



Three Campus App Case Studies

Cultivating Campus Health and Wellness with Mobile

In 2020, Covid-19 forced academic institutions across the country and world to move off-campus overnight and their apps have played instrumental roles in keeping all safe, connected and engaged. With a majority of students off campus and faced with the disruption of the pandemic, schools are evolving their campus app experience to promote student health and wellness. Here we present three schools using their Modo-enabled mobile app and communications to highlight special programs, groups and resources that support these initiatives.





“Seeing the 2x, 3x and even a 9x increase in page views on the mobile app around these wellness options versus website content really go to the heart of meeting students where they are. It’s also made us realize the need for a standalone Wellness section in our app, and Covid-19 and the annual fires have pushed this to the forefront.”

—San Francisco State University

San Francisco State University Uses its App to Create a Culture of Health



San Francisco State University (SFSU) sees enrollment of about 28,000 students

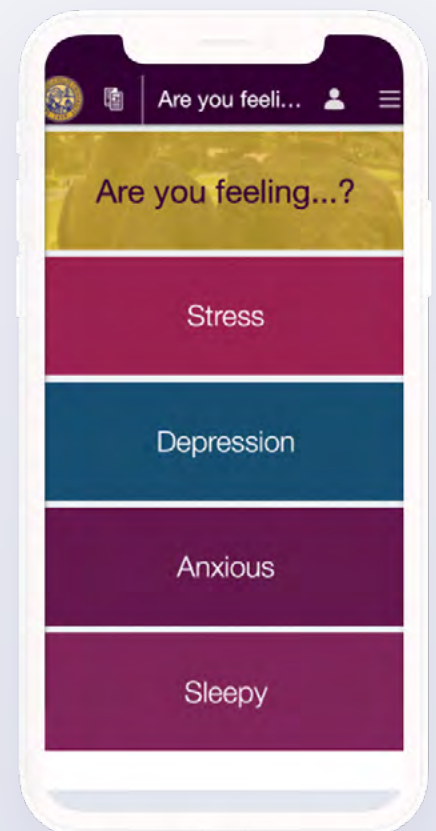
annually, and 6,000 weekly unique visitors to its campus mobile app. To promote student well-being, the school’s Information Technology Services and Health Promotion & Wellness departments collaborated to bring new features into the app.

Initially, the school launched a seasonal feature called “Are you feeling...?” in the app’s spotlight area to target mental health. The feature was an experiment at the end of a spring semester, which is always a stressful time for students due to finals. As part of this pilot, the school launched three other wellness-related experiences: Not Feeling Prepared, Roommate Problems, and Budgeting. Not Feeling Prepared was initially featured in the app’s spotlight area, while the Roommate and Budgeting content appeared within the Housing module.

Based on informal surveys of students, the school expected Roommate Problems to rank highest in interest. But using Modo Analyze, it measured traffic on each module and found the app Feeling Prepared drew far more page views. To meet students where they are, SFSU has populated the Feeling Prepared content throughout its app rather than house it in a standalone Wellness section.

When it comes to helping students cope with pandemic-related health and well-being issues, SFSU is quickly iterating to address areas such as stress and mental health. It plans to introduce additional wellness features that include coping strategies and address the risk of substance abuse and addiction during the pandemic.

The school’s Information Technology Services and Health Promotion & Wellness departments will continue partnering to further the Health Promotion & Wellness initiative to create a campus of wellness and a culture of health.



UCSF Delivers a Pandemic-focused Wellness & Community Program via its Mobile App



The University of California San Francisco (UCSF) is the only University of California campus without undergraduate students.

On a campus distributed across the city, it features professional schools dedicated to health and medical sciences degrees.

The Wellness & Community department has a long history at the college, with a role of bringing everyone together and reflecting the school's values of collaboration and community. When the department decided to launch an opt-in channel on the school's mobile app, it started with a pilot. Then Covid-19 hit. While the prior Wellness & Community depended on bringing people together, the school needed to pivot and find ways to create community during the pandemic.

With that in mind, the original six wellness pillars of Physical, Emotional, Social, Financial, Career and Environmental were pared back to the three most impacted by the pandemic: Physical, Emotional, Social. The feeling was that these pillars best addressed fears of the unknown and the push to minimize socialization.

