Northland CAPS

Communicates with a Dispersed Student Base

Using Customized Mobile Apps

Content

About

Northland Center for Advanced Professional Studies (Northland CAPS) is a high school program center, which operates multiple 'magnet programs' for students in seven school districts in northern Missouri. The center focuses on providing education where students gain experience working with real businesses, assisting and learning through meaningful projects, with real mentors. Northland CAPS does this by placing their students of varying backgrounds, with their business partners, which are local businesses/ organizations.

They started out with 28 students from two different strands. Now, they're on pace to enroll 420 students across six strands with more than 200 business partners. This growth has underlined the inherent challenges in not only communicating with a dispersed student population, but also coordinating with numerous business partners. A small team with limited resources also impacted strategy.

The quest for a solution led Northland CAPS to Faronics' Campus Affairs. As a result, Northland CAPS has been able to place their very own customized Android and iOS apps at the heart of communications, student and partner outreach, and recruitment.

# 'Push notifications' replace hit-or-miss alert methods

According to Allison Clemens, program development manager, a key challenge that Northland CAPS had to address was the reliability of a fragmented communication framework in their previous communications setup.

For instance, an administrator with Northland CAPS would message an educator, who would then have to message each individual student that, say, class was being cancelled due to weather and then hope they received it. However, with the introduction of Campus Affairs, Northland CAPS was able to standardize and push seamless notifications to hundreds of students and stakeholders, uniting communications in a single forum. It also helps that Northland CAPS students are adept at using technology, Clemens noted, and being able to communicate with them through a mobile app as a one-stop shop has become a massive advantage.

Overall, the new set of abilities has provided Northland CAPS a new way of thinking and going about communication, highlighting the calendar and push notifications options as particular strengths.

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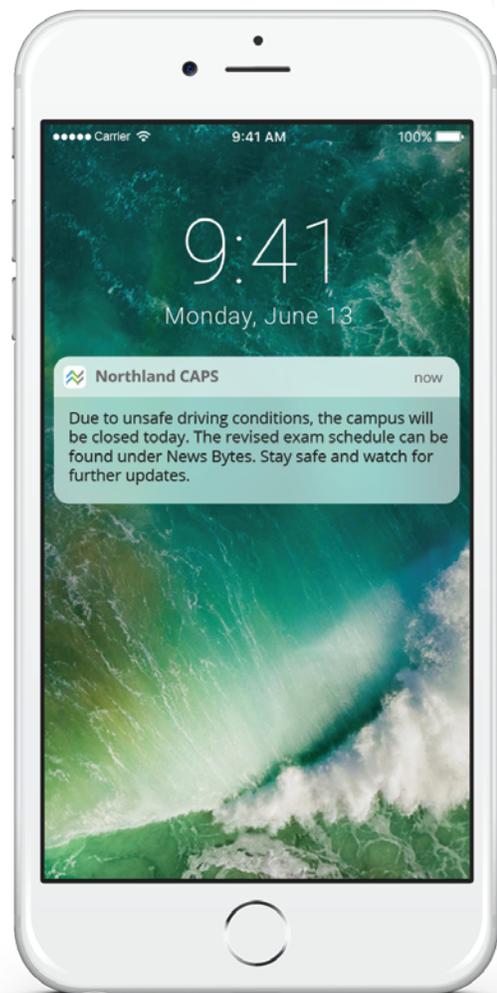
We had to find a way to make sure students were attending and knew where they needed to be. Previously, we had to use robo-call or have teachers send a text, to alert students about important news.

Allison Clemens, Program Development Manager

Campus Affairs: An integral part of the communication strategy

Campus Affairs is being positioned as a key facilitator for future communication initiatives. Raising awareness about their branded mobile app has been a key objective for Clemens. She sends out a weekly email update to up to 3,000 business partners, parents and others that includes a summary of the app, its features, how to download it, and best practices for using it. She also solicits feedback from students and staff.

