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*Everything, Everywhere all at Once –
Connecting for Student Success*

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capability
& success



identity



Digital Experience & Platforms Manager



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University

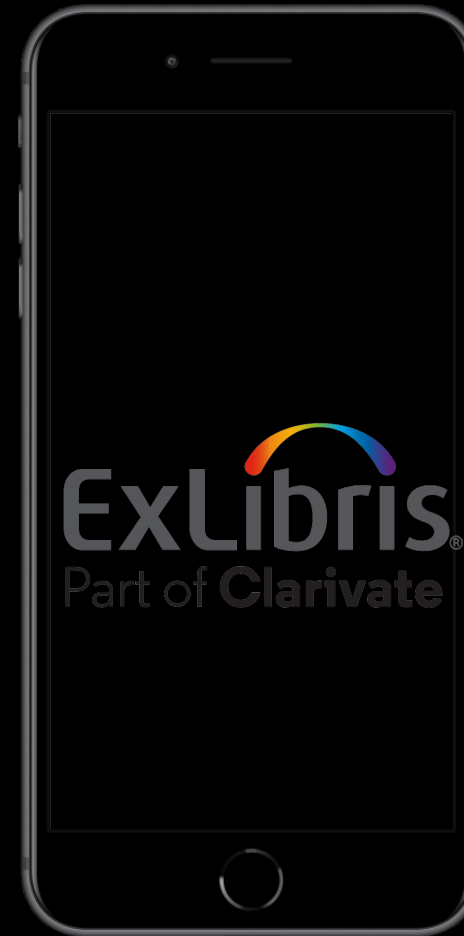
- South West England
- ~18k Students
- ~2.5k Staff
- 13 Schools / 3 Faculties
- App for 10+ years



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Today

- Brief History
- Some Numbers
- Our Model & Drivers
- Use Case: Notifications
- Our Roadmap & Vision
- Q&A



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History

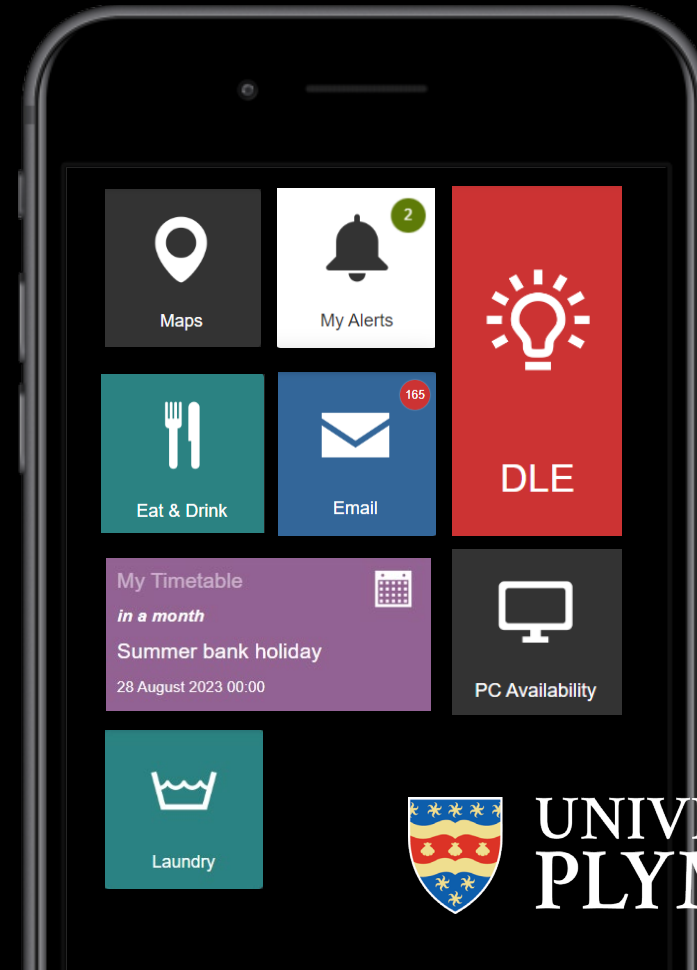


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History: Marketing

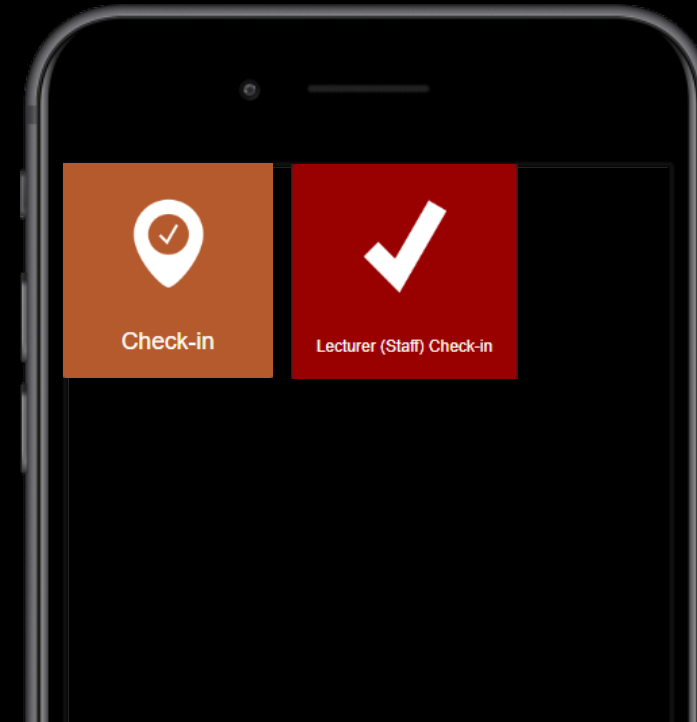
- Maps
- Email & Office 365
- PC Availability
- Laundry
- Cafes
- Timetable
- Learning Environment
- Basic Alerts

Marketing +



History: Attendance

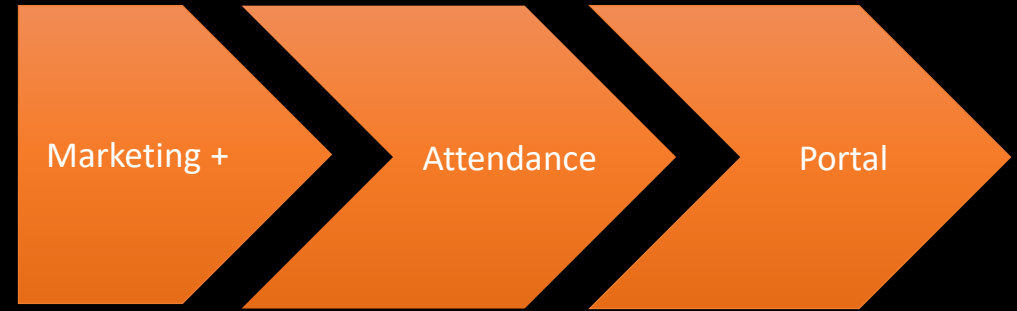
- Student Self Check-in
- Lecturer Check-in
- Alternative Lecturer Check-in
- Role Specific Attendance
 - Attendance feature first used in 2019/20
 - Deployed in 11 of 13 Schools
 - Using One-Time Code only
 - Alternative Lecturer Check-in (from 2022/23)
 - For the last 2 Academic Years:
 - ~1.2M Check-ins (Student Self Check-ins)
 - ~25k Lecturer Check-ins
 - ~500 Alternative Lecturer Check-ins (in 2022/23)
 - Role Specific Attendance: from 2023/2024



