

CONNECTED18

Robert Morris University

Case Study



Robert Morris University

A small, private university in Pittsburgh, PA



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Overview



- ▶ A private doctoral university in Pittsburgh, Pennsylvania
- ▶ 4,384 undergraduate students
- ▶ 61% six-year graduation rate and 80% retention rate

▶ Background and Challenges

- As part of their “RMU 100” Strategic Plan, campus leadership is pushing staff to move the dial on retention
- Prior to joining EAB, students and advisors lacked the tools to coordinate and communicate a plan to stay on track
- Advisors lacked insight into students’ involvement and engagement on campus, and students were in need of a checklist
- After exploring several different technology options, in April 2017, RMU’s President announced a new partnership with EAB for what he called “the Netflix-ization of higher education”
- They embraced the goal of rolling out the mobile app to a pilot group of users in September, hoping to achieve 50% adoption

▶ Solution



Strong **student success staff adoption and utilization of the platform**, thanks to campus-wide initiatives and communication



Exciting marketing campaigns and **EAB mobile app-focused Freshman Seminar** drive strong student utilization

94% First-year adoption of EAB’s mobile app

2% Increase in first-year retention

RMU 100 Strategic Plan

Goals and Benchmarks Through RMU's 100th Anniversary in 2021



Become a **strategic business partner** to develop new revenue streams



Use **predictive analytics** to improve graduation and retention rates



Improve our **brand equity** and positioning through athletics and a brand campaign



Reboot our Communication Skills curriculum to **ensure students thrive**



Improve RMU's **inclusiveness** and human capital development



Improve **net assets** and provide more scholarships through a capital campaign

Growing an SSC Team on Campus

Building Support and Improving Collaboration

Initial team
(4 people)



Steering committee
(12 people)



Campus-Wide Team

(71 people in different subcommittees)



Representatives from many different offices and departments collaborate to **share knowledge and compile a wide variety of content** for the platform

Bringing EAB to RMU

Intensive Communication and Engagement Ensure Successful Rollout

Weekly: Check-ins between RMU and EAB IT teams

Weekly: Steering committee of upper-level RMU stakeholders

Su	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Biweekly: Call with EAB to monitor progress

Biweekly: Internal RMU team meeting to stay on track

Biweekly: SSC user training sessions

Engaging Stakeholders in SSC Utilization

1

Two faculty members pitched SSC to peers at convocation

2

Biweekly trainings ensure staff can learn to use SSC

3

SSC newsletter keeps users engaged and shares resources

4

Interested users can join SSC engagement teams

5

Secured top-level support by presenting to RMU leadership

Marketing to First-Year Students

Start Encouraging Downloads on Day One

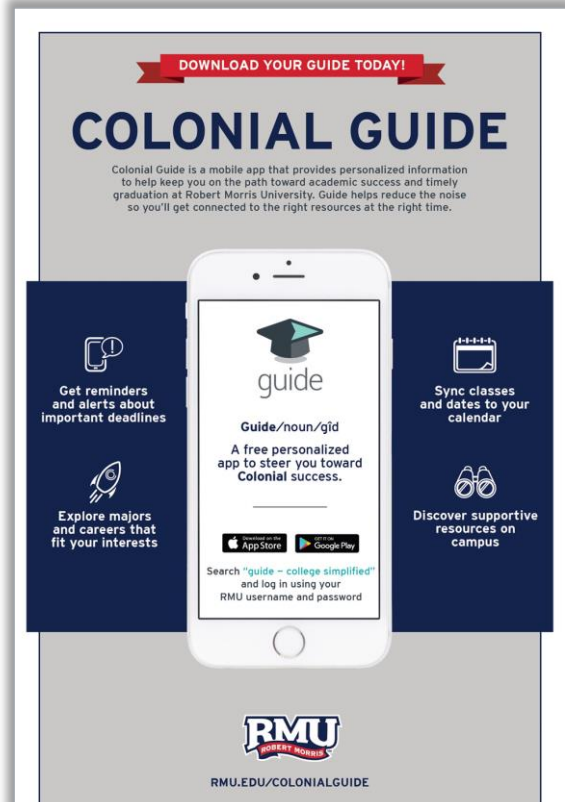
Marketing Campaigns

- Posters and advertisements
- Branded swag giveaways
- Strong presence at New Student Orientation and the Activities Fair
- Opportunity to win a scholarship for textbooks from the campus bookstore

"The Colonial Guide app helped keep me organized in my first semester. Because I was still learning the ropes, using the Path section made it easier for me to know what I was supposed to be doing and when I was supposed to have done it. I also found it helpful to have all of the contact information for my professors and advisors at my disposal."



Jamie Broutigam, Class of 2021



DOWNLOAD YOUR GUIDE TODAY!

COLONIAL GUIDE

Colonial Guide is a mobile app that provides personalized information to help keep you on the path toward academic success and timely graduation at Robert Morris University. Guide helps reduce the noise so you'll get connected to the right resources at the right time.

