2020 Appademy Awards

Recognizing the Best Higher-Ed Mobile Apps of the year

[Link to vote for nominees](#)

2020 Appademy Award

You'll be voting for 8 categories: each category has a **definition** that helps you vote for who you consider the winner should be. You can answer the survey during the call or after.

Deadline submit the survey: Monday, June 22nd by end of day
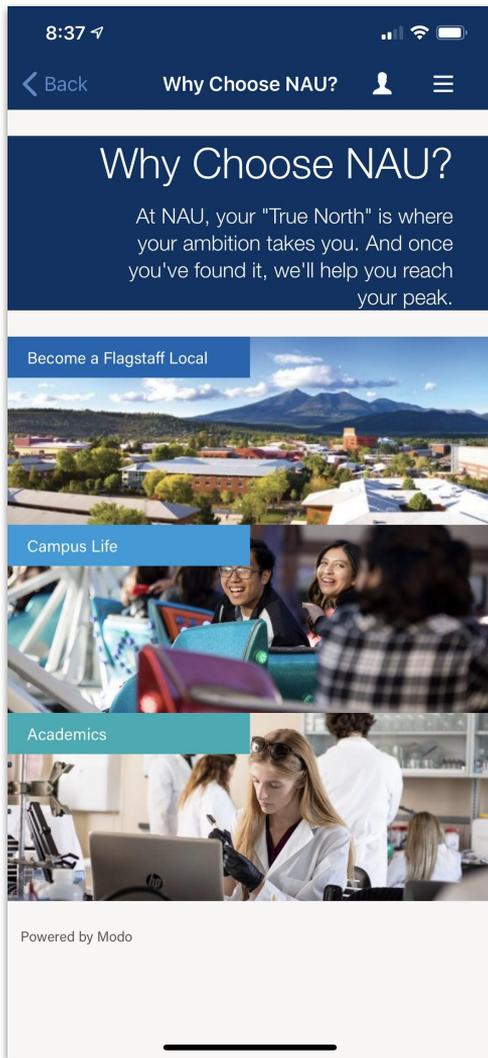
Survey: [Link to vote for nominees](#)

2020 Appademy Award

Best App for Recruiting And Admission

Definition: apps that integrate modules, personas, tours, and/or other features for prospective students.

Nominee #1 Northern Arizona University

Best App for Recruiting and Admission

Features included:
1. "Become a Flagstaff Local": displays statistics and features of the benefits of living in a vibrant mountain town.
2. "Campus Life": features campus clubs, athletics, arts, entertainment etc, with links to great videos and information on how students can get involved in a number of ways.
3. "Academics": study abroad, internships, research, global programs - learn about how NAU can enrich your learning experiences.
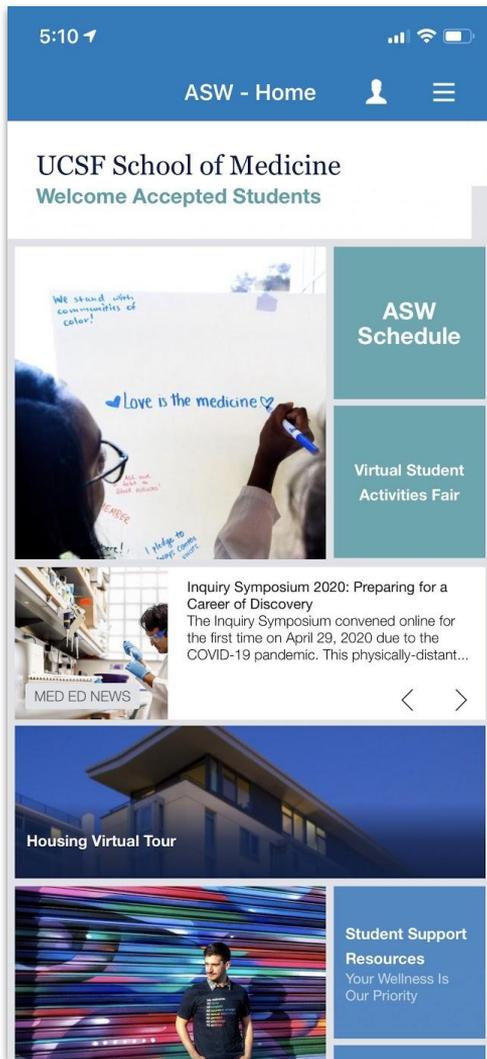
Nominee #2 University of California, San Francisco (UCSF)

Best App for Recruiting and Admission

- The app made it possible for UCSF to easily transition to a **virtual weekend experience** that exceeded participation expectations, even **over traditional in-person attendance**.
- It engaged through **crowdsourced content from students** and interactive features like a **virtual housing tour, schedule for video conference meetings, photos album with stories.**
- The accepted students rated the app highly in the post-event survey.
- The School of Medicine and the student users said the app exceeded all expectations.

Nominee #3 Maine Maritime Academy

Best App for Recruiting and Admission

- Updated perspective student persona with **better engagement, custom full hamburger menu, walking tour and quick poll.**
- Visually attractive and better curated content.

Nominee #4 St Francis College

Best App for Recruiting and Admission

|	
ⓘ Decision Week Today at Noon (EDT): A Discussion with the President & Chief of Staff	
ⓘ Decision Week Today at Noon (EDT): Becoming a Terrier	
ⓘ Decision Week Today at Noon (EDT): Unique Academic Experiences	
ⓘ Decision Week Today at 5 PM (EDT): Discussion for Parents	
ⓘ Decision Week Today at Noon (EDT): The SFC Experience	

- They have both a **Prospective Student AND Admitted Student persona** developed as a response to COVID-19
- **Creative, on going messaging** specifically to Admitted Students has taken place over the last several weeks culminating in "Decision Week."
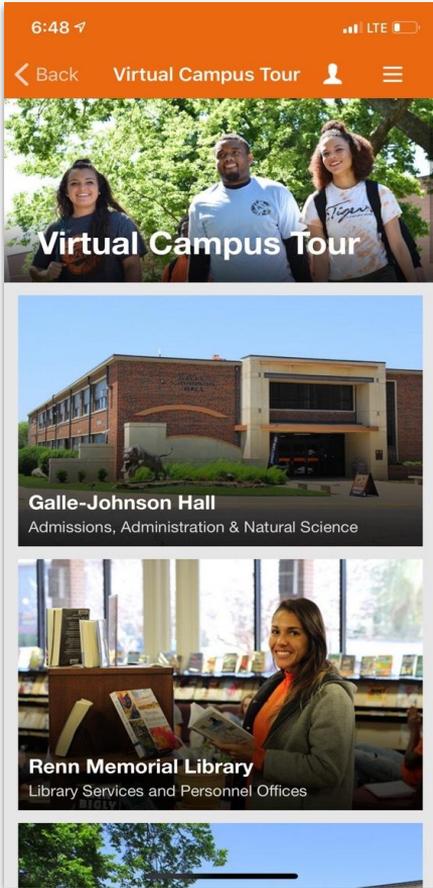
Nominee #5 Cowley College

Best App for Recruiting and Admission

Highlights:
- Created using Modo Virtual Campus Tour starter kit and a 3rd party vendor for the 3D images.
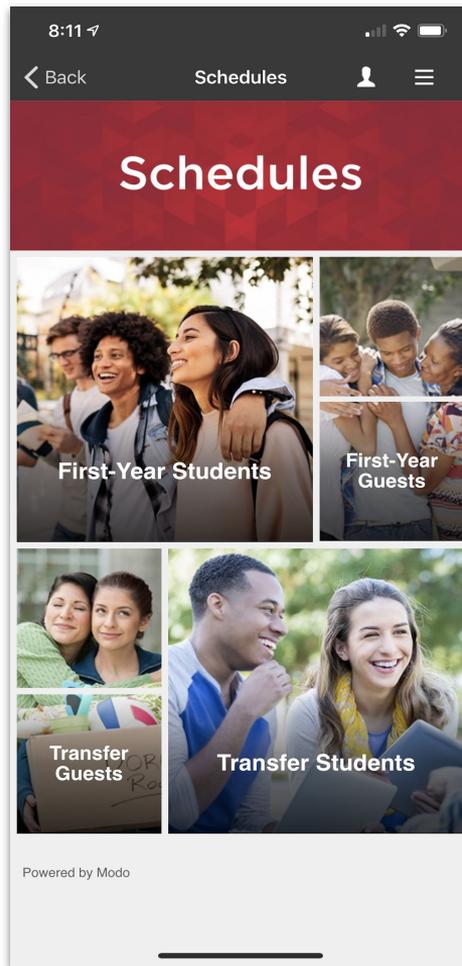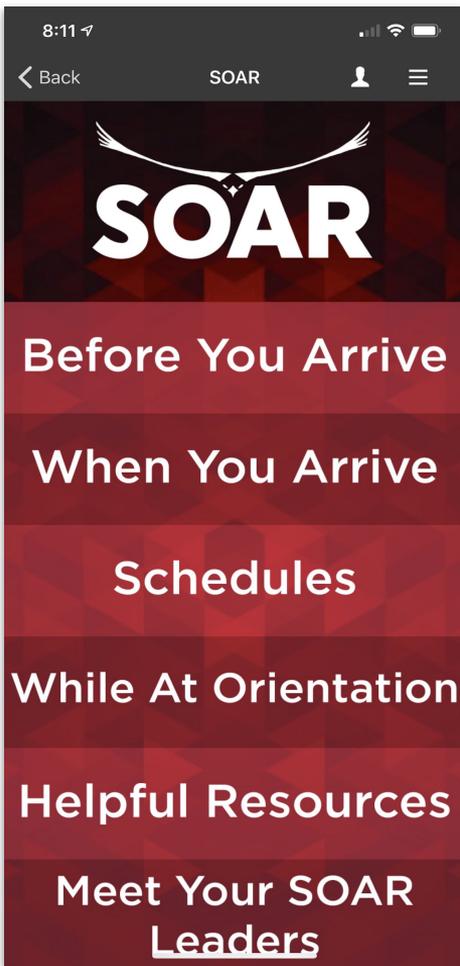
2020 Appademy Award

Best App for New Student Orientation

Definition: apps that engage students, faculty, staff, and visitors for new student orientation. Specially highlighting their creativity and capability to be iterative during COVID-19 to virtual or hybrid experiences.