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History: Portal

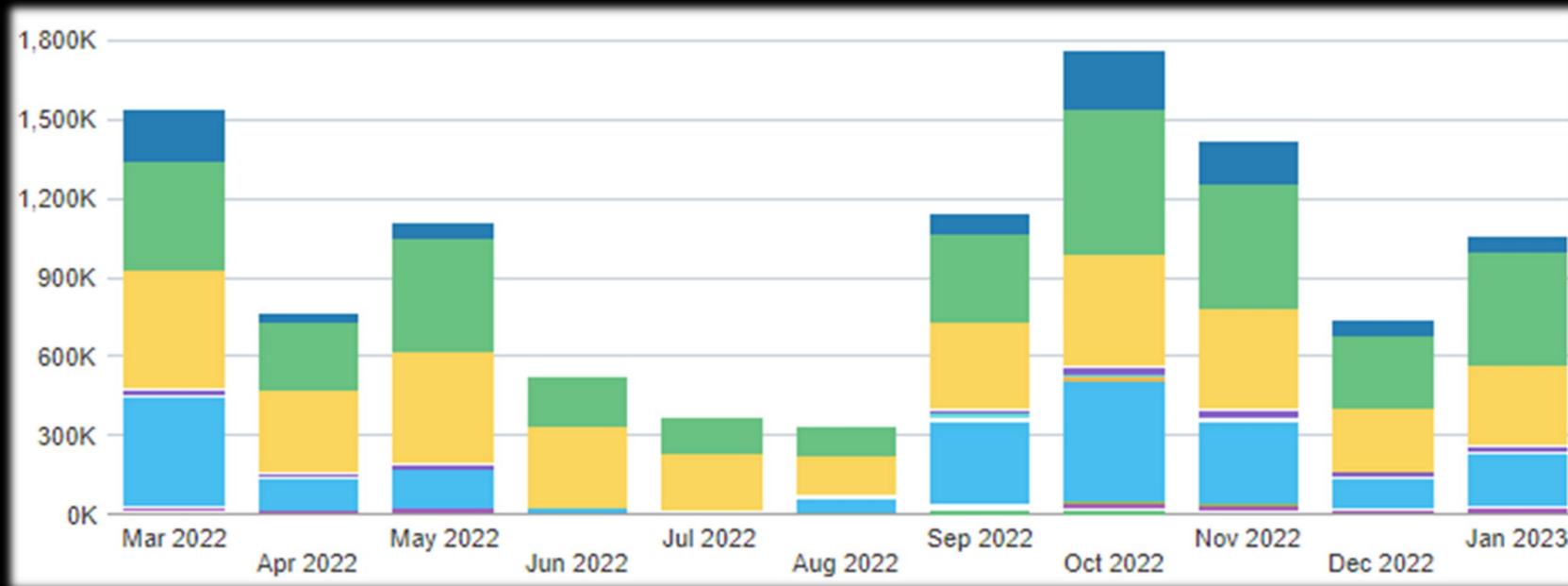
- Contact Tracing / Presence Registration
- Information for Students
- Central Hub
- Advanced Alerts*
- Access to CRM