She ruminated on other uses for Campus Affairs, like utilizing push notifications to remind students about submitting evaluations, and brought up alumni outreach as one area, the app is likely to have a big impact in. Campus Affairs communicates important information like News Bytes, Notification Alerts, Events, Courses, Staff, Brochures, Incident Reporting and Contact Information.
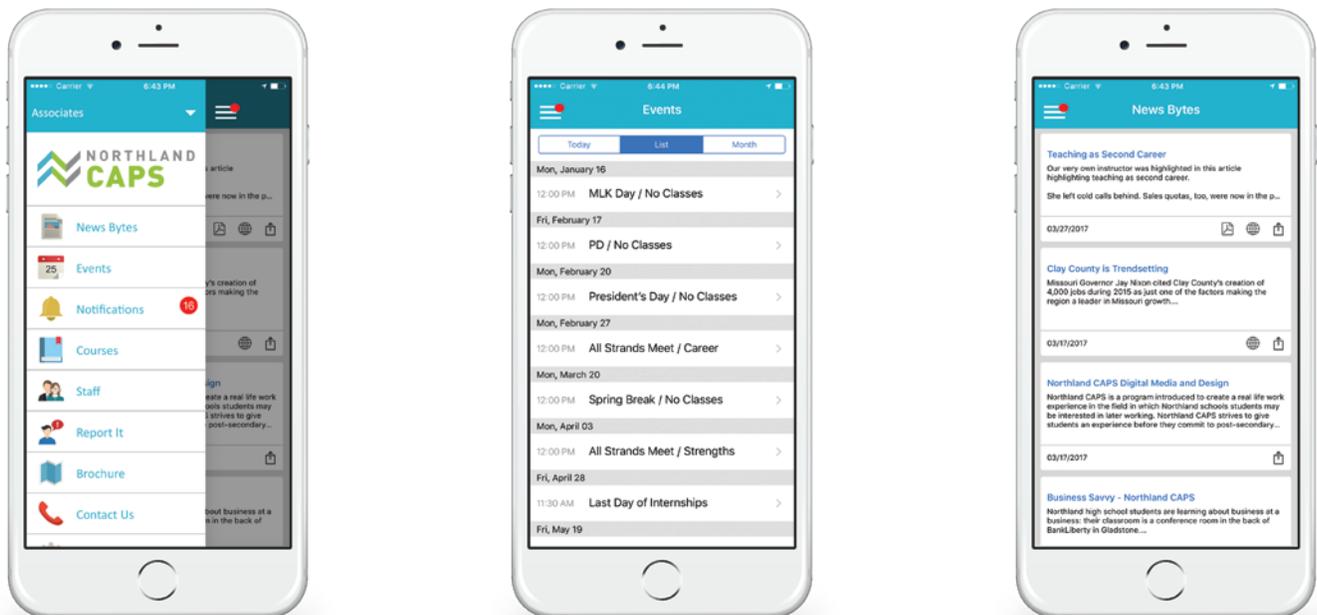
"What I'm most excited about is that there's several different ways to get information".

Allison Clemens, *Program Development Manager*

Seamless Updates via Web Console

The Campus Affairs intuitive web console gives Northland CAPS the ability to easily update their app content anytime. The updates get pushed to the mobile apps on-the-fly.
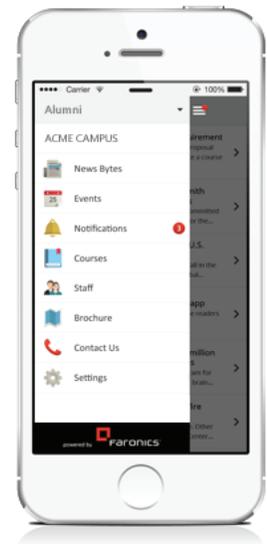
Differentiated Content

Additionally, they can choose to display either common or unique content, for different audiences - students, future applicants, and alumni. Allison said "This is just our fourth year, but we're really starting to find our alumni now and see what they're up to. As we find alumni and get them aware of the app, the News function will be a great feature to keep them updated on what events and other things are happening. This is important because we've heard from many alumni that they're still connected with business partners."

A partner Northland CAPS can trust

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> Everybody has been very easy to work with, getting updates has been easy, Everyone has been very accessible to reach on the team and I'm very pleased with what's happened so far.
>
> **Allison Clemens**
> *Program Development Manager*

Allison mentioned, "Another aspect to using Campus Affairs' customized apps offering is the relationship between Northland CAPS and Faronics."

The school has used other Faronics' products previously and is familiar with the dedicated support, which rounds out Campus Affairs as a total solution. Their app can be easily managed from a web-based console and content can be updated on-the-fly. Faronics also helps publish and maintain their app thereby reducing the workload on Northland CAPS IT staff. As in the case of Northland CAPS, increased functionality and unified communications can make all the difference for small teams with a large, and dispersed student base.

To learn how your institution can benefit from Campus Affairs customized apps, visit
www.campusaffairs.com

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CANADA & INTERNATIONAL
1400 - 609 Granville Street
P.O. Box 10362, Pacific Centre
Vancouver,BC,V7Y 1G5
Phone: +1-604-637-3333
Fax: +1-604-637-8188
Email: sales@faronics.com

UNITED STATES
5506 Sunol Blvd, Suite 202
Pleasanton, CA, 94566 USA
Call Toll Free: 1-800-943-6422
Fax Toll Free: 1-800-943-6488
Email: sales@faronics.com

EUROPE
8 The Courtyard, Eastern Road,
Bracknell, Berkshire
RG12 2XB, England
Phone: +44 (0) 1344 206 414
Email: eurosales@faronics.com

SINGAPORE
6 Marina Boulevard
#36-22 The Sail At Marina
Bay Singapore, 018985,
Call Local: +65 6509 4993
Fax Local: +65 6722 8634
Email: sales@faronics.com.sg