Nominee #1 North Carolina Central University

Best App for New Student Orientation

- Completely redesigned their mobile app to better serve their students and staff. They took the best parts of their built-in-house portal and brought it to the mobile app.
- This new NSO module has been streamlined to give the students the information they need, when they need it.

Nominee #2 University of Southern Mississippi

Best App for New Student Orientation

- Their NSO persona was consistently branded and themed,
- Within the persona, they highlighted the **full schedule for the week, campus contacts, announcements.**
- Communication: Got major announcements to all students at one time in a quick and efficient manner.
- They preplanned certain **push notifications**, which allowed them to be much more strategic. Incoming students knew all of the information they needed for the week was in one location.
- After the week came to an end, they **switch all students from the NSO persona to current student persona**, which then gave them access to resources available to current students (+communications).

Nominee #3 University of Central Florida (UCF)

Best App for New Student Orientation
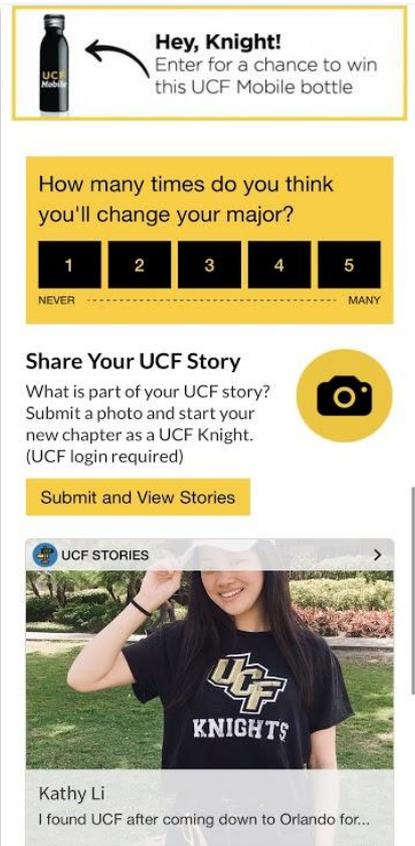
Highlights:
- Structured as the before, during, and after orientation.
- Items included: Access to the virtual course, a checklist of valuable to-do items, ways to engage with student groups and services virtually, a live chat to give users a more personalized experience and find answers to the most common questions, registration, and tech support.
- First Year Experience **opt-in channel** is used to send out the latest information about orientation, first year events, opportunities, and more.
- **Quick polls** help keep students engaged by answering a different question once a week related to school spirit, gauge excitement (or anxiety) about attending UCF, or a short quiz on critical items.
- **Photo Stories**, added a more "human" element and let students know about what to look forward to as they begin their UCF life. Students can submit their own stories, or hear from their fellow Knights.
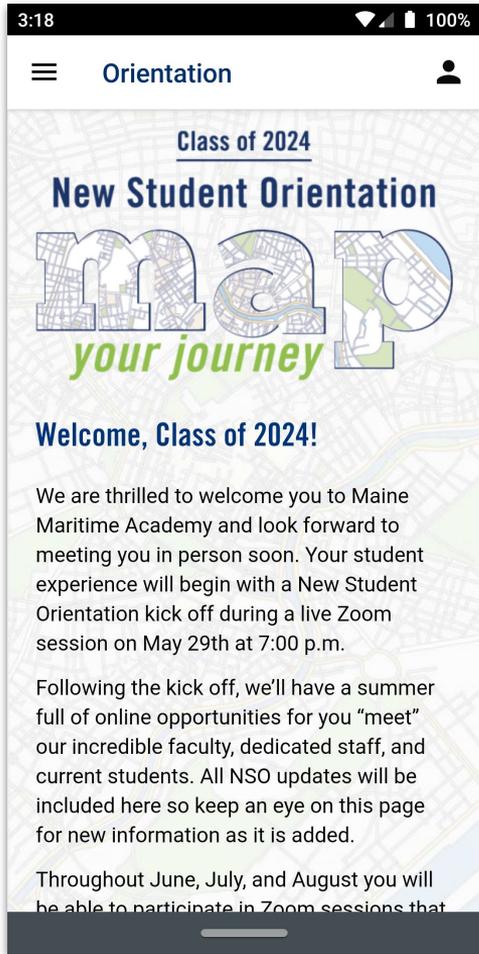
# Nominee #4 Maine Maritime Academy

Best App for New Student Orientation

Highlights:
- Creating a quick module to match website with limited resource and time. Use of multiple Kurogo available app resources to combine items including external app linking based on device.

Nominee #5 University of North Carolina, Greensboro (UNCG)

Best App for New Student Orientation
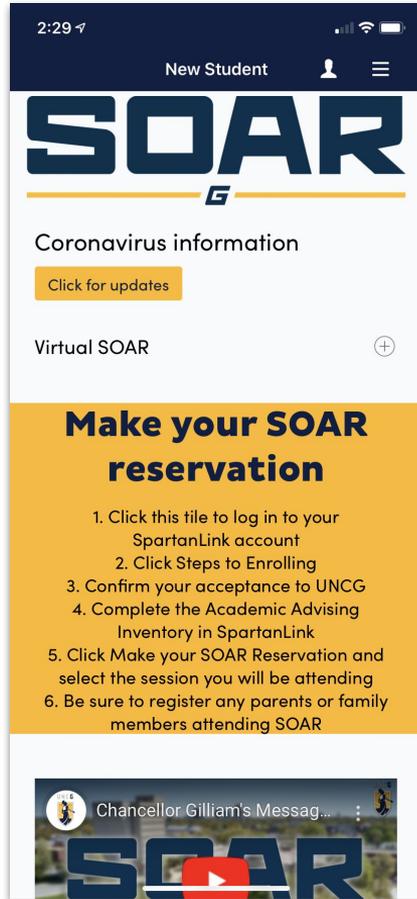
Highlights:

- Robust NSO hosting **sessions virtually** with a combination of YouTube videos and Zoom meetings.
- They fleshed out the persona prior to NSO as they knew students and parents would be looking at the content as their orientation day approached.
- 2 unique sections of the persona include a **tile with tips** on how to get the best results in a virtual session and an implementation of the new Modo **Virtual Tour** module. The latter recognized that things are different this year and students might be coming to UNCG who have never visited campus.
- The virtual tour helped them learn about the campus and start getting their bearings prior to arrival.

Nominee #6 The University of Akron

Best App for New Student Orientation
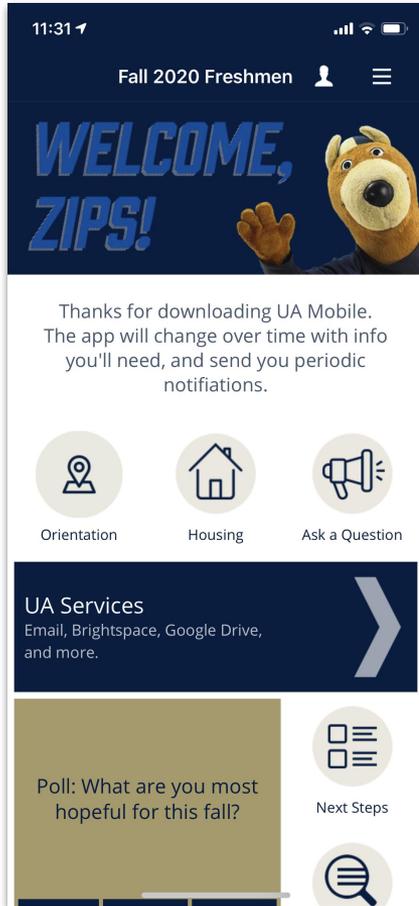
Highlights:
- New Students persona will serve this population well beyond virtual Orientation in our learning management system, and change frequently throughout the year to provide timely information related to course delivery, housing, finances, campus operations, involvement, and more.
- They recognize that the persona should be engaging, so they've created a series of fun **Quick polls** to run throughout the summer, in addition to embedded video and social.
- Utilizes Shibboleth user authentication, allowing them to create **Ask a Question**, which automatically recognizes a student so all they have to do is ask a question and submit, eliminating nuisance barriers such as requiring name, email, student ID number, etc.
- "With so many unknowns for the fall semester, we've created a digital environment that is well-suited to engage freshmen on campus, and should the need arise, as a distributed community."

Nominee #7 Northern Arizona University

Best App for New Student Orientation
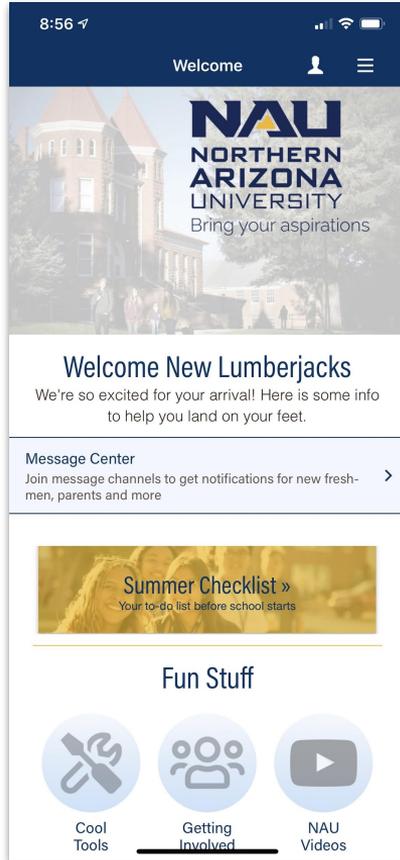
Highlights:
- "Welcome New Lumberjacks" was held as a virtual experience.
- Students arrive at a custom designed persona selector where they can choose the normal NAUgo experience or a virtual orientation.
- Features include visiting the **opt-in message center, summer checklist, videos on various new student experiences, links to their social media, a robust FAQ section and much more.**
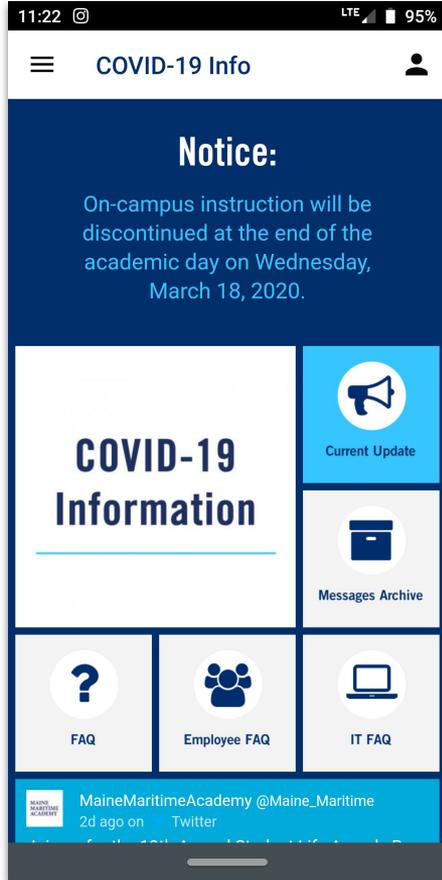
Most Innovative App for Communication

Definition: apps that utilize personalized and timely push notifications and in-app banners to improve communication with students and/or various target audiences.