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Numbers

Avg. ~800K | Max ~1.8M



Oct 2022

Check-In – 230k

DLE – 550k

Email – 430k

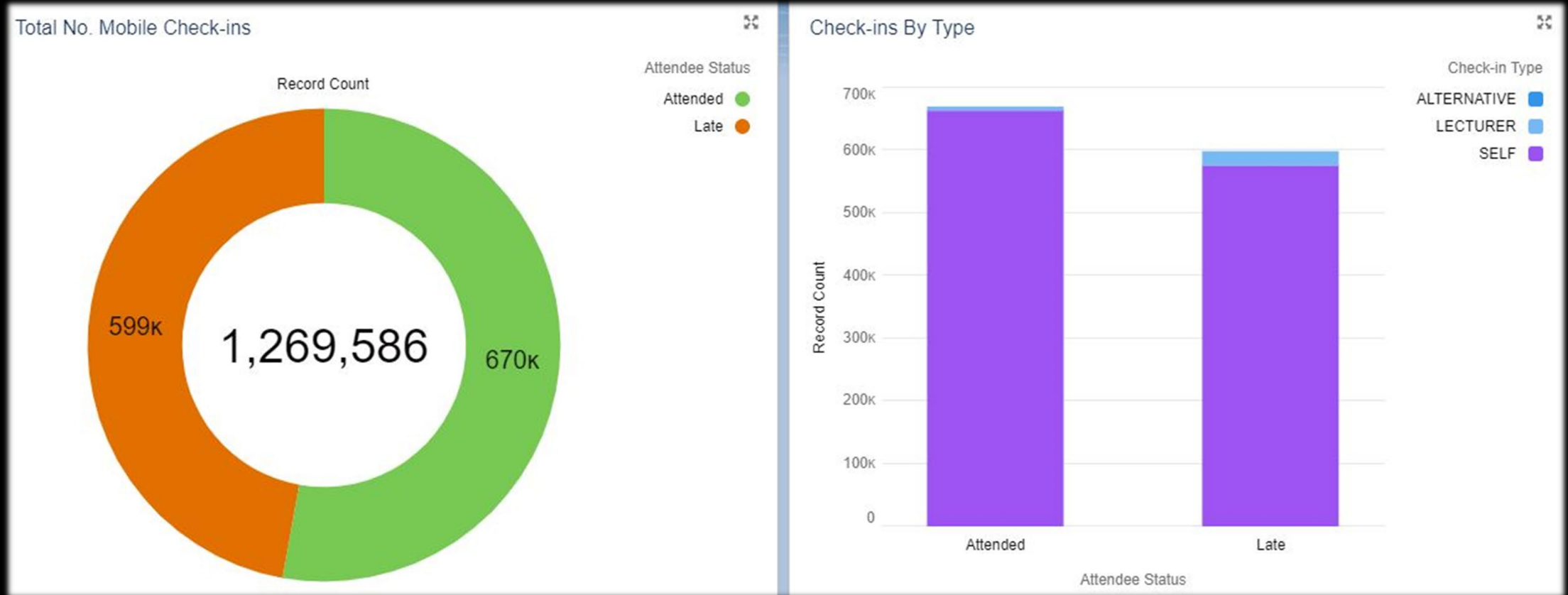
Timetable – 450k

Maps – 12k



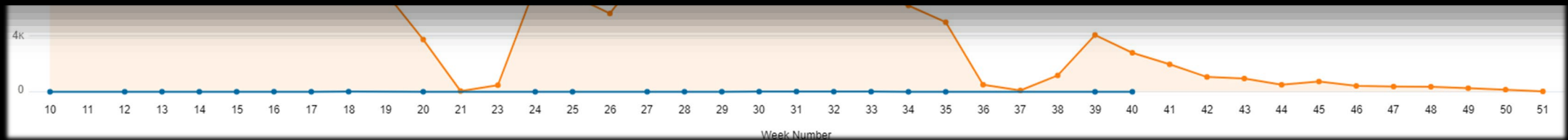
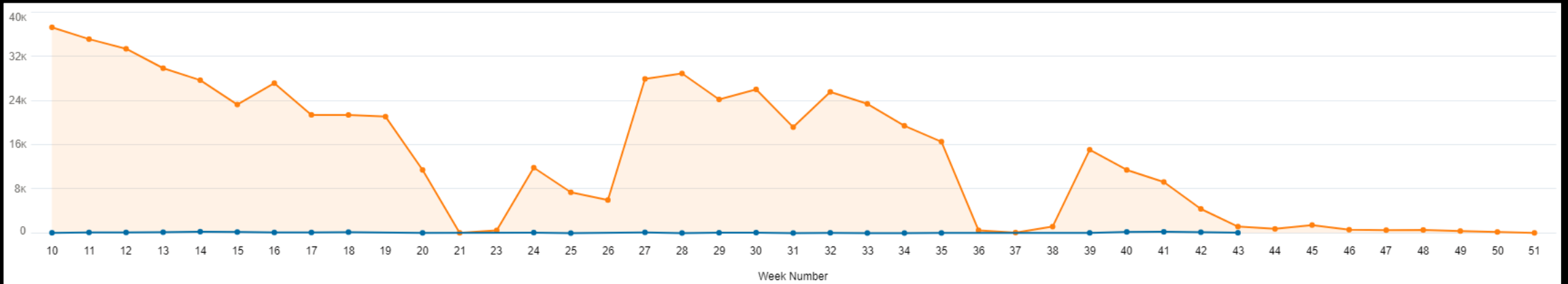
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Attendance



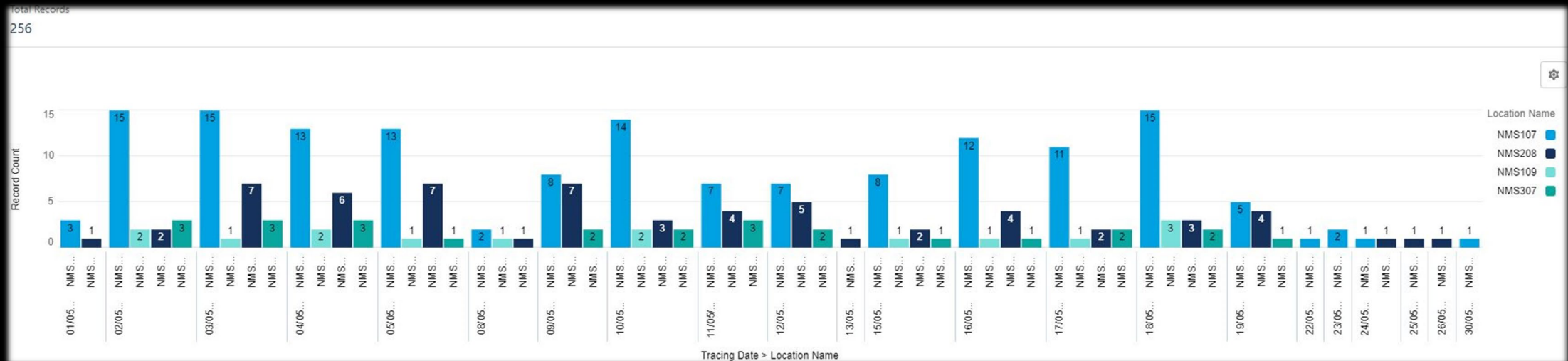
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Attendance



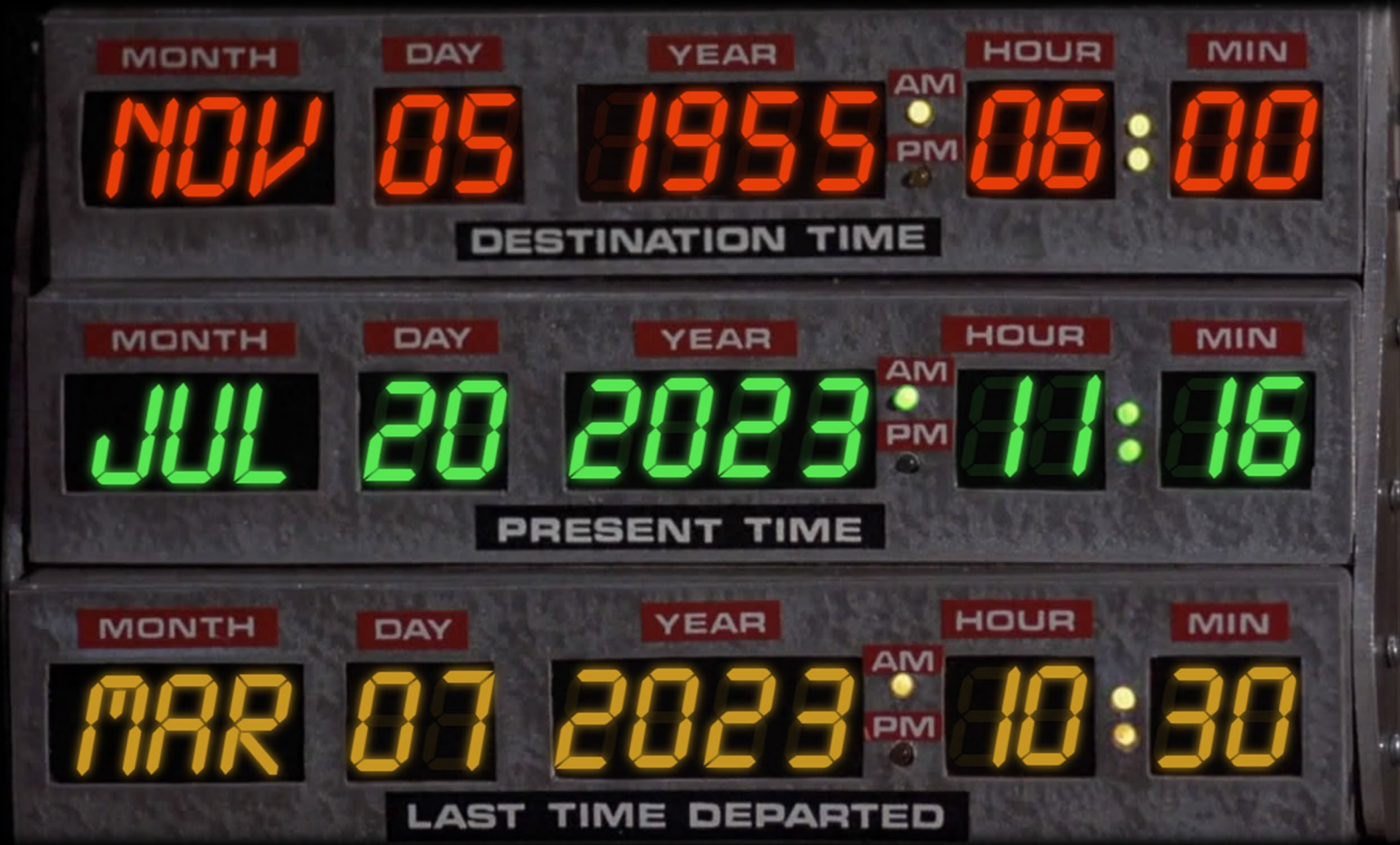
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Contact Tracing > Presence Registration



