specifically the workforce.

Higher education institutions are now scrambling to modernize as fast as possible. They have a responsibility to keep up with the corporate world, the next logical institution after graduation, adopting the very same technologies that many employers are now using in their own facilities. They are honoring that responsibility by digitizing their school campus.

In fact, several universities have already fully embraced this strategy. For example, the University of Washington [uses IoT or smart meters](#) to monitor energy usage and mitigate costs. Arizona State University has a “smart” stadium that uses similar sensors. Unique water sensors can detect when a sink or main is left on after a game. Additional sensors are used to measure noise in segments of the stadium — the tech enhances guest experiences by fostering playful competition..



“The technological prowess of a college or university is important to students during the application process.”

The ideal smart campus combines all these different technologies to provide a seamless and accessible learning experience, both inside and outside of the classroom into a consolidated central hub, like a mobile app, where participants can connect and keep a finger on the pulse of what’s happening around campus.

[87 percent of surveyed students](#) say that the technological prowess of a college or university was important to them during the application process. Centralized mobile apps helped ease the transition to college for 85 percent of those same respondents.

TRENDS SHAPING STUDENT EXPECTATIONS

GROWING UP IN AN ON-DEMAND GENERATION

There's a disconnect with the needs of the current generation. The so-called iGeneration is not seeing the kinds of solutions they're used to. The modern university community prefers on-demand and near instant experiences compatible with the mobile-centric and digital lives of the student body.

THE GROWING NEED FOR OMNI-CHANNEL

Campus and educational interactions need to be omni-channel enabled. This means a transaction (communication, social, or otherwise) on a digital device needs to be able to carry through to other devices or channels.

Checking your course schedule cannot only exist on a computer portal. The universities events calendar cannot only be seen on Twitter or on a digital sign board in key areas. This is a stagnant way of thinking.

THE VALUATION OF TRADITIONAL DEGREES

Many college-age individuals are doubting the value and usefulness of a traditional degree, especially now that so much learning can be self-guided using online tools. This is exacerbated even more when you consider the ballooning cost of education. This has led to vastly fewer enrollment numbers, a trend that will likely continue as time goes on.

REAL-WORLD CONCERN AROUND CAMPUS SAFETY

There's mounting pressure for educational institutions of all grades and degrees to allay safety concerns. It's an awful subject to discuss, but a real and present one that students consider when evaluating their on-campus decisions. Emergency alert systems, protocols, and action plans aren't #1 when choosing a college to attend, but do illicit a sense of comfort.

TRENDS SHAPING STUDENT EXPECTATIONS (cont'd)

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Today's students have much higher expectations about the role of technology in their lives and how that shapes their educational experiences. The overall mindset and lifestyle of the average student has changed considerably.

The more expectations today's students have, coupled with a growing need for better, more efficient tech is helping to transform higher education, solving these challenges and connecting desired outcomes.

By creating a smart campus, educational institutions are more valuable to their stakeholders build a foundation rooted in a connected and immersive experience. The result is a learning environment that delights all students, helping them learn in ways they would not find anywhere else.

Improving and maintaining the "college experience" is more important than ever. What does it take to create a great on-campus experience? Engagement. Without active participation and connections between people, you can't build a shared experience.

Participating institutions have become more competitive, thanks to streamlined communication between everyone — including students — and more effective hot-button issue solutions. Higher education must contend with safety, inclusion and transparency concerns. Smart technology can help with some of these challenges while also improving control and oversight.

SO WHAT EXACTLY IS A SMART CAMPUS AND HOW DO I GET ONE?

A smart college campus offers students an enriched experience. The physical structure of the campus is brought to life by interactive, location-aware digital technologies powered by a centralized mobile hub. This mobile-first mindset powers anytime, anywhere access to information, digital tools, and assets that are required for efficiently operating a successful higher education institutions.

Students have a constant companion ready to assist them as they navigate the campus and search for places, information, equipment and even people across the digital and physical worlds. This environment is attuned to the ways modern students live, learn, and prepare for their futures.

THE BENEFITS OF A SMART CAMPUS

Technology is infiltrating the university landscape, everything from e-books to smart whiteboards in the classroom to Bluetooth beacons that deliver directions to nearby visitors have a place on the smart campus.

But most importantly, mobile apps are what are going to connect all of these tools, programs, workflows and environments together.

1

ONE COMPREHENSIVE ECOSYSTEM

The smart campus is essentially a unified hub of digital resources and communications tools. Naturally, all online content, learning materials and other resources students need are always accessible in one system.

The impressive benefit is that this accessibility becomes even more powerful when you factor in other elements of the university beyond just content.

People, places, and things across a sprawling institution are all stored in one mobile interface, with robust real-time access.

Additionally, communications from faculty and administrators come through in a quick and easy mobile format, which has a much higher chance of being read. Channels of communication back to faculty and administrators are also open for students.

2

ALWAYS-ON, MOBILE EXPERIENCES

When the entire campus is synchronized, mobile experiences and on-the-go access provides everything a student, faculty member or even administrator would need.

As of June 2019, [mobile holds 50.71 percent](#) of the total market share, above both desktop and tablet usage. Nearly everyone owns a smartphone, including all students, which means there's no need to issue expensive or disposable devices and tools. Everything can be done on the very devices people already own.

Communications and interactions that occur on mobile are inherently more successful and earn the desired response. Mobile serves as its own reference point, since all communications, experiences, documentation and events remain accessible in one device.

3

REAL-TIME REPORTING

Mobile allows for real-time location reporting and behavioral analysis based on user interactions and incoming data. In this way, a mobile system amplifies the usefulness of the physical environment. Because students are always tuned in, it makes it easier for administrators and staff to oversee campus activity, such as ingress and egress flows for safety reasons.

