



# The Evolution of the Mobile Campus

Paul Fisher

Director, Teaching, Learning, and Technology Center  
Seton Hall University



## Strategic Question

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- **How can Seton Hall University capitalize on technology already being integrated into the lives of our students, faculty and staff to enhance the academic environment, administrative processes and community engagement?**



# PEW Internet & American Life Project

- Mobile Device Ownership by College Students
  - 88% own cell phones
  - 81% own digital cameras
  - 63% own MP3 players
  - 55% own video cameras
  - 55% own laptop computers
  - 27% own PDA or Blackberry

(Data from January 2008)



# PEW Internet & American Life Project

- Content Creation by College Students
  - 55% have created online profile (MySpace, Facebook, etc.)  
(20% of adults have done so)
  - 51% have uploaded photos to the Internet  
(37% of adults have done so)
  - 39% have shared creations online (Videos, Stories, Artwork, etc.)  
(22% of adults have done so)
  - 26% keep Blogs and posts updated regularly  
(12% of adults have a blog)

(Data from January 2008)



# Digital Youth Project

- College aged students use digital media to extend friendships and interests
  - “Always On” / “Always Connected”
  - They use digital devices to “hang out” and socialize
  - Digital communication enhances and intensifies “face to face” relationship
  - Allows young people to find / develop friends that share common interests

(November 2008)



# Digital Youth Project

- College students use of technology to maintain social connections sometimes leads to more intense technology-enabled engagements
  - Young people use social media to “Geek Out” (take a deep dive into an area of interest)
  - Contrary to popular image, “geeking out” is an intensely social activity for young people using technology
  - Young people use technology to find and form communities of experts

(November 2008)



# Digital Youth Project

- Implications for higher education
  - Educators have an important role to understand, promote, and direct the peer based learning that evolves through social media
  - While adult presence is unwelcome in young people’s social networks, it is often sought or welcomed in interest driven learning groups
  - Notion of authority is different in interest driven learning groups which operate in a “pedagogy of collegiality”; yet, adults can exert a great deal of influence in setting “learning goals”
  - Can we use technology to expand responsibility for instruction from faculty and publishers to a more distributed set of people and institutions?

(November 2008)



# Reality for Higher Education

- **Only 14% of college dorm residents activate their land lines**
  - Schools are losing long-distance revenue
  - Schools have difficulty contacting students
- **Only 20% of college students check their school email every day**
  - Schools have difficulty communicating with students
- **Over 95% of college students possess a mobile phone**
  - They carry it almost all of the time
  - Students are addicted to SMS, IM
  - Students change handsets every 18 months on average
- **Campus safety remains a top concern**
  - Students are reluctant to call campus or municipal police
  - 30% of all 911 calls made are from wireless phones (2001 data)







# SHU Mobile Strategy

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Mobile Learning as next technological advance:

- Take advantage of existing Network core & Vendor relationships
- Develop academic/administrative/personal mobile community
- Extend rich technological environment
- Present new and innovative teaching/learning solutions
- Generate revenue



## SHUmobile Elements

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- Second Year of High-End Device Pilot
  - Dual Mode Devices. Unlocked
- Application Development
  - Built to capitalize on existing devices, and to be ported for variety of device OS
- Research & Development
  - Near-Field Communication
  - Unified Communication



# NFC at Seton Hall

## SHU trials of NFC technology

- Information Exchange
  - Freshman Orientation
  - Scavenger Hunt
    - Video
    - Text
    - Web
- Transactions
  - Pirate Dining Room
  - Bookstore





# Mobile Applications for Higher Education

## Academic Mobility

- Discussion Boards (with LMS)
- Campus/Course Announcements (with LMS)
- Information Access
  - Resource availability
  - Scheduling Rooms, Study Areas etc
- In Class Polling a.k.a. Clickers



Blackboard  
**learning** System



# Mobile Applications for Higher Education

## Media Mobility

- Integration with SHU Teaching Learning & Technology Center to integrate availability of academic/ student life videos and podcasts
- Availability of entertainment packages





# Academic Projects

- Digital Story Telling
- Chemistry Lab Reports
- Enhanced ePortfolios in the First Year Experience
- New Course Development on small device programming
- SHU Story Corps Project
- Field Assessment, Surveys & Academic Support
- Social Engagement Projects and Documentation
- Support Core Proficiencies
- Evolution of some professions
- Environmental Documentation and Reporting



# Transformation of Text

- eBooks vs. Kindle
  - 50 students
  - Journey of Transformation
  - College English II
  - Leadership Development
- Impact on students...so far...
  - Increase in time reading
  - Lower TCO
  - Backpack is lighter





Let's hear from the students....

The Center for Leadership Development  
Ideas and Trends Initiative

**I Am Change**





# Research and Social Impact

- Nokia Data Gathering
- Partnership to train NGOs and NFPs in the US
- Ongoing research and assessment



# Assessment





# Questions??

More Info Visit

<http://tltc.shu.edu/mobile>