Nominee #1 Maine Maritime Academy

Most Innovative App for Communication

Highlights:
- Quick response and deployment of COVID-19 module utilizing feeds from university website.

Nominee #2 The University of Akron

Most Innovative App for Communication
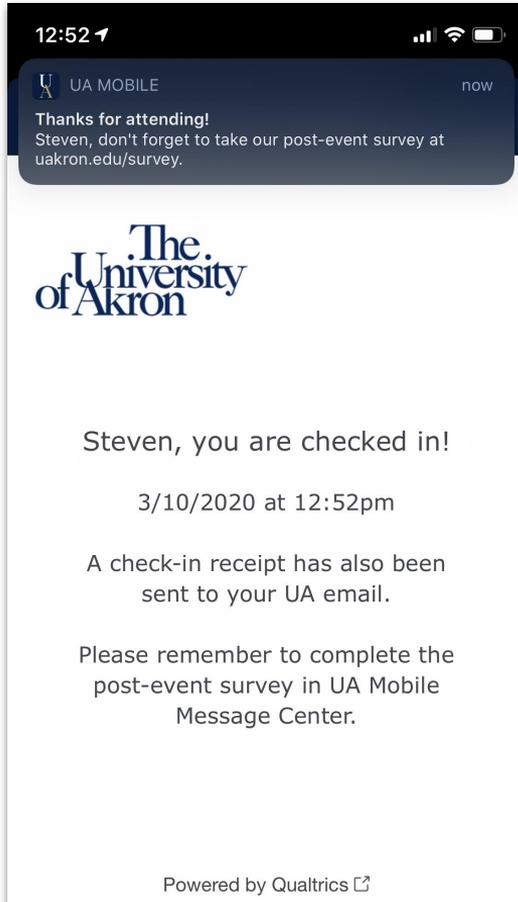
Highlights:
- Leveraging QR Scanner, Communicate Premium, application directory, the communicate API, and user authentication to create something "powerful and uniquely Akron".
- These features combined, in addition to integration with third-party service Qualtrics, have allowed them to reinvent their **attendance tracking system**. This setup allows a student to attend an event where they scan a QR code with their app, which they've already authenticated into, this opens a Qualtrics survey which captures and stores the student's attributes (name, email) and auto-submits the time-stamped survey. The student is then sent a **Modo personal push notification confirming** they've been checked into the event and include any optional links to additional materials or a post-event survey, as well as trigger an automated email from Qualtrics to the student to keep for their personal records.
- This innovation has **transformed the way their School of Music staffs** over one hundred performances each academic year, allowing the process to be streamlined, keeping students regularly engaged with the app, and providing more reliable and robust data. Similar experiments have involved scavenger hunts, where scans provide push notification clues, and another experiment utilized a database in Qualtrics allowing for one free items per student.

Nominee #3 University of North Carolina, Greensboro (UNCG)

Most Innovative App for Communication

Highlights:
- UNCG scrambled to make them feel special at the time of year that commencement would have been held so they created a **"Celebrate 2020"** persona.
- **Features included:**
  Photo uploads, a newsfeed of related articles, video messages from executive staff, and commencement profiles of a few graduating seniors.
- One unique aspect was **a video of a tradition for new graduates** where they took the camera underneath the clock tower, a path that students avoid during their college days due to a superstition about not graduating on time.
- The persona also linked to social media channels and special Facebook and Instagram filters and borders that graduates could use.

Nominee #4 Northern Arizona University

Most Innovative App for Communication
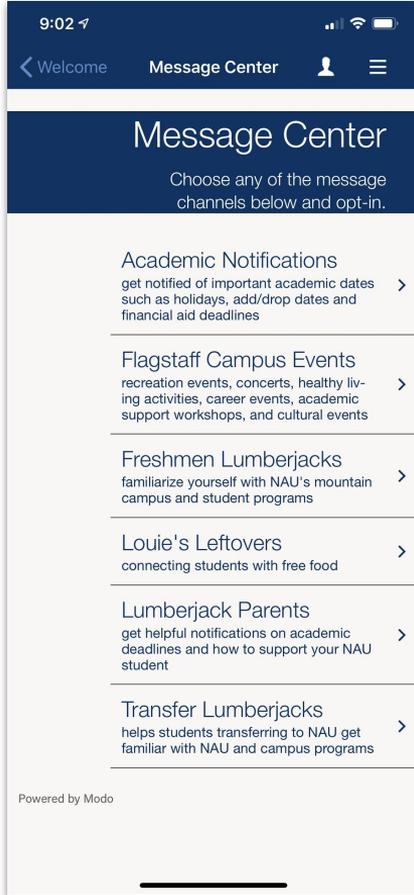
Highlights:
- Thanks to having Modo Communicate they have benefited from **interdepartmental cooperation** and handed the communication over to the Student Affairs communications department.
- A plan was developed with regards to content, language and frequency of the messages to effectively communicate announcements, events, assistance, deadlines etc.
- This communication tool is also used exclusively to connect students with free food via our LOUIE's Leftovers program.
- Their governance and decision-making processes have succeeded and it's now being used as a **full-fledged messaging platform** to target specific opt-in audiences. Because it has proven successful, they are now in the process of onboarding another department into the communication plan.

Best Health & Wellness

Definition: apps that utilize modules or communications to highlight special programs, groups and/or resources that support student wellness.

Nominee #1 University of Houston

Best Health & Wellness

Highlights:

- Facilitates a healthy lifestyle while on campus and, more recently, even **while away from campus.**
- Through our **PowerUP Employee Wellness** program, they promote walking paths of varying distances that any user can access in a map layer to follow the path as they walk; the "Art Walk", in particular, is designed to showcase various art installations on campus.
- **Campus Recreation**, which is now offering virtual programs and virtual workouts, and **Campus Wellness**, which includes information on the nine different dimensions of wellness.
- Module for **COVID-19 updates**, includes FAQ on health, wellness and prevention, as well as general updates.

Nominee #2 Northern Arizona University

Best Health & Wellness

Highlights:
- Their "Be Healthy" module provides students with tools for their well-being in one place.
- They've curated wellness content from various campus departments so students don't have to search for what they need.
- Their Coronavirus Crisis Response screen a click away, to help students stay informed about campus decisions related to Covid-19. They have carefully thought about the information architecture and curation of information.

Nominee #3 University of California, San Francisco

Best Health & Wellness
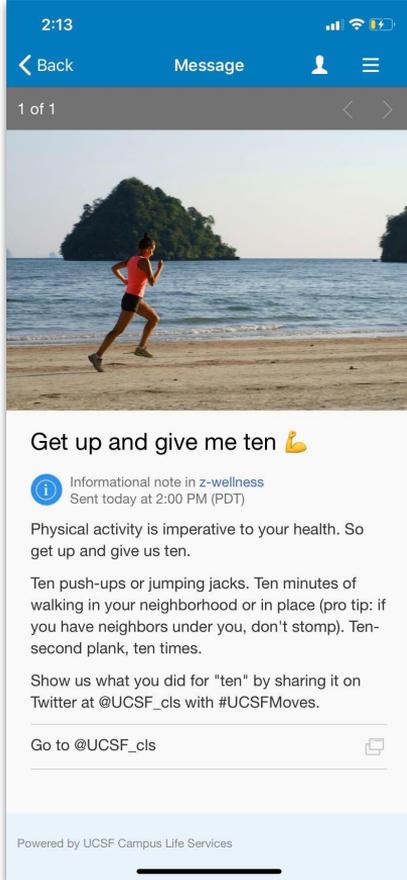
Highlights:
- They support the wellbeing of faculty, staff, students and trainees through **push notifications** that contribute to wellness, engagement and community building.
- The messages are tailored to engage community with **fun and valuable reminders, tips, and resources**. Sometimes simple such as reminding people to walk and the importance of physical activity. Other times, we share resources and ideas to stay social, especially in the times of physical distancing.
- They promote internal programs, like **UC Walk**, which gets people moving, whether it's exercise, games, sport, dancing, jumping on trampoline–everything but sitting, is fair game.
- They present to their users as friends, who care about the **emotional, physical, social, financial and environmental wellbeing** of their subscribers. To date, their most popular message was a short video about being kind, especially to people you might dislike.

Nominee #4 San Francisco State University

Best Health & Wellness
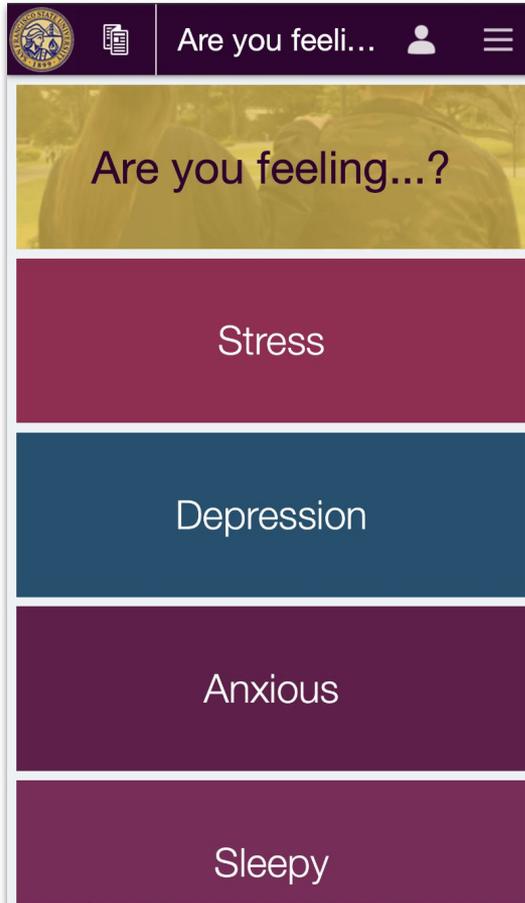
Highlights:

- They added new categories:
  1. In the My Academics menu, "Not Feeling Prepared": provides **tips to stay organized.**
  2. The second and third are under the Housing menu: **Budgeting provides tips** on creating a budget, and Roommate Problems has examples of **specific communication exercises**.
- Lastly, there is a seasonal feature in the app that launched at the end of spring semester, a time when students may be feeling most vulnerable, which targets their mental health. In partnership with the **Health, Promotion and Wellness department, IT Services and UX** student assistants created a module to navigate specific issues such as stress, depression, anxiety, and fatigue.