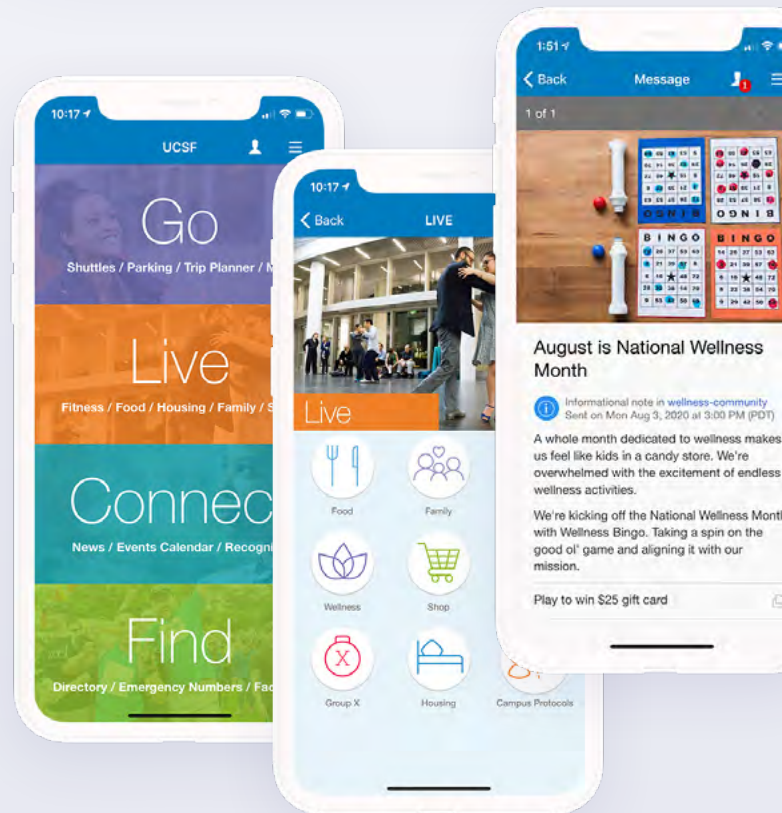
In the first three months the content went live, the school sent three push notifications each week on topics directly tied to the three pillars. The notifications made students aware of resources on those topics, Zoom events the Wellness & Community department was hosting, and discounts to virtual events at a local museum. They also encouraged students to get outside and challenged them to simple things like doing pushups.

Not wanting to overwhelm the audience with three messages per week on top of other notifications students receive, the school shifted to one message per week once the pilot ended. When necessary to share time-sensitive information, it will send two messages a week related to wellness and community.

To celebrate national wellness month in August 2020, UCSF launched Wellness Bingo with all messages via the app tied to the campaign. The weekly messages are interactive and encourage participation by offering a chance to win a gift certificate. Since reviewing engagement data around its Wellness & Community app content, UCSF is now pushing more interactive and internal conversations in hopes of generating two-way conversations.



Notifications made students aware of resources and Zoom events the Wellness & Community department was hosting.





Northern Arizona University Launches an Award-Winning Health Module



Northern Arizona University (NAU) launched its “Be Healthy” module to provide students with tools for well-being in one place. The module was the result of Information Services working closely with campus health and counseling services and the school’s health promotion department to curate

content from the information-rich NAU website. To zero in on the most important content, the school also polled and surveyed its student body.

While the Be Healthy app experience initially featured options such as seeing a counselor, talking to a health professional, and getting a workout, more recently the school added Covid-19 information. NAU also runs Quick Polls in the mobile app to see what students are absorbing since they’re flooded with information at this time.



Keep Your Campus Community Safe and Productive

As these examples illustrate, a campus app is a powerful way to reach mobile-native students and provide them with needed services while encouraging healthy behaviors. Harnessing such an app is an effective way to keep your school delivering on its promise to students and every other key constituent.

To learn how a campus app can unify your distributed campus community and promote health and wellness, visit modolabs.com



100 Cambridgepark Drive
Suite 200
Cambridge, MA 02140

©2020 Modo Labs, Inc.
Trademarks belong to their
respective owners.
All rights reserved.

✉ communications@modolabs.com

☎ 1 (866) 391-6636 (MODO)

🌐 www.modolabs.com

🐦 @modolabs

f /modolabs

in /company/modo-labs-inc