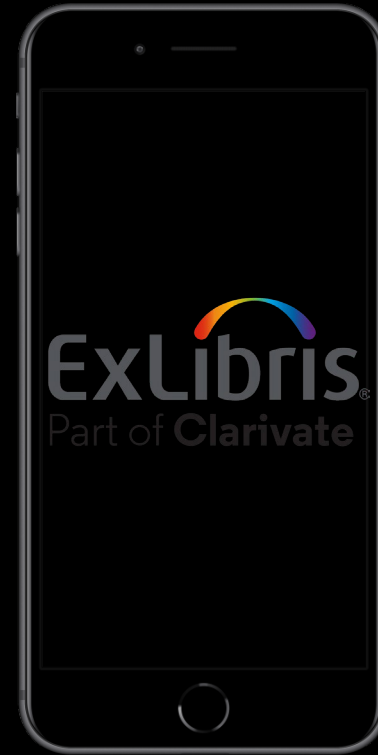
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APP 
TO THE FUTURE



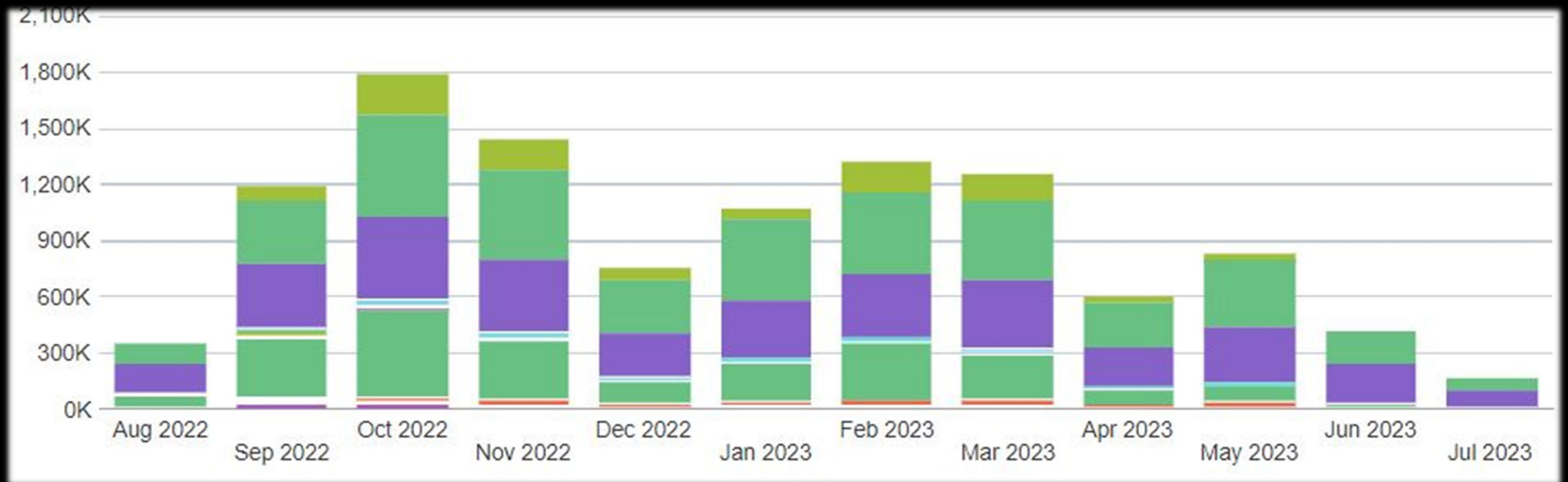
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Landscape