Best Student Engagement App

Definition: apps that engage students in unique and meaningful ways. Specially highlighting their creativity and capability to be iterative during **COVID-19** to virtual or hybrid experiences.

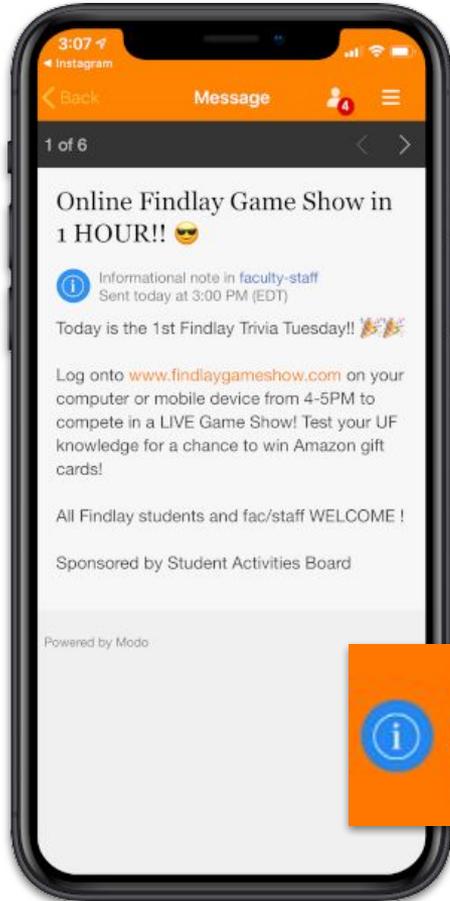# Nominee #1 Northampton Community College

Best Student Engagement App
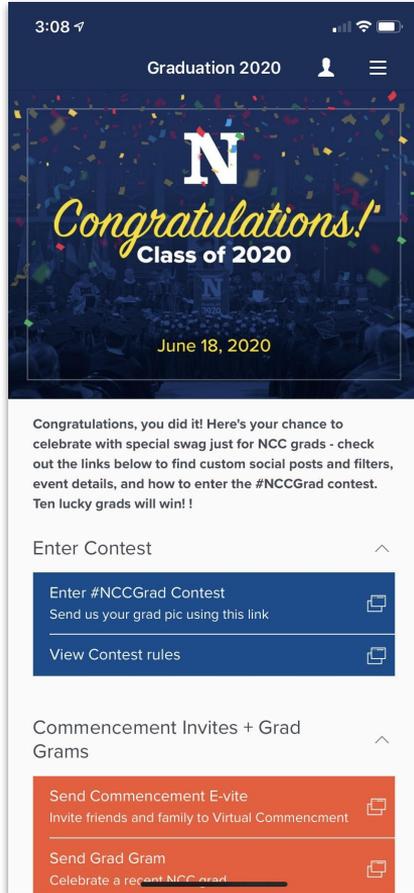
Highlights:
- They have a "Celebrate on Social" section which has downloadable Custom Frames and posts that users can use on their Instagram, Facebook and Twitter accounts.
- Contests for students to send their most creative grad pics

Nominee #2 University of Findlay

Best Student Engagement App

Highlights:
- As soon as the quarantine started they made sure to engage their students through push notifications and run game shows, trivias, picture contests, etc.

Nominee #3 Cypress College

Best Student Engagement App
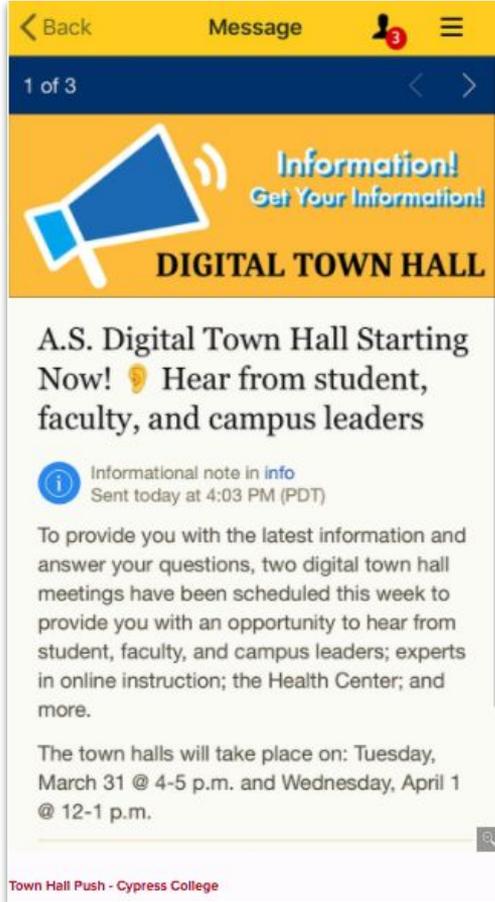
Highlights:
- As soon as the quarantine started they made sure to engage their students through push notifications and help digital town halls and other events

Nominee #4 Northern Arizona University

Best Student Engagement App

Highlights:
- "Join in" Module is a popular tool used by students on campus to connect and engage in student life.
- Features include: student wilderness trips, group fitness courses, concerts, comedians, lectures, intramural sports, social media and more.
- They utilized student focus groups and usability testing to ensure this information in the app is useful, relevant, and fun.

Nominee #5 Illinois College

Best Student Engagement App
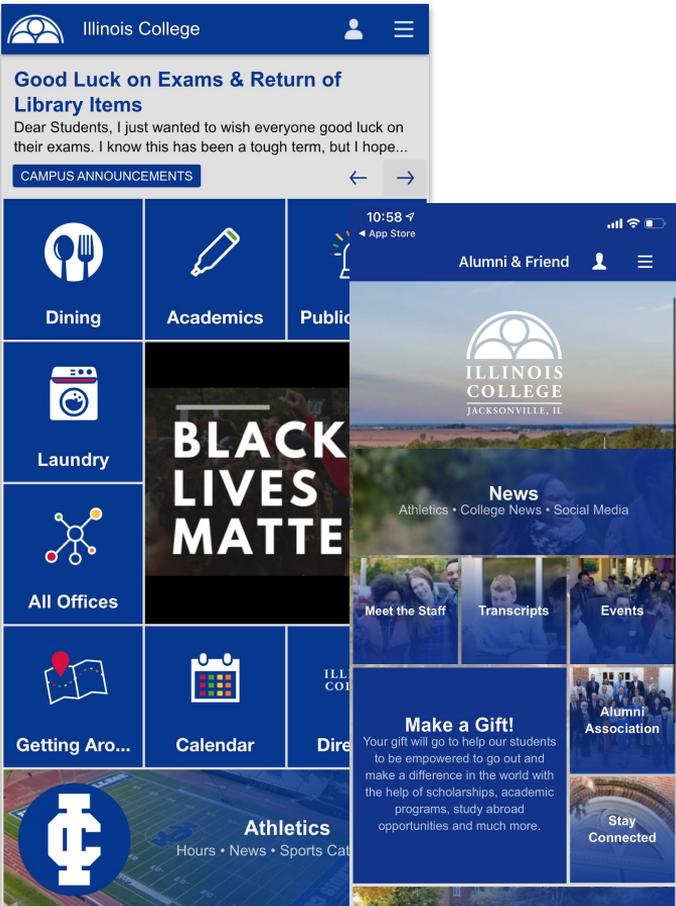
Highlights:
- From the parents and future students who used the app for the READY, Set, Go! admissions events, to our Alumni who clicked to donated money thanks to a push notification. Lastly and most importantly, their students enjoyed the Christmas icons we put in place this winter, all just to keep it new and fresh for them.

Best Student-Driven App

Definition: apps that have empowered students to become involved in the app development process.

Nominee #1 CETYS Universidad

Best Student Driven App

Highlights:
- The majority of the configuration of this app was made with the help of a **student which was intern in the IT department,** he helped with the configuration of the screens and the development of the **XModules used in the app which are for Schedule and Report Cards** which helps a lot of students to know faster where they need to go when they have their class or their current grades

Nominee #2 Northern Arizona University

Best Student Driven App

Highlights:
- This feature was developed by a student, for students.
- For admitted but undecided prospects, this was the first feature designed and developed by a student worker on the NAUgo team. The perspective of the student was critical in reaching undecided students and appealing to the things that are important to them.

Nominee #3 Penn State University

Best Student Driven App

Highlights:
- The team spent countless hours involving 96k students through **focus groups, roadshows, usability testing, accessibility testing, beta testing, and many surveys**.
- The Penn State Go app you see today was their creation, from the design, colors, and content. Every student was able to submit and vote on the name of the app. Since the release of the app, 21 Commonwealth campuses have been added to further extend a more personalized reach for students across the state.
- Penn State Go had 30k downloads in the first few days with very positive app reviews, which is further proof that the student's first approach at Penn State is a model for success and student satisfaction.

Nominee #4 Cypress College

Best Student Driven App
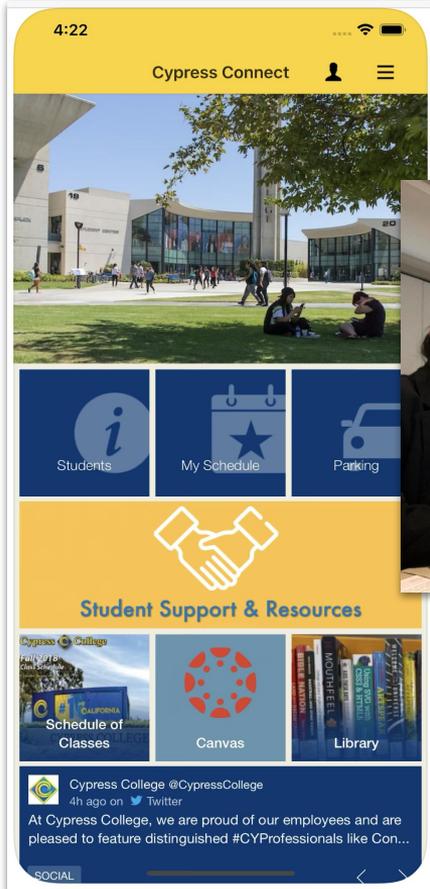
Highlights:
- The IT team hired the 4 students that won the **Ideathon 2019** at Cypress College to work on the campus app since they already knew the platform. They received training from the workshops at Kurogo 2019 in Boston as well.