Safety is addressed through an always-on and widely connected notification network. Thanks to location-aware tech, students can receive immediate alerts in case of danger and may even be guided to safety. Because movement on campus can be monitored, it becomes easier to respond to and contain potential threats.

4

ENHANCED PERSONALIZATION AND RELEVANCE

A personalized experience leads to more engaged students. Contextual, location-aware notifications draw them into activities and events across your campus to keep them in touch with student life.

Communications such as offers and tips can be tailored to each student's needs, history and preferences. Messages can also be delivered based on the context of a user's location or current activities.

Imagine more finely tailored communication around sports rallies, clubs, student government programs, academic competitions, volunteer projects, career fairs, and much more.

On a large campus it's nearly impossible to give each student the individual attention they deserve, but through mobile experiences and smart technologies, everything becomes smarter. It's a game changer.

5

UNPRECEDENTED VERSATILITY

A smart campus is much more adaptable to an ever-changing world thanks to the flexible nature of mobile platforms that allows for modular solutions. This type of system is all about extreme convenience, leveraging IoT and modern tech to streamline processes and synchronize across multiple systems.

Adaptability is necessary thanks to regularly advancing technology, the transformation of student and faculty needs, as well as the evolving demands of the modern workforce. Because there is no one size fits all model for higher education, communication tools are best when they can easily integrate with other third-party systems.



6 ROBUST DATA AND ACTIONABLE INSIGHTS

In addition to real-time location and behavioral data, there is a near-endless stream of information constantly flowing in about audiences and visitors, events, interactions and much more.

Administrators can obtain robust data insights that will help them achieve more efficient space and resource planning — an absolutely necessary element of managing such a large property. They also gain more details about student needs, desires and behavior.

Universities can adapt based on this real-time data, offering classes, services and events that are most sought-after in order to stay competitive.



With consolidated data related to content, collateral, events, location, usage and so on, you'll be able to make more informed decisions that can begin to transform the student experience.



7 PREPARING STUDENTS FOR THEIR FUTURE

In the past, the college experience was siloed. On-campus, off-campus, segmented departments and more. That mindset is shifting, as universities are adapting to become more of a holistic community through a digitization filter.

Graduates go on to face highly-publicized problems. Student debt is rising, entry-level positions are harder to obtain, and most employers value real-world experience above all else. The current generation of students are hyper-aware of these potential pitfalls. [According to a NACE study](#), participation in multiple college internships makes it more likely for graduates to secure work. This can be enhanced further by transforming the entire college experience so it mimics the modern business world through smart technologies.

Students want a more direct connection to the workplace. They demand to earn job experience and hone the kinds of skills that will be immediately applicable after graduation.

New candidates are expected to know how to do things right away and are being asked to dive into the deep end instead of completing extensive training. Going out into the “real world” has always been an intimidating prospect, and now it’s even more so.

Naturally, colleges must adapt and provide a more versatile learning experience that extends beyond the campus or classroom, combining elements of digital technology that mirror the technology present in a lot of today’s work environments so that they are equipped to thrive.



ON A BUSY CAMPUS, EVERY STUDENT INTERACTION COUNTS

Technology is infiltrating the university landscape: everything from e-books to smart whiteboards to Bluetooth beacons have a place on the smart campus.

When it comes to immersive student experiences that really shape the culture of your university or campus, mobile is leading the way. Students are demanding more personal and streamlined tech tools to facilitate their on and off-campus experience.

This is a model that can future-proof your student engagement initiatives but also grow with your students. There are practical use cases for every stage of the student lifecycle from pre-admission, to freshman year through graduation, alumni status, and everything in between.

By leveraging a mobile app, you're putting critical information and engagement touchpoints directly into the hands of your core audiences: students, faculty, administration, parents, and even prospective students. By harnessing the power of cloud technology and a mobile-first mindset, you can fuel campus-wide outreach.

It's all part of a great digital transformation, one that merges both the physical and digital mediums into an optimized on-site experience.

Your students are mobile, are you?



When it comes to the university and college campus, everything and everyone needs to be connected from an operations standpoint - across students, faculty, facilities, services, communications and the on-site experience.



Thanks to IOT technology, a directory of people, places, and things delivers instant access to all university information. This helps you keep engagement and transparency at the forefront of your brand.

FEATURES AT-A-GLANCE

Beyond the value that software solutions provide for the campus experience, we provide deeper interactions with purpose-built features that bring your institution to life.



NEWS



DIRECTORY



NOTIFICATIONS



POLLS &
SURVEYS



LIVE MAPS &
NAVIGATION



FITNESS &
DINING



EVENTS



UNIVERSAL
SEARCH



METRICS



SCHEDULING
STUDY ROOMS
(MEETINGS)



CAMPUS INFO



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PLATFORM OVERVIEW

The CXApp is a SaaS platform built with exclusivity and scalability in mind. When it comes to the campus experience, a reliable tool that can be used again and again is the best way to maximize your institution's budget.

The digitization of venues calls for a universal app strategy. You simply work with one vendor that provides an immersive out-of-the box solution for your entire organization's venue management.



BENEFITS OF A CLOUD SOLUTION

1. **COST EFFECTIVE.** A SaaS solution keeps costs low by leveraging the software across multiple locations/buildings.
2. **CONNECTED.** Bring people, places and things together to build school community.
3. **INTERACTIVE.** From venue navigation to personalized notifications and venue management features, this tool is the last word in experience.
4. **CUSTOMIZED.** Your app is an flexible solution for your school, brand, campaigns, and initiatives.
5. **COMPREHENSIVE.** This is the only tool that provides a complete array of experience management features, for both the physical and digital realms – across all stakeholders.



CAMPUS EXPERIENCE AS A SERVICE

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