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Driver



- Support, Success & Wellbeing
- Direct Engagement Channel



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TO THE **FUTURE**



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The Delorean



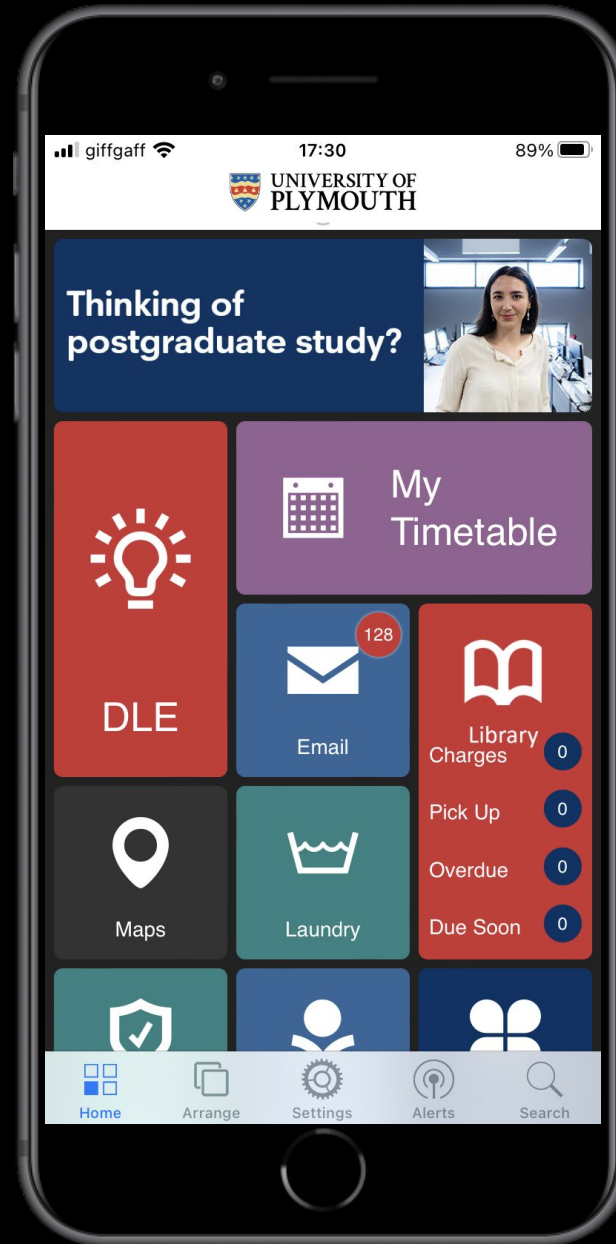
The Vehicle



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Our Delorean

The Vehicle

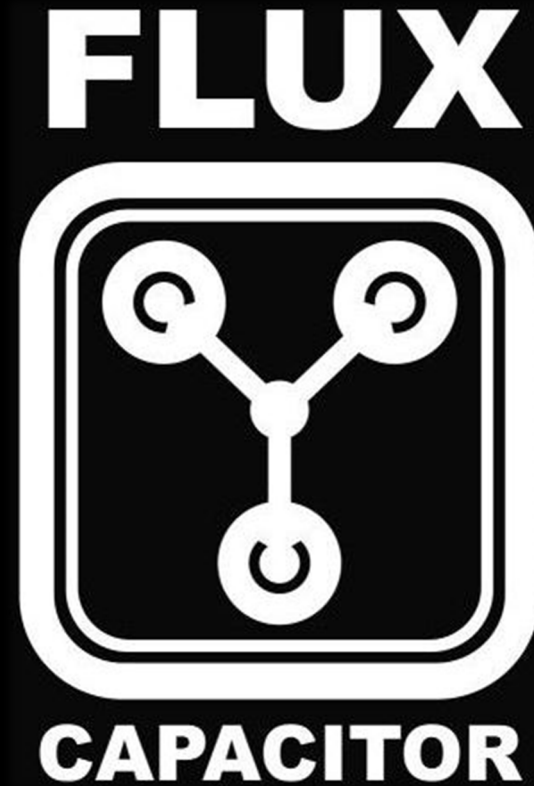


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The Flux Capacitor



Enabling it to happen



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Our Flux Capacitor

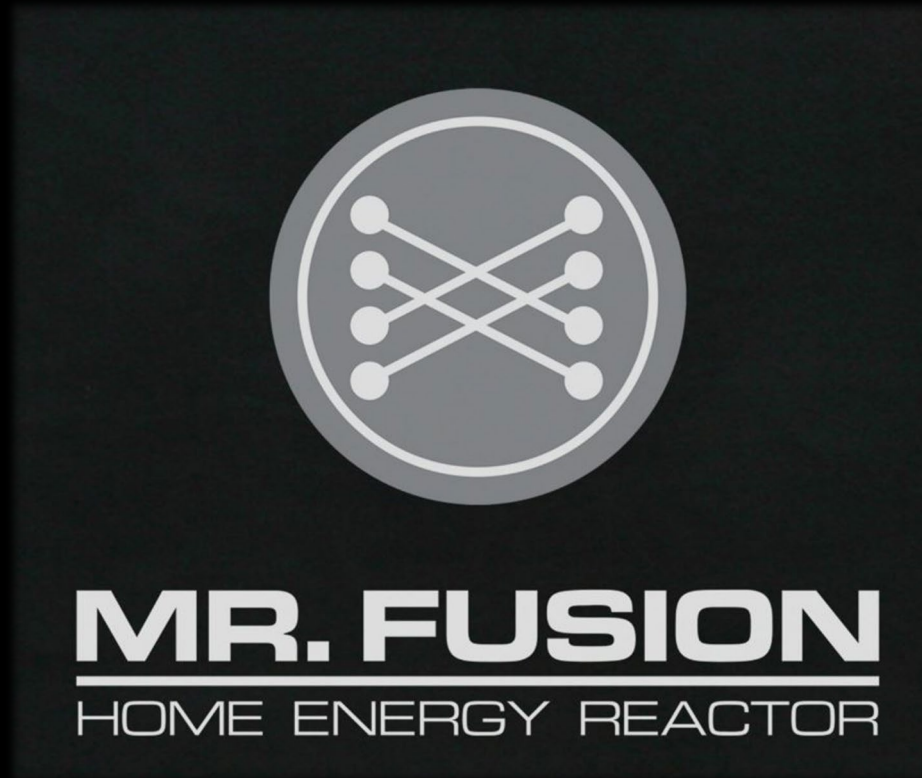


Enabling it to happen



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Mr Fusion

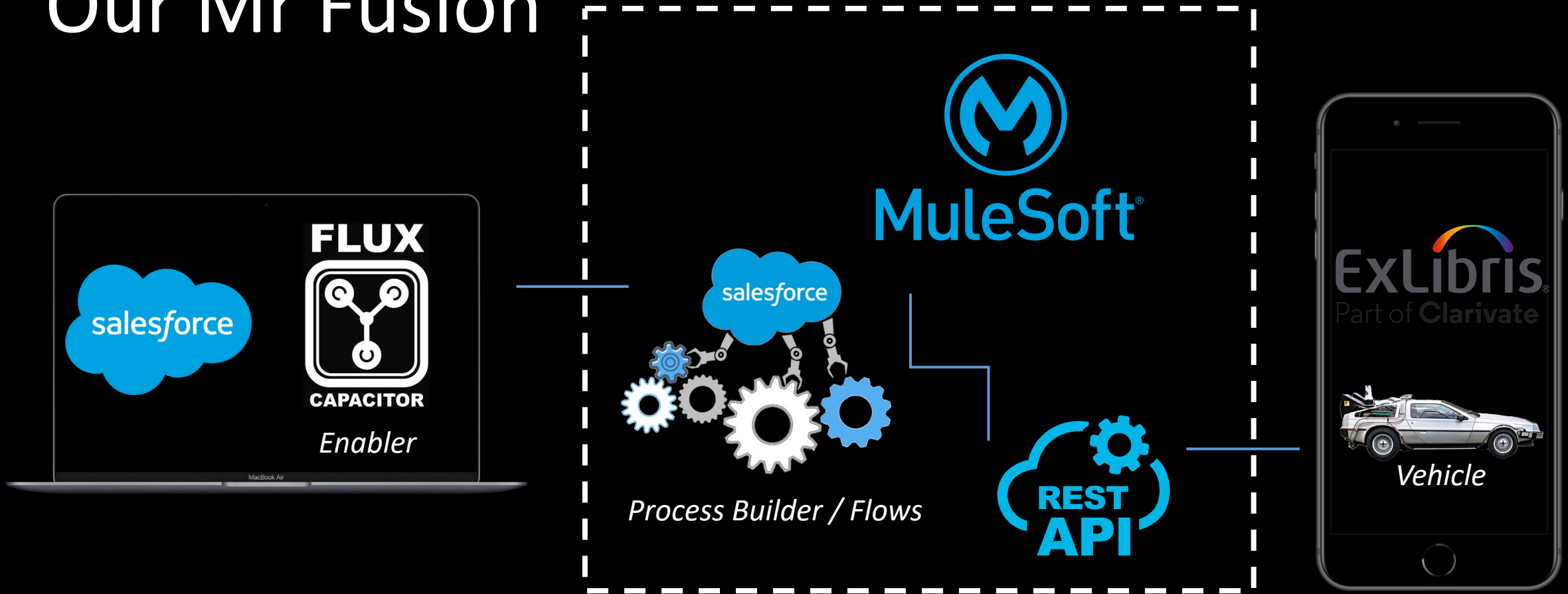


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Our Mr Fusion

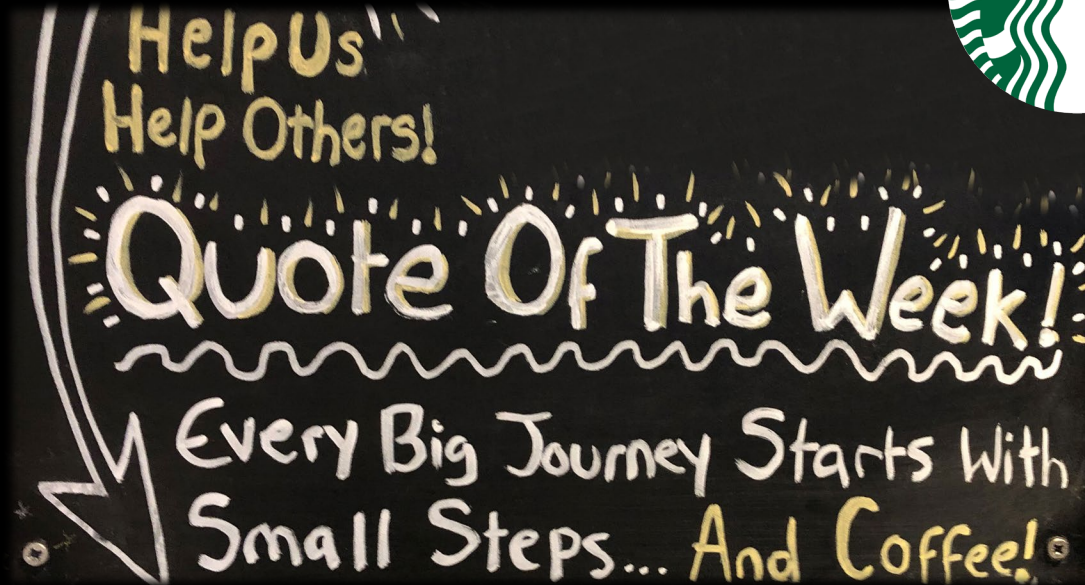


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How we started...



" IF YOU PUT YOUR MIND TO IT
