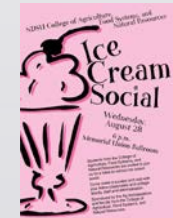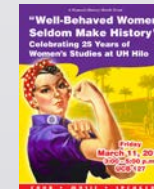# Apps, Flyers, Posters….
What works?

Michael Henningsen
Assistant Director, Career & Transfer Services
Mohawk Valley Community College

"Hopeful" Presentation Outcomes

- Learn a couple new tech tools that could be used to connect with students to help advertise your programs that are used at MVCC

- Attendees will share ideas of different strategies that are used on their own campuses

- Be able to walk away with some new ideas that can help you reach transfer students

Why me?

- Involved Community College student with Phi Theta Kappa
  - Blood drives on campus—highest turnout 2 yrs in a row
- Former Resident Assistant (2 yrs)
- Former Assistant Hall Director (2 yrs)
  - Responsible for all aspects of RA programming (16 RAs)
- Former Resident Director (3.5 yrs)
- Experience with LOTS of transfer programming at MVCC (7 yrs)

Where are all the students?

- We are not alone to deal with this issue, even Athletics is seeing a decline
  - 2014 Wall Street Journal article noted that the "average student attendance at college footballs games is down 7.1%"

- Community Colleges face difficulty as majority of our students are commuters and have other factors pulling them in many directions

Posters and Flyers…who sees them?

- Paper blindness is real. . .

- Location, Location, Location

- Put them up and take them down. . .

Ellucian GO
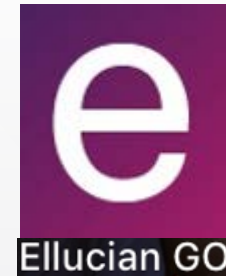
- App that connects to our Self-Service BANNER (SIRS)
- Students able to see variety of different things:
  - Events Calendar
  - Class cancellations
  - Class schedule
  - Account messages (Billing/Financial Aid)
  - Athletic information
  - Faculty/Staff Directory (finding their advisor)
  - Grades (when available)
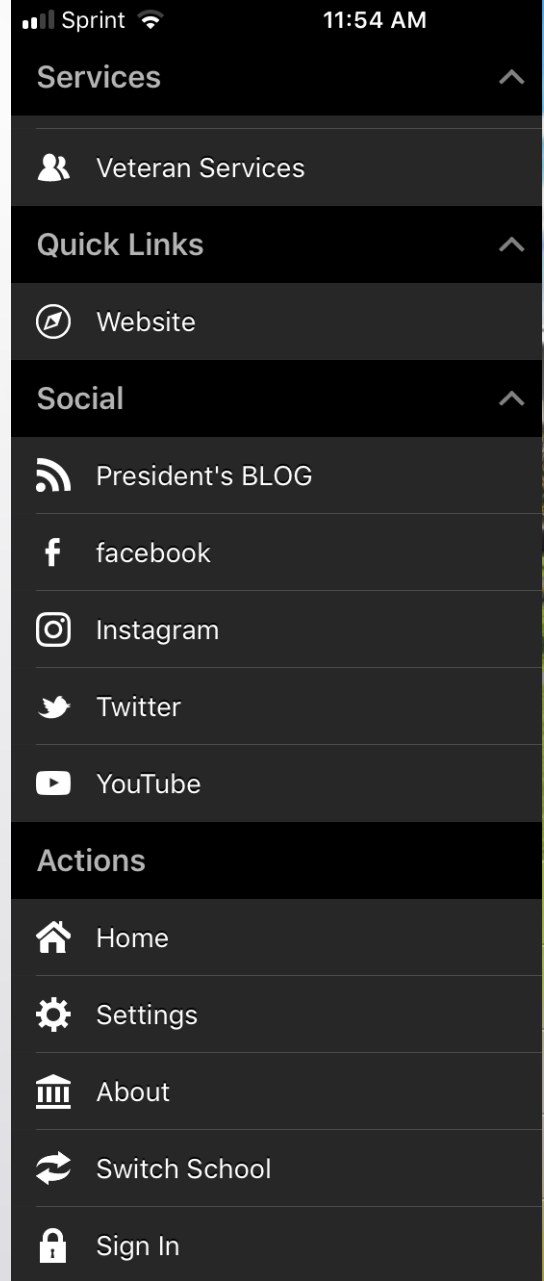