New Information I just received from them, these are the projects those 4 students worked on while being employees at the department (they have all now transferred to 4-year colleges):
- The new Student Digital ID services (In production and used at events)
- Transfer Services (In production)
- STEM Program module update
- XModule Service for International Students (Revised and launching August 2020)
- Library and search functionality (Revised and starting August 2020)
- Augmented Reality for campus resources (Planned Fall 2020 launch)

Best Use of XModule

Definition: delivers the best and most creative mobile experiences through XModule(s) and/or XComponent(s) to facilitate hyper-personalized and unique experiences to students on campus.

Nominee #1 CETYS Universidad

Best Use of XModule

Highlights, **2 XModules:**
- Students want and need to use it because this is an easier way to check on them considering that the website portal they use is outdated.
- **Schedule:** helps the students to locate their classroom with the help of a link that redirects to the maps module and also with the help of tabs helps them to divide the classes by date and organize them by hour they have the class.
- **Report card (grades):** students can check their grades and absences to know how they are doing in the semester, the number of absences they have the right to and if they are close to its limit, if they are going to pass the class and also if their average is enough to keep their scholarship (which is around the 80% of the students). It's also important to know that **whenever the deadline to grades delivery arrives, the app has an spike of student visitors** to check how well they did in that period with this module.

Nominee #2 CSU, San Marcos

Best Use of XModule
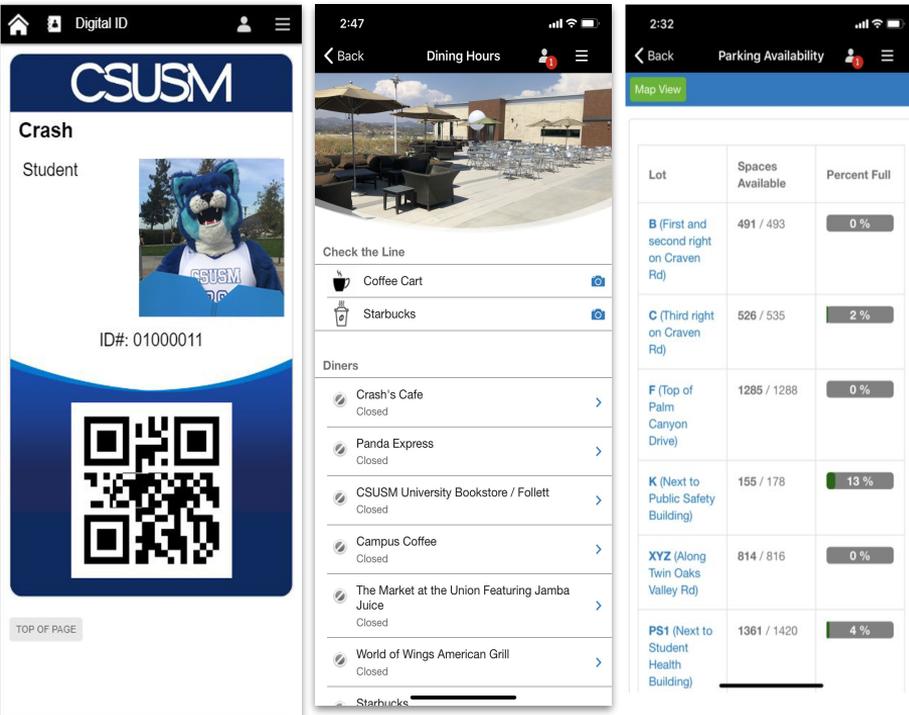
Highlights, **3 XModules:**
- **Digital ID:** CSUSM uses the mobile app to display a student's Digital ID, which includes photo, ID number, student status and a barcode. This Digital ID is then used/scanned across their campus to aid in Help Desk support, equipment rentals, library resource rentals, help center appointments and event attendance. The pictures on the ID are uploaded by students themselves.
- **Check the Line:** within the dining XModule, they added a hero image with their Check the LIne feature, in addition to the dining hours you might find in an out of the box module.
- **Parking Availability:** lot information, availability, and a progress bar that shows the percent full. Clicking on the lot links brings to a map within the XModule showing the lot location.

Nominee #3 Brown University
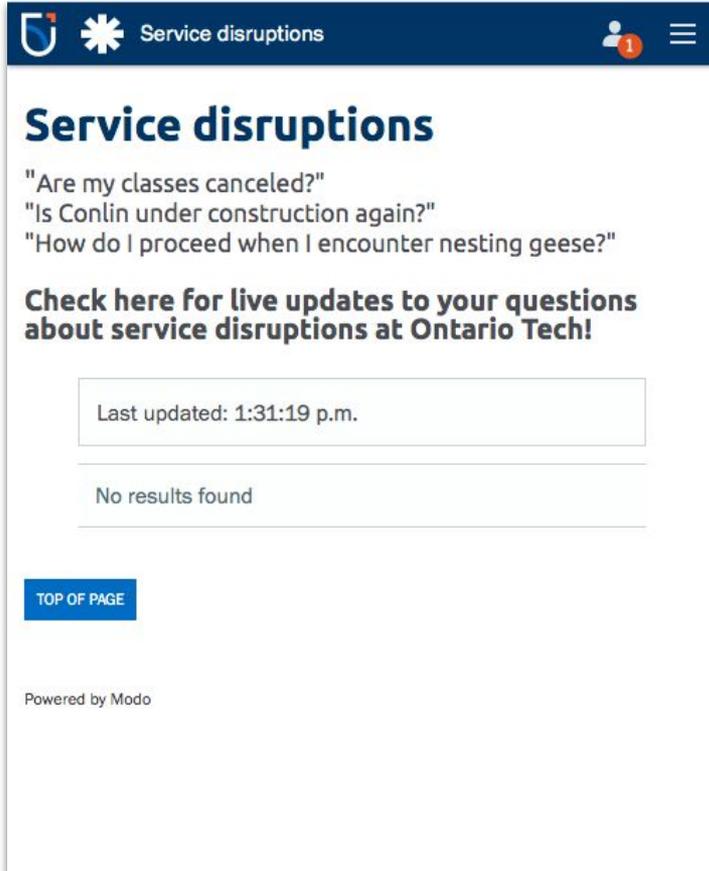
Best Use of XModule
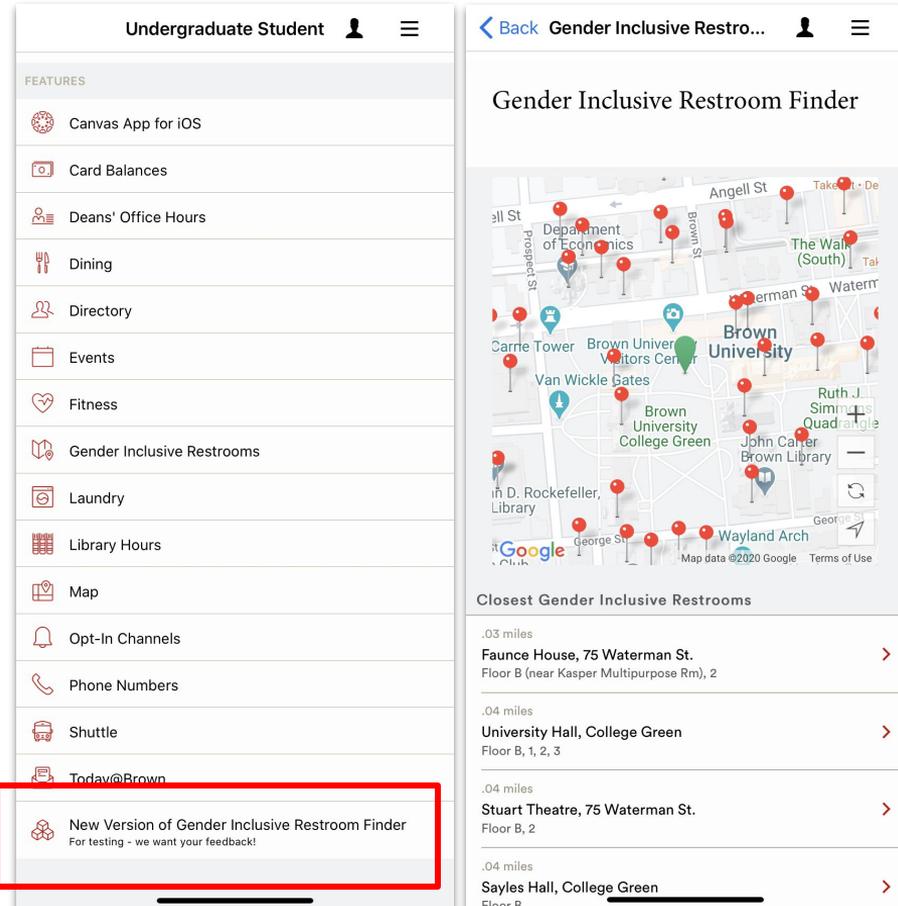
Highlights:

- Brown University already had a **gender inclusive restroom map** on their app but now they leveraged XModule to elevate it. Students are now able to open this feature where the app asks for their current location and shows them the nearest restrooms to them.