YOU CAN ACCOMPLISH ANYTHING "

- Marty McFly

#StarbucksPlymouth



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Part I

- Individual Notification Sends
- Recorded History
- Additional Communications Track
- Personal Approach
- Utilising Existing Platforms



The Initial Story



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Part I



" YOU'VE GOT A REAL ATTITUDE PROBLEM,
MCFLY, YOU'RE A SLACKER! YOU REMIND
ME OF YOUR FATHER WHEN HE WENT
HERE, HE WAS A SLACKER, TOO "

- *Mr Strickland*



The Initial Story: The Teacher



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Part I

“IF YOU’RE GONNA BUILD A TIME
MACHINE INTO A CAR, WHY NOT DO IT
WITH SOME STYLE?”

- Doc Brown



The Initial Story: The Science Guy



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Part I



Marty McFly



Jennifer Parker



Biff Tannen

The Initial Story: Class of 85



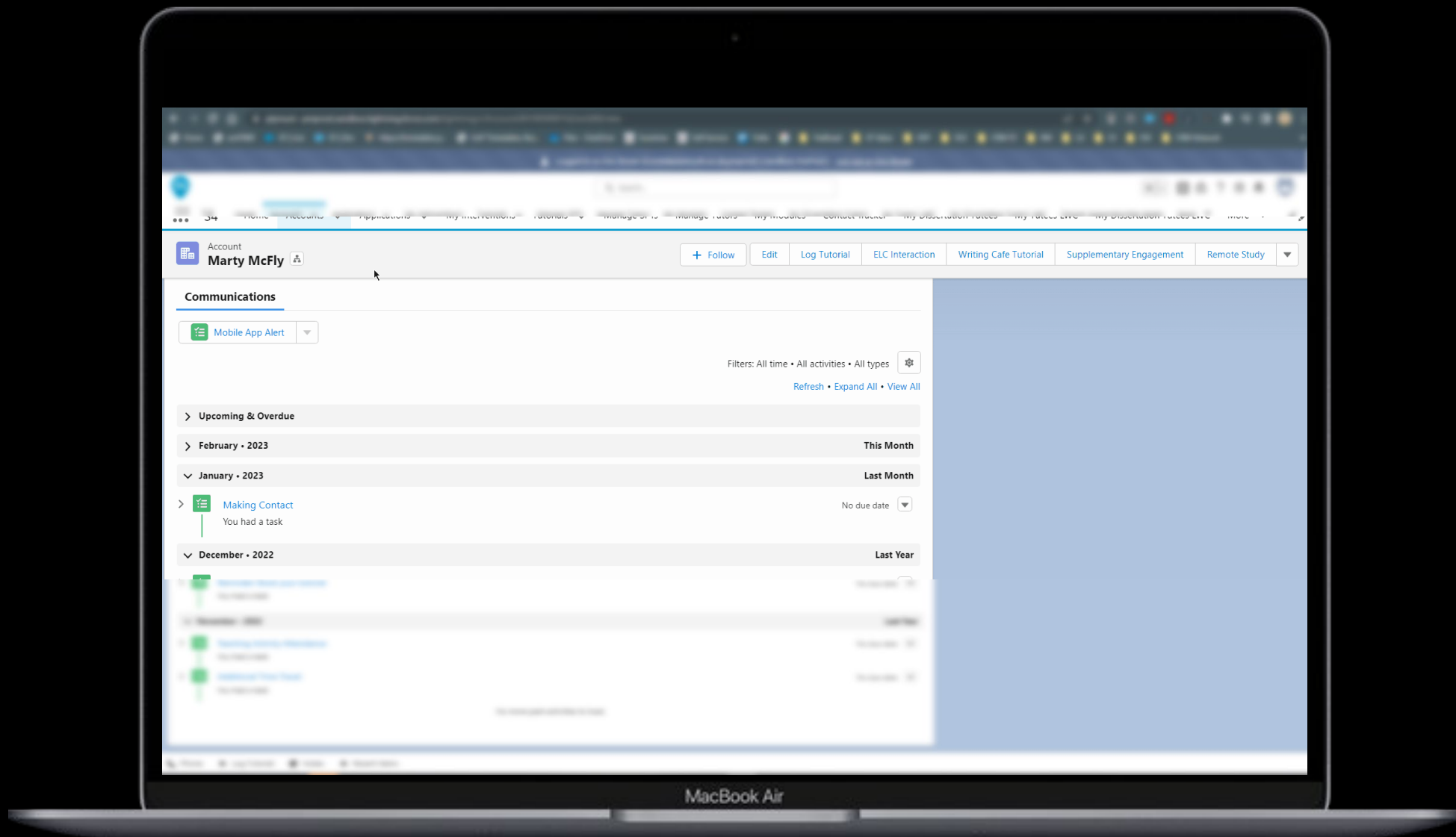
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APP TO THE FUTURE