Get reminders and alerts about important deadlines

Sync classes and dates to your calendar

Explore majors and careers that fit your interests

Discover supportive resources on campus

guide
Guide/noun/gid

A free personalized app to steer you toward Colonial success.

Available on the **App Store** and **Google Play**

Search "guide - college simplified" and log in using your RMU username and password

RMU
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RMU.EDU/COLONIALGUIDE

Building **Guide** into the First-Year Seminar





Lesson Plan: First-Year Seminar and Colonial Guide

● Introduction: Syllabus and School Technologies

Colonial Guide Feature	Assignment	Benefit to RMU
General functionality and Intake Survey	<ul style="list-style-type: none">• Download Colonial Guide in class• What's the app, and how is it useful?	Intake Survey responses allow staff to send students targeted content

● Major and Career Exploration

Colonial Guide Feature	Assignment	Benefit to RMU
Major Explorer	<ul style="list-style-type: none">• Take the Major Explorer quiz• Favorite majors and careers in app	Quiz results and favorite majors are visible to advisors, who send targeted messages and campaigns

● Developing Successful Habits

Colonial Guide Feature	Assignment	Benefit to RMU
Quick Polls	<ul style="list-style-type: none">• Take Poll on college expectations• Discuss responses and where to find solutions and resources	Use Quick Poll data to identify areas of struggle for students and send targeted follow-up

● Getting Involved: College Engagement

Colonial Guide Feature	Assignment	Benefit to RMU
Calendar Events and Resources	<ul style="list-style-type: none">• Add campus events in the Path and review "Get Involved" and favorite resources in "Student Involvement"	College departments and offices use data to follow up with interested students

Lesson Plan: First-Year Seminar and Colonial Guide

Campus Offices and Resources

Colonial Guide Feature	Assignment	Benefit to RMU
Resources	<ul style="list-style-type: none"> Use GPS navigation in "More" tab to get directions to offices on campus 	Advisors can view favorite resources for individual students

Student Leader and Peer Advice

Colonial Guide Feature	Assignment	Benefit to RMU
General app	<ul style="list-style-type: none"> Upper-division students share how they use the app and how it improved their college experience 	Drive student adoption and utilization

Awards and Incentives for Super-Users

Colonial Guide Feature	Assignment	Benefit to RMU
General app	<ul style="list-style-type: none"> End-of-semester prize giveaway for students who used the app the most 	Drive student adoption and utilization

Importance of Faculty and Advising Mentors




Colonial Guide Feature	Assignment	Benefit to RMU
Connect Network, Appointment Scheduling	<ul style="list-style-type: none"> Advisors send appointments and show students how to get reminders 	Evaluate appointments made through the app to gauge utilization

Marketing to Upper-division Students

“Download Week” Gets Students Interested in the Mobile App

► What is “Download Week?”

The first week back after Spring Break, encompassing a series of marketing initiatives and activities designed to attract sophomores, juniors, and seniors to the app.

Mon	Tue	Wed	Thu	Fri
<p>Classroom Visits</p> <p>Students are encouraged to download the app</p> 	<p>Classroom Visits</p> <p>Treats</p> <p>Cookies with the Guide logo are given out in the food court to advertise Guide and pep rally</p>	<p>Classroom Visits</p> <p>SMS Blast</p> <p>First EAB platform text message to all upperclassmen has a reminder about pep rally and a push to download Guide</p>	<p>Classroom Visits</p> 	<p>Pep Rally</p> <p>10 large prizes raffled off—students must download the app to win prizes</p> 

Digital signage, table tents, and posters are visible to students throughout the entire week

Download Week and Pep Rally

COLONIAL GUIDE
Golden Ticket
GIVEAWAY
Create your own RMTL Night

THIS TICKET ENSURES THAT YOU WILL HAVE THE OPPORTUNITY TO ENJOY GOLDEN COFFEE EVERY NIGHT IN CONNECTION WITH BLAZING LIFE.

 guide

COLONIAL GUIDE
Golden Ticket
GIVEAWAY
Move - out Assistance

THIS TICKET ENSURES THAT YOU WILL RECEIVE THE ASSISTANCE YOU NEED TO MOVE OUT OF YOUR COLLEGE ROOMS.

 guide

COLONIAL GUIDE
Golden Ticket
GIVEAWAY
2018-2019 Parking Pass

THIS TICKET ENSURES THAT YOU WILL RECEIVE A COMPLIMENTARY PARKING PASS FOR THE 2018-2019 ACADEMIC YEAR.

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COLONIAL GUIDE
Golden Ticket
GIVEAWAY
Priority Registration

THIS TICKET ENSURES PRIORITY REGISTRATION FOR THE 2018-2019 ACADEMIC YEAR.

 guide





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Golden Giveaway

Friday, March 16
PNC Colonial Cafe
Noon-2 pm

Students must download and sign in to Colonial Guide by noon on March 16 and be present to win a Golden Ticket Prize.