- Link here

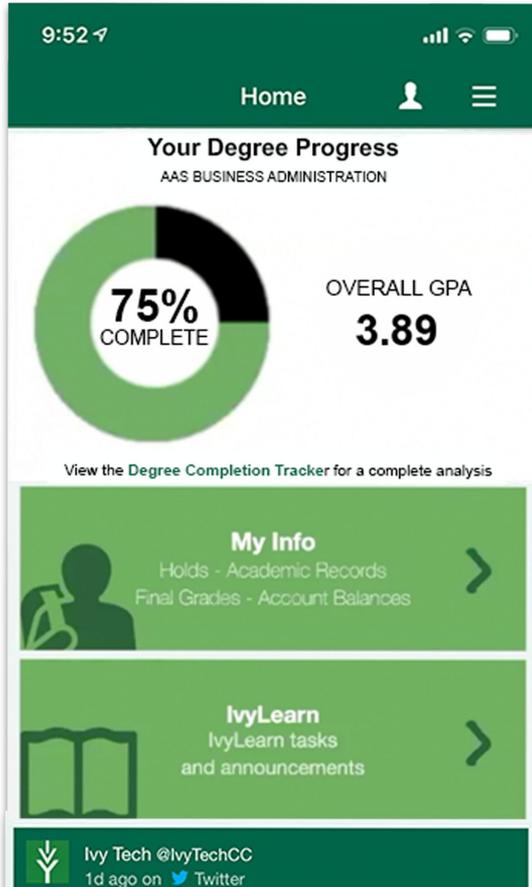# Nominee #4 Ontario Tech University

Best Use of XModule

Highlights:
- Ontario tech developed an XModule that automatically updates service disruptions on campus.
- [Link here](#)

Nominee #5 Ivy Tech Community College

Best Use of XModule

Highlights:
- They have prototyped a degree tracker on their campus app so students could see their program description and percentage of completion at a glance using an XComponent content tile.
- Ivy Tech can display this by pulling live and constantly updated data from their student information system into their unified campus app.

Nominee #6 University of Houston

Best Use of XModule
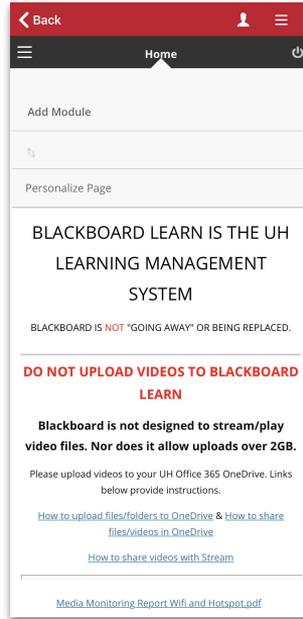
Highlights, **several XModule redirects:**
1. Digital ID: Cougar Card
2. Authenticating the user and passing them to the Blackboard LMS or to our Cougar Card app that integrates with the TouchNet API.
3. Handling the authentication of personas via two XModule redirects, as well. One redirect simply checks to see whether the user is authenticated, and sends her to the appropriate screen for persona selection—either to select a persona, or to indicate whether she would like to log in.
4. Screen a user is sent to when he opts to sign in; after authentication, the user is routed to the persona selection screen, where they can select an authenticated persona.
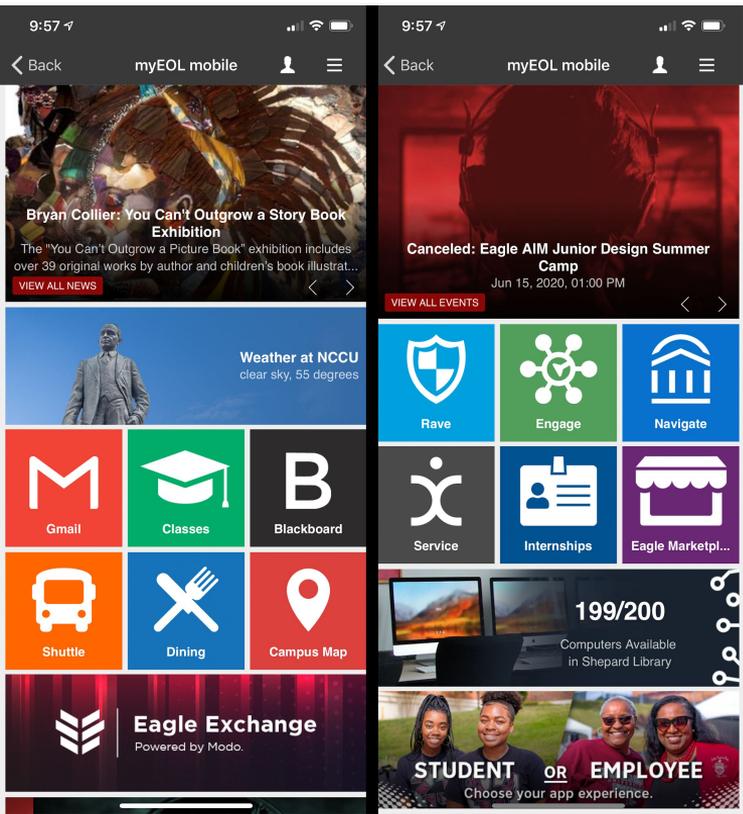
Best Overall Design

Definition: apps that achieve a great visual design on both its aesthetic appeal and usability. They draw their attention to the important aspects and strike the balance between a fresh, powerful design and what their users expect to see.

Nominee #1 North Carolina Central University

Best App for Overall Design

Submission from the school:

1. Has completely redesigned its mobile app to better suit current students and employees. NCCU has brought in most of their portal services directly into the new mobile app design and has begun using XComponents to bring in dynamic news, events, computer lab stats, and campus weather.

2. It has a vibrant design and integrates multiple campus data sources in one place, making student and employee life so much easier!
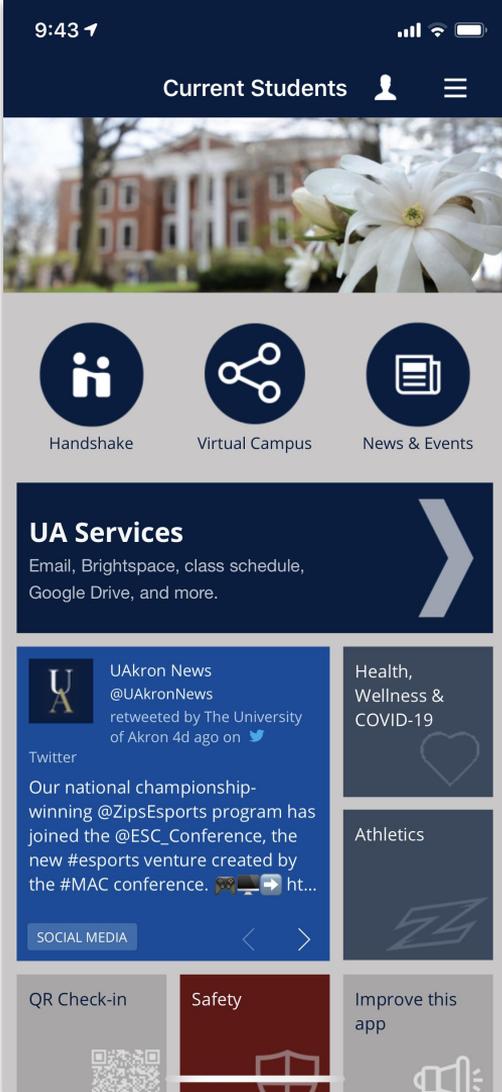
Nominee #2 University of Akron
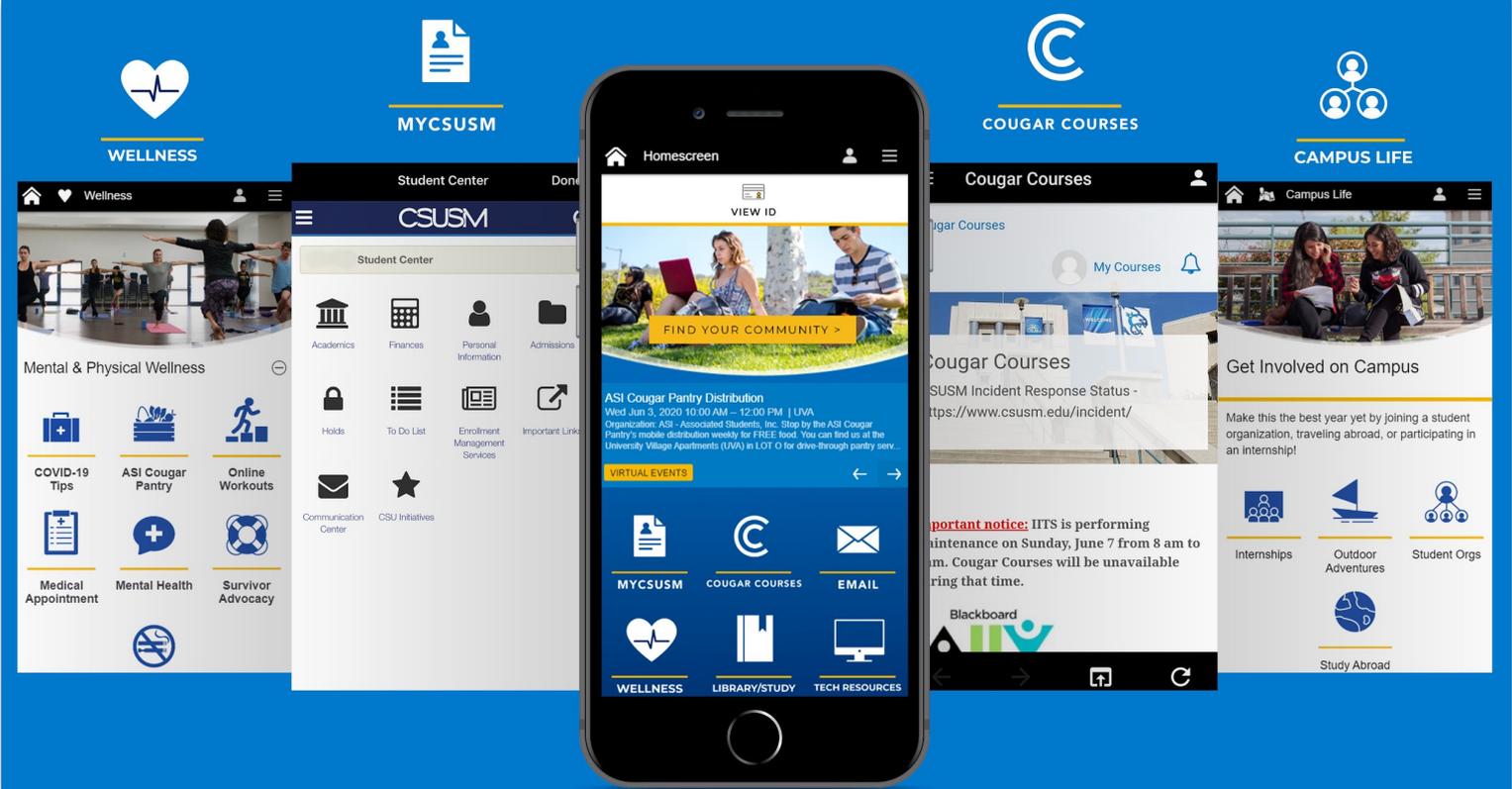
Best App for Overall Design

Submission from the school:

1. When we launched our app with the Modo platform nearly three years ago we did as many colleges/universities do, with a single persona and launchpad for all users – however, we quickly realized we were underutilizing the power and customization the platform offers. About a year ago, after reviewing nearly two dozen Modo client apps, we rethought and rebuilt our entire app from the ground up to be, what we believe is, the ultimate app in design, functionality, and usability.

