The Evolution of the Mobile Campus

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Strategic Question

• 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)
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

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

• 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
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