Demo



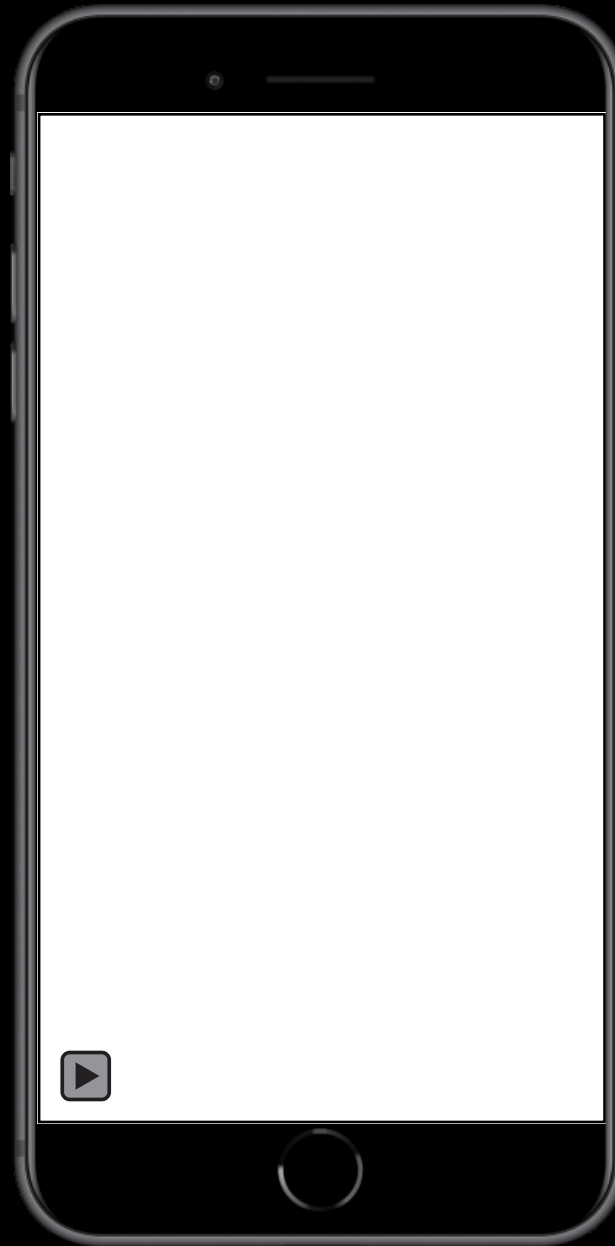
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Part II

- Group Sends
 - Class lists
 - Tutee lists
- Group Selection Sends
 - Bespoke Groups



“Roads? Where we’re going, we don’t need roads!”

The Future That Followed



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APP TO THE FUTURE

Demo



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☐		14	14		17891245	Jennifer Parker	BSc (Hons) Time Travel	L/ Live					3		1955/3				Jennifer	Parker
☐		14	14		03040209	Biff Tannen	BSc (Hons) Time Travel	L/ Live					1		1955/1				Biff	Tannen

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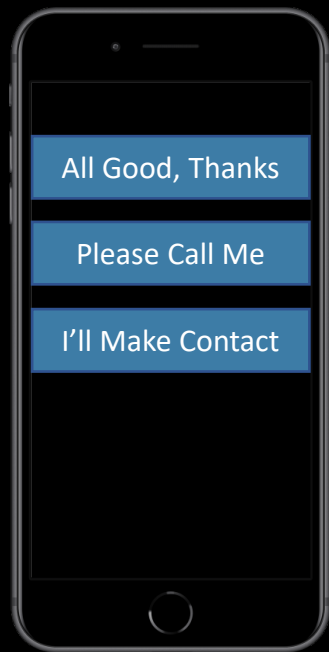
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Part III

