

# MEDIA BACKGROUNDER



## AT&T Campus Guide Plus

October 15, 2013

### ABOUT AT&T CAMPUS GUIDE PLUS

AT&T is upgrading its mobile application development solution to make it even easier for colleges and universities to build customizable mobile apps. Through AT&T Campus Guide Plus, higher education institutions can now use open source technology and pre-built modules to easily and quickly customize mobile applications. Enhancements to the Campus Guide solution include:

- Customizable user interface to showcase a personalized brand, logo, colors, textures and images,
- Open source technology that provides efficiencies with application integration, reducing the development and delivery time of mobile applications,
- Pre-built modules help to simplify complex custom solutions, including calendar/events, directories, maps, news, links to social media and videos, mobile admissions,
- Mobile content publisher to help manage and update modules, and
- Development tools and mobile optimized middleware that create a solution for nearly any smartphone, tablet or operating system.

### ENABLING CAMPUS LIFE ON-THE-GO

#### MARYVILLE UNIVERSITY

- **CHALLENGE:** Many students now begin their college search on their mobile phones - that's why President Mark Lombardi challenged his admissions staff to rework their existing mobile application. The admissions staff at Maryville University was tasked with creating a mobile application that would not only allow current students to view course information, but prospective students to interact with and obtain enrollment information on their mobile phones.
- **SOLUTION:** Staff at the university called on AT&T to help develop a solution that would give prospective students information about the college and provide current students with access to class schedules,



grades, event calendars and more for a smooth transition from prospective to current students. The new app now contains an Admissions Package and soon students will even be able to register for classes on their mobile phones.

- **OUTCOME:** Since the Maryville App launched in late August, 836 individuals have downloaded it to their mobile phones.

### **OKLAHOMA CHRISTIAN UNIVERSITY**

- **CHALLENGE:** The staff at Oklahoma Christian University created a mobile application in 2008, but it only worked on one operating system and had not been updated in more than 18 months. When it came time to update the app, they wanted one that would work on all major operating systems and would be easily customizable for future updates.
- **SOLUTION:** Through AT&T Campus Guide Plus, the staff at Oklahoma Christian University created *myOC*, which works on smartphones, tablets, and serves as a desktop interface for students, faculty, staff and alumni. It features academic content, grades, assignments, schedule of events, and maps – and for the first time ever, it’s now available on all major operating systems.
- **GOAL:** The staff at Oklahoma Christian University hope to increase the number of downloads by 50 percent and traffic by more than three times the current rate of 1,800 loads per day.

### **SAINT LOUIS UNIVERSITY**

- **CHALLENGE:** St. Louis University is a large urban university spread out among dozens buildings throughout the city of St. Louis. So it became increasingly important to develop a mobile application with a transit feature that would help guide students around town, as well as provide easy and instant access to campus information.
- **SOLUTION:** Through AT&T Campus Guide Plus, the staff at Saint Louis University created *SLU Mobile*, a unified platform that makes it easy to locate buses, shuttles and buildings on mobile phones. In addition, for thousands of SLU students who live on campus, the app is making cleaning their clothes easier by displaying near real-time updates on washer and dryer availability in residence halls.
- **GOAL:** So far, 6,000 people have downloaded the app in the first eight weeks of deployment.

### **UNIVERSITY OF ILLINOIS AT CHICAGO**

- **CHALLENGE:** Administrators at the University of Illinois at Chicago wanted to launch the school’s first-ever mobile app as a way to provide greater mobile accessibility and services.
- **SOLUTION:** UIC teamed up with AT&T to create the *UIC Mobile App*, which will feature integration with the learning management system used every day by UIC students, faculty and teaching staff. In addition, the app will include an interactive campus map, dining hall information and menus, and direct feeds to campus news, events and social media platforms.
- **LAUNCH DATE:** November 2013