- Lunch with Coach Andy Toole
- Priority Registration
- Move Out Assistance
- 2 Pittsburgh Penguins Tickets
- \$200 Fall 2018 Book Scholarship
- 2018-19 Parking Pass
- Nintendo Switch
- Flat Screen TV
- Lunch with President Howard
- Create Your Own RMU Night
- Pens Box Suite with Your Favorite Faculty

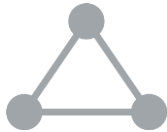


BRUNNEN
Golden Ticket
A special
New Jersey Devils to
The Program on The New Jersey Devils
March 23, 2018

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Best Practices for App Content

Review What You're Including in Your Mobile App



Wide Breadth of Content

Work with stakeholders from all across campus to diversify the content and make it easier to compile



Correct Content

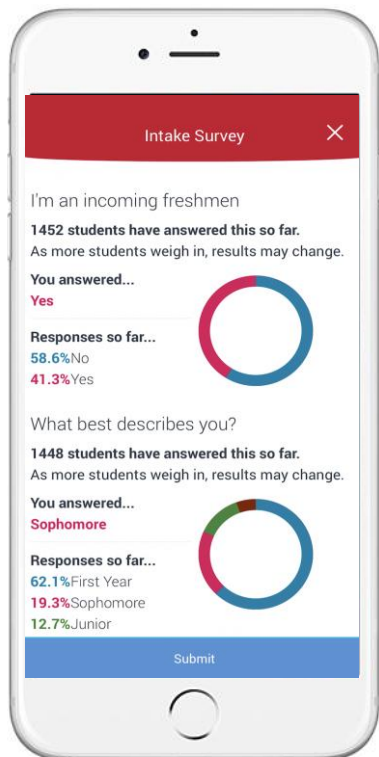
Ensure all content is accurate, relevant, and updated regularly



Actionable Content

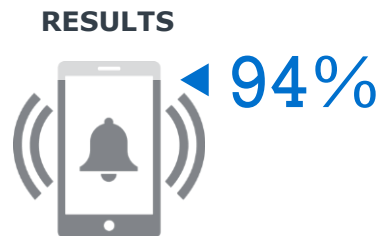
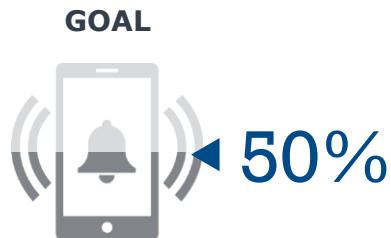
Have a clear action step tied to everything, so students can check the box and feel accomplished

Quick Polls Help Student Find Campus Resources



Goal	Quick Poll	Outcome
Drive engagement	What are your general interests on campus?	Within weeks, freshmen looking to get involved are invited to info sessions
Identify roadblocks	What are your biggest concerns about college?	130 students worried about paying for school are contacted with financial options and info on the College Affordability Academy
Enforce compliance	What's the status of your Engagement Transcript? <i>(required for graduation)</i>	Students not on track to complete the Transcript get a message from the Engaged Learning office

First-Year Guide Adoption



Overall Guide Adoption

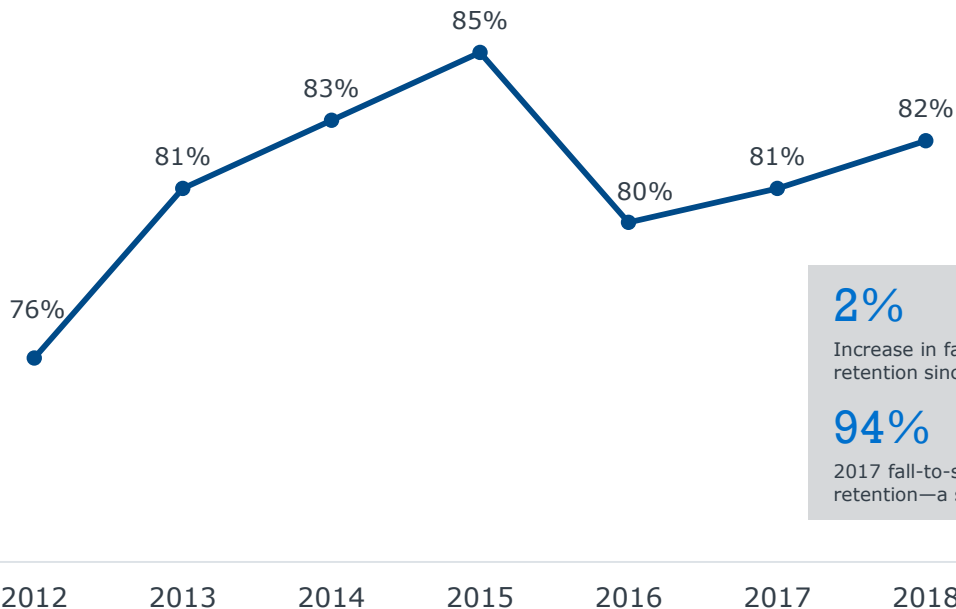
400+

Upperclassman Guide
downloads following spring
marketing campaign

1,000+

Total Guide downloads
in the first year of
membership

First-Year Retention (Fall to Fall)



Big enough to **matter.**
Small enough to **care.**





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