2. Our use of multiple personas allows us to curate content specific to each of our constituencies on campus, and to easily communicate with them via push notifications and in-app banners. Our design thinking allows us to avoid "icon overload" by thoughtfully categorizing like-content into meaningful modules, such as News and Events, and the use of foreground images and text lets us break the square grid layout to define importance and flow.

3. Our use of color, font, art, and voice align with our brand standards, providing a sense of familiarity without having to identify the university outside of the launch screen, putting content first. Our use of native features like application directory and user authentication allow us to communicate with students in timely, meaningful, and actionable ways.

4. On the horizon, our near-final implementation of the Registrar Module will provide students even more information to help them stay informed of their academic standing.

Nominee #3 CSU San Marcos

Best App for Overall Design

Submission from the school: This app has been completely restructured to focus on student success in a remote learning environment.

# Nominee #4 CSU Dominguez Hills

Best App for Overall Design

Submission from the school:

1. Personas - We provide our app users with distinct personas that makes it easy for them to find content relevant to their group. Currently, we have the following personas: Guest, Students, Faculty, Commencement.
2. We have SSO integration and User Roles - we've incorporated shibboleth authentication and have worked with the ML team to create user roles which allows individuals with multiple personas to sign in an access different modules according to their role. We've been able map to our Active Directory and assign user roles inside of iToros Mobile.
3. Communicate Channels – we've been able to take advantage of the Communicate Feature to connect with our campus community via the iToros Mobile app. System status updates, commencement updates
4. Navigation Menus - we've improved our hamburger menu by segmenting the menu into sections that include:

- My Favorites – uses OTB ML feature to allow users to add links to their favorite screens
- Select a Different User Experience – takes user to a custom screen that allows them to switch to a different persona
- Main – displays quick links to of the screens that are available on the Mondrian home page. We incorporated the custom icons that are displayed in the tiles onto the menu to make it easier for users to quickly scan and find the screen they want to visit.

Nominee #5 Swinburne University

Best App for Overall Design

Submission from the school: [Link to their submission](#)
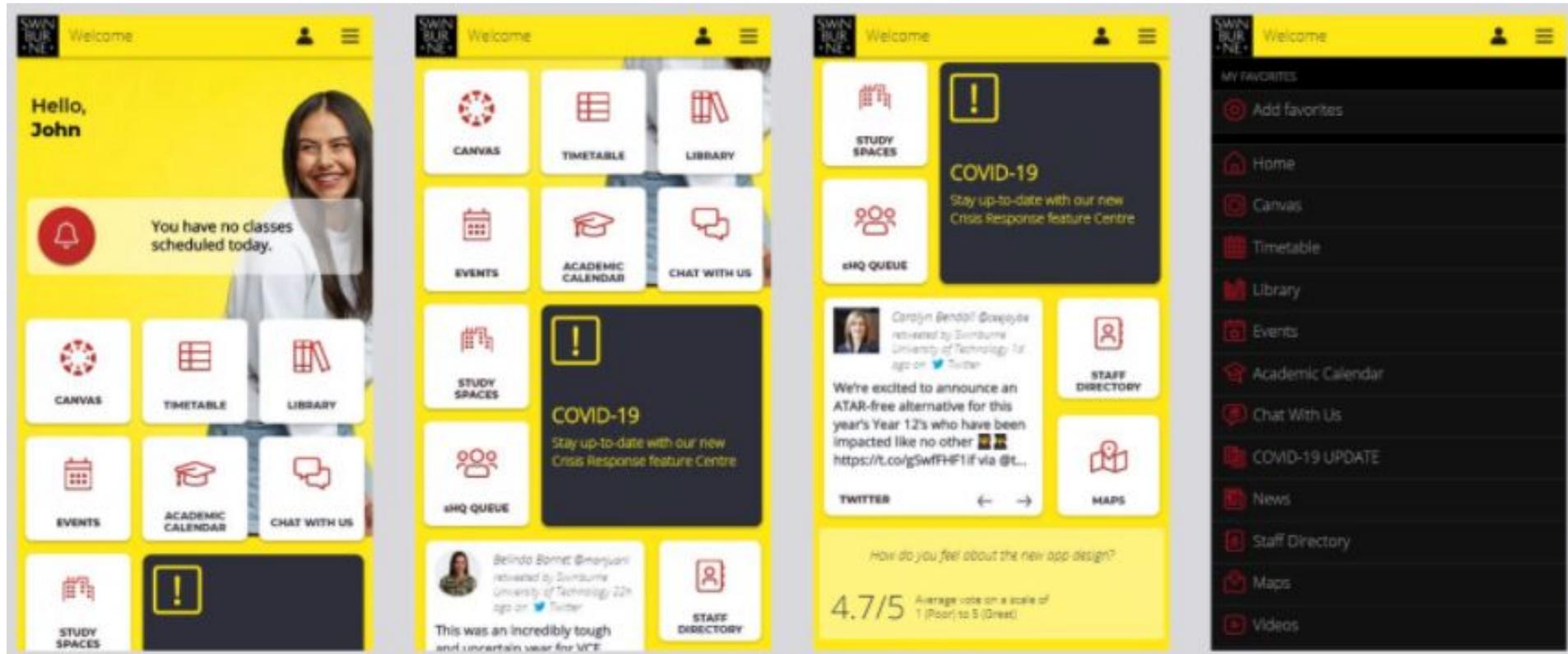
Nominee #1 North Carolina Central University

Best App for Overall Design

Submission from the school:

1. UH Go utilizes design to enhance the user experience. University of Houston's established branding is prevalent thought out its' web presence and in all marketing materials. In creating our Themes, in Modo, to adhere to this branding we created an environment that would feel familiar to users. Fostering and enhancing a sense of belonging to the University of Houston community.

2. Further, we created custom icons for the home screens that were consistent with the look and feel of icons used throughout UH's branding. UH Go's icon set is visually clean and simple. This allows a user, at a glance, to discern which icon to tap to navigate quickly to the content they are looking for.
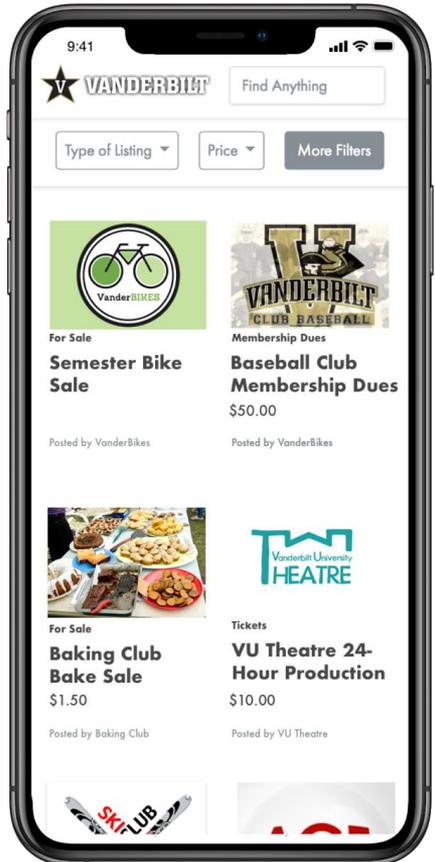
2020 Appademy Award

Best Campus Marketplace

Definition: apps that utilize Modo Marketplace for safe buying and selling among university students and community.
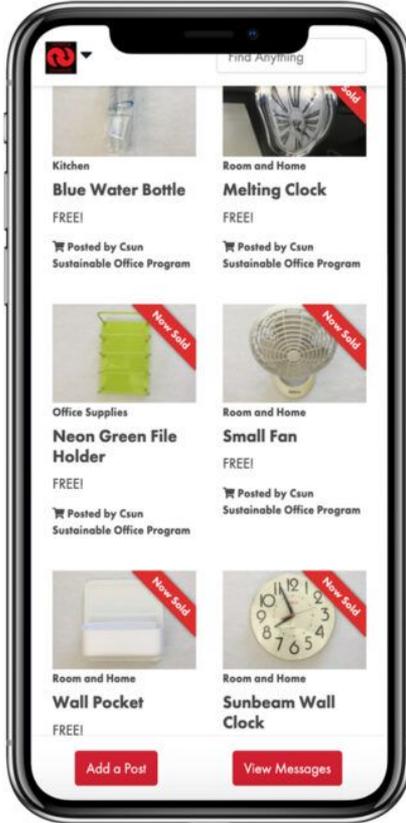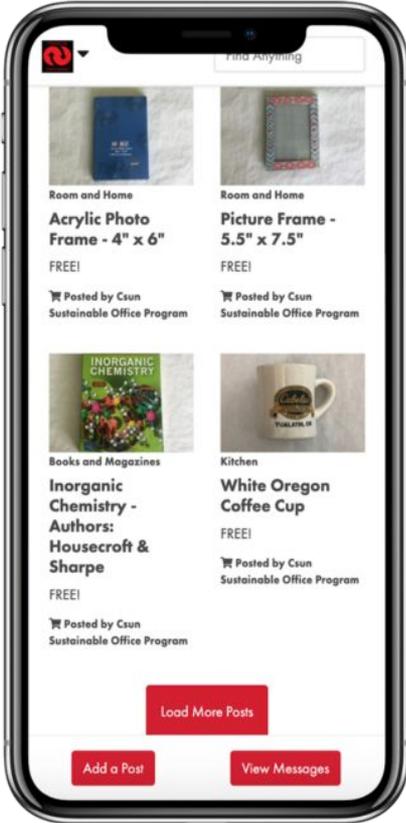
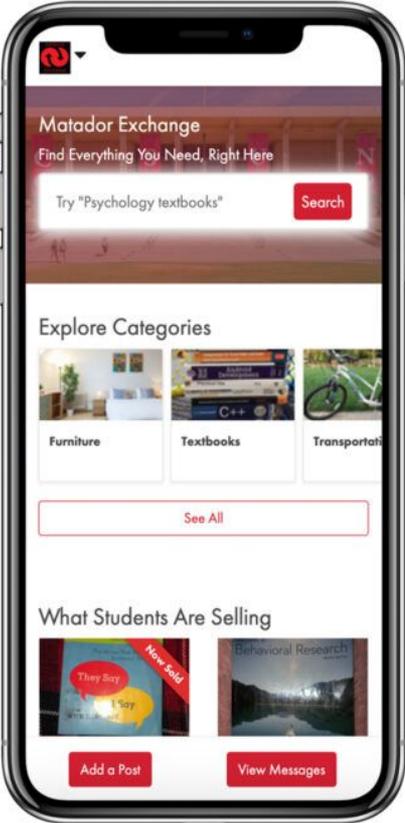# Nominee #1 Vanderbilt