- Enabling Quick Responses



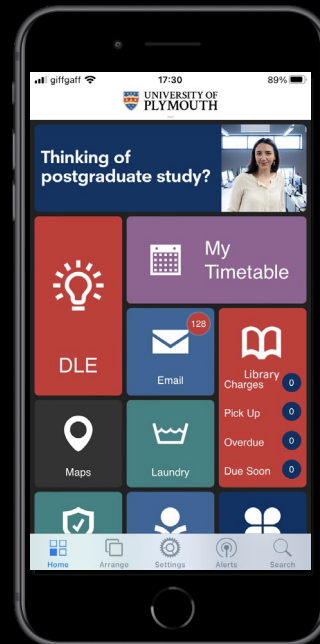
The Wild West



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Part III

- Location Based Notifications

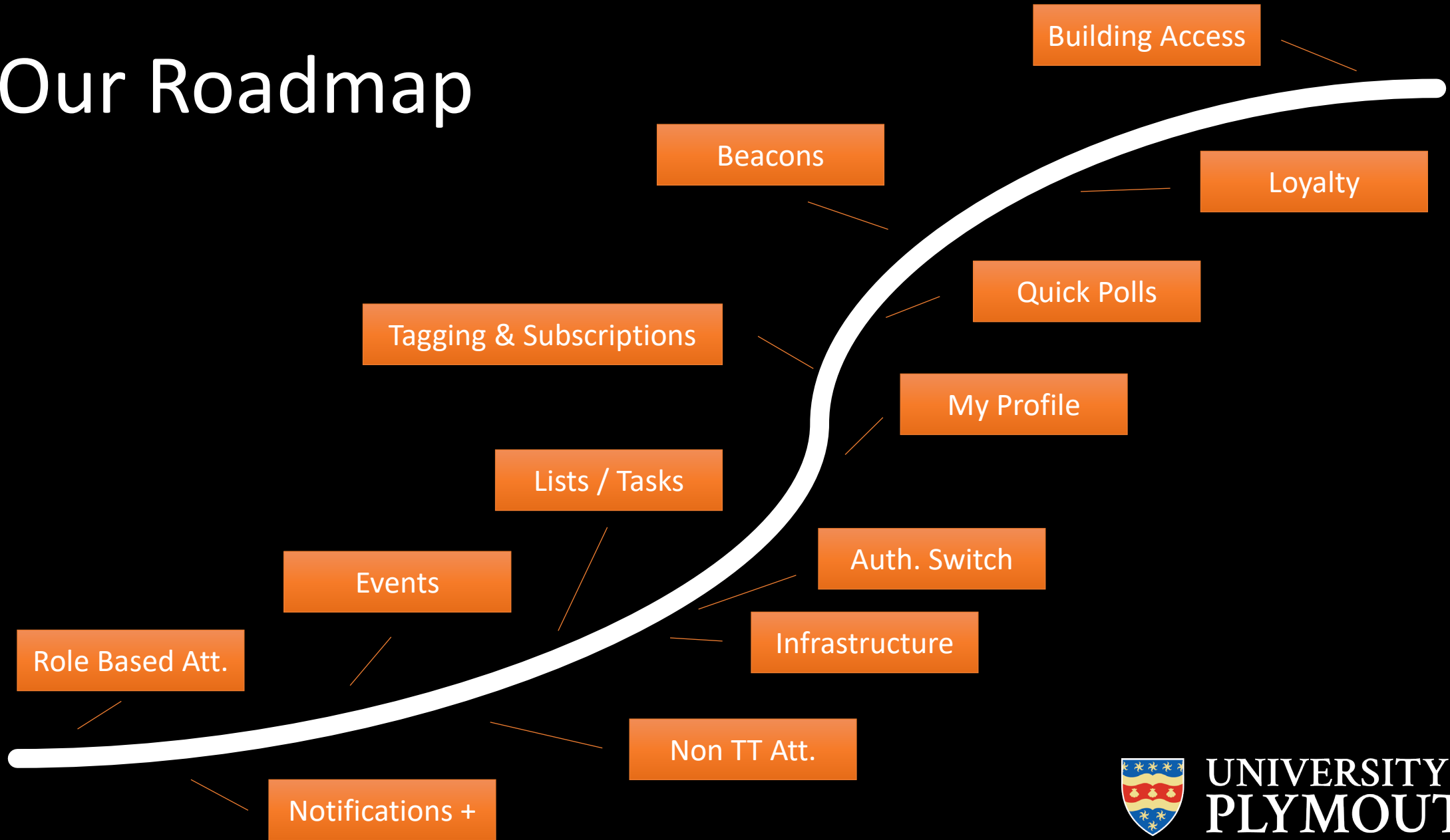


The Wild West



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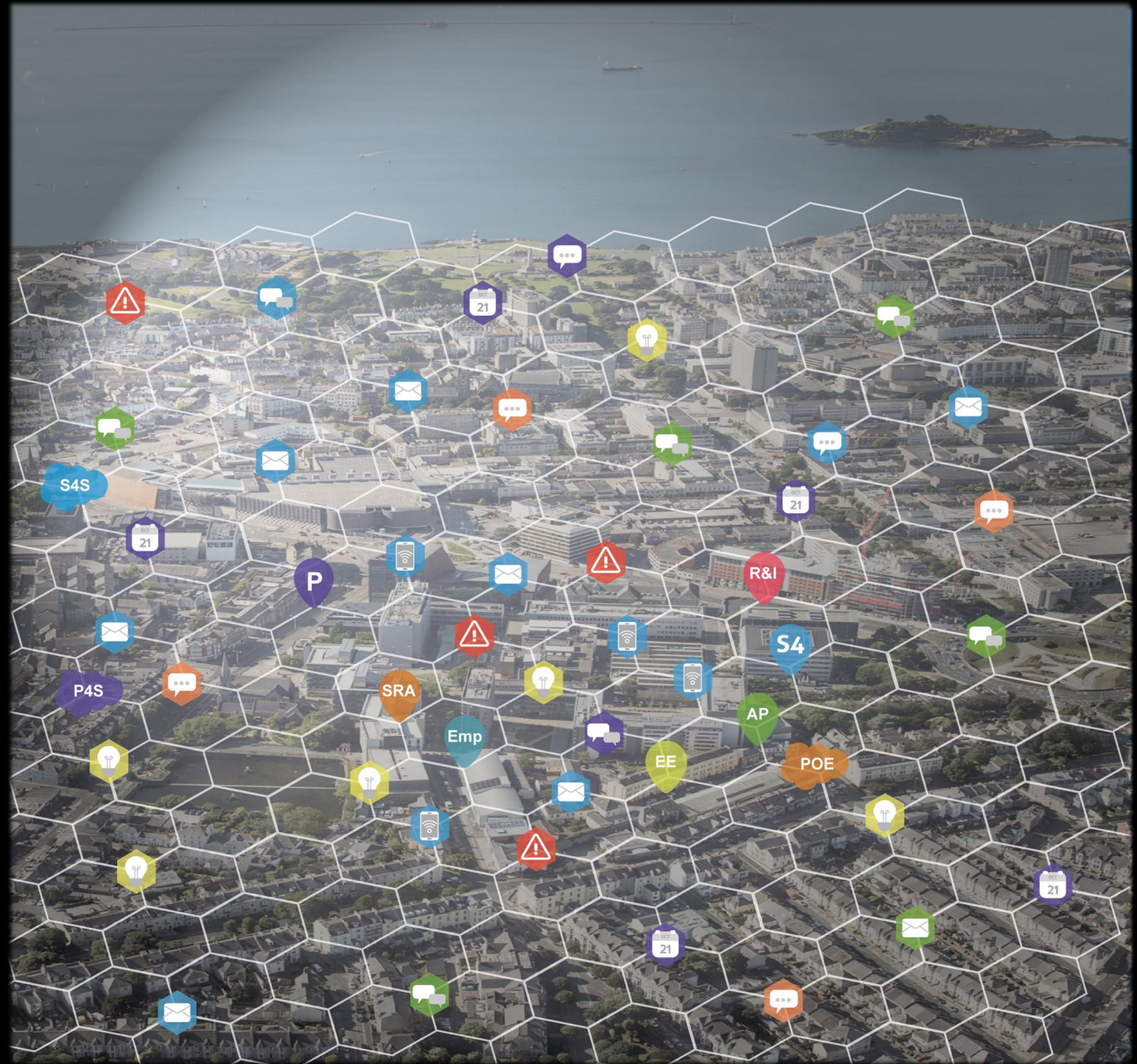
Our Roadmap



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Wider Vision

- *'Connected Campus'*
- *Everything, Everywhere*
- Added Value Interactions
- Multiple Channels
- Central & Linked Services
- Enterprise Relationship Mgt
- Plymouth 360 Fingerprint:
Supporting Our Learner Success



Before we make like a tree...

4 things the Trilogy got
right about the future...



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Virtual Reality



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Mobile Device Payments



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Video Conferencing



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Wearable Technology



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**YOUR FUTURE HASN'T
BEEN WRITTEN YET.
NO ONE'S HAS. YOUR
FUTURE IS WHATEVER
YOU MAKE IT. SO
MAKE IT A GOOD ONE.**

Doc Brown

And Finally...



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**TO BE
CONTINUED...** 