Best Campus Marketplace
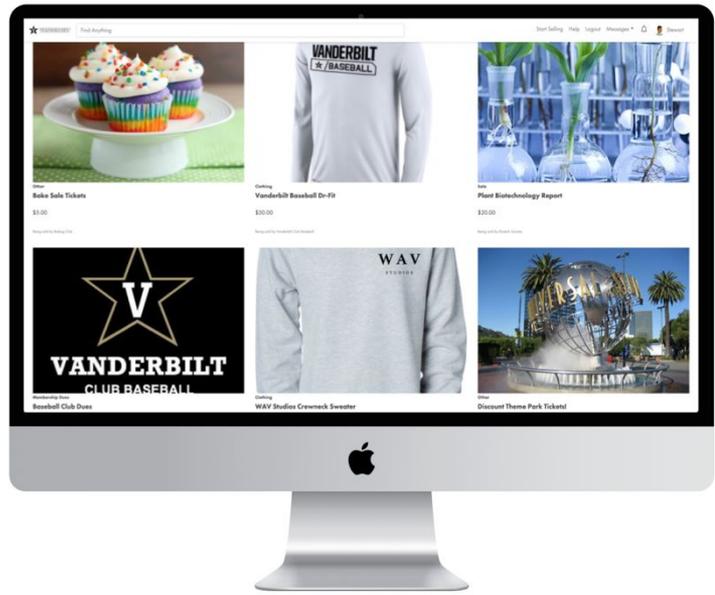
Nominee #2 California State University, Northridge

Best Campus Marketplace

2020 Appademy Award

Best Distributed Campus App

Definition: campus apps that have been iterative on accommodating for the switch to the new normal and have rethought their app home screen and resources, hosted virtual events on the app and has used communications to keep their campus informed.

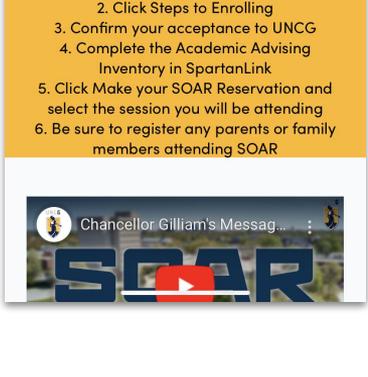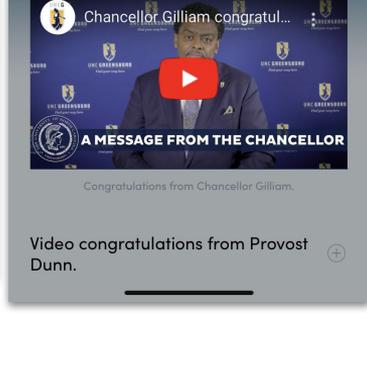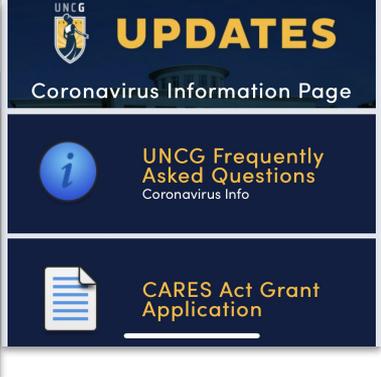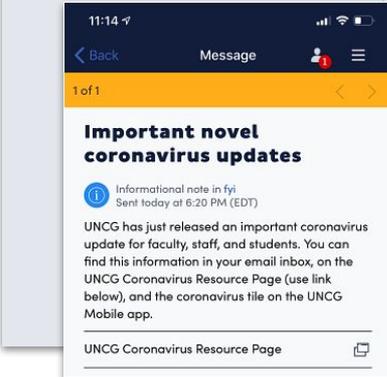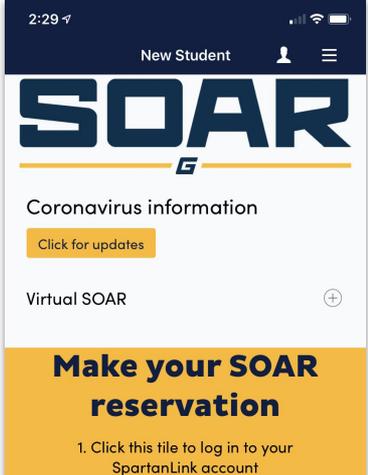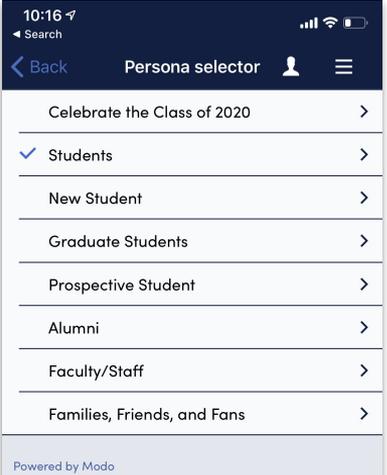# Nominee #1 University of North Carolina, Greensboro (UNCG)

Best Distributed Campus App

Home screen **Communications** **Graduation** **NSO**

Nominee #1 University of North Carolina, Greensboro (UNCG)
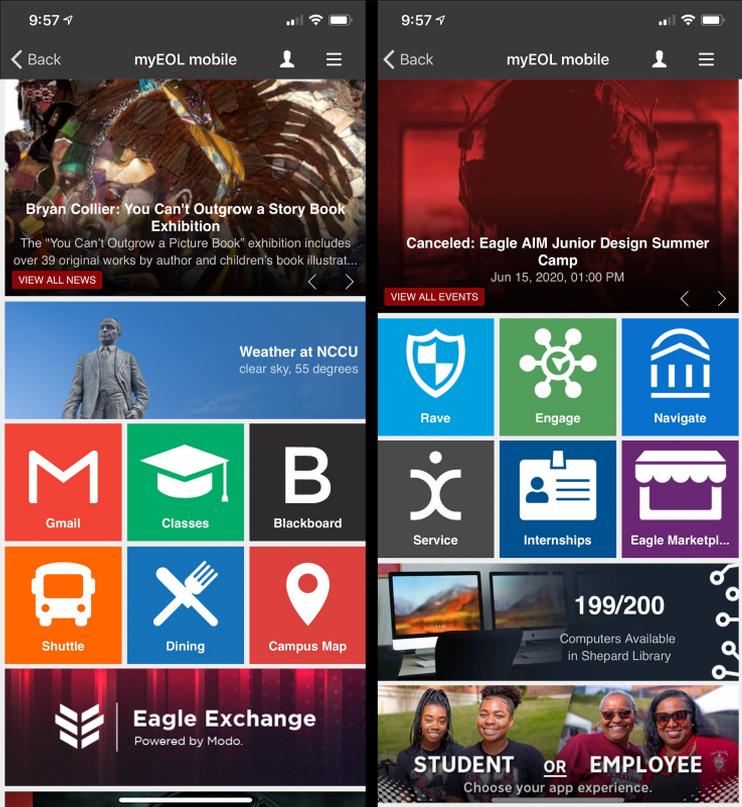
Best Distributed Campus App

Highlights:
- UNCG Mobile is a robust app utilizing a persona for each of the key audiences of the University (7). Each persona is tailored to the needs of the specific audience and combines access to webpages, custom content for the app, as well as functionality that takes advantage of Modo modules such as news feeds and video playlists.
- In addition to this structure, the app makes great usage of push notifications at the persona level sending messages of interest and importance to faculty/staff, students, or new students.
- They hosted a Celebrate persona for all their students since they couldn't host in-person commencement and New Student Orientation on their app.

Nominee #2 North Carolina Central University

Best Distributed Campus App

Home screen

NSO

Nominee #2 North Carolina Central University

Best Distributed Campus App

Highlights:
- It has taken a huge step towards merging the distance between our once separate mobile app and our popular campus portal. Today, it is nearly one and the same.
- Third, even with a limited budget, they've taken and utilized as many features and options made available to us by Modo. In the end, this provides cost savings to the departments, better com munication with the student's family and supporters, and up-to-the-minute information for the students who need to know.
- They hosted virtual NSO.
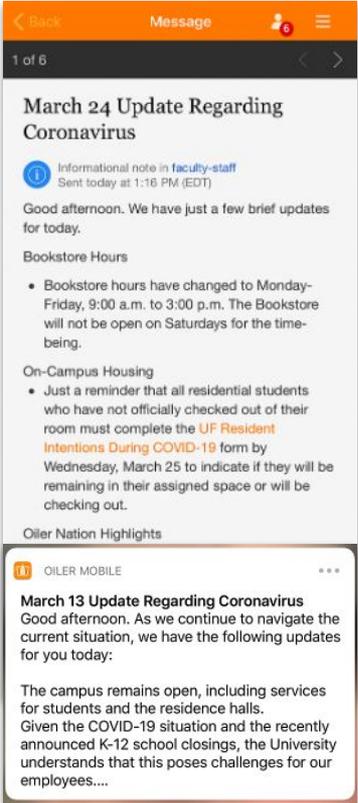
Nominee #3 University of Findlay

Best Distributed Campus App

Home screen   **Communications**   **Graduation**   **NSO**

Thank you!!!!

[Link to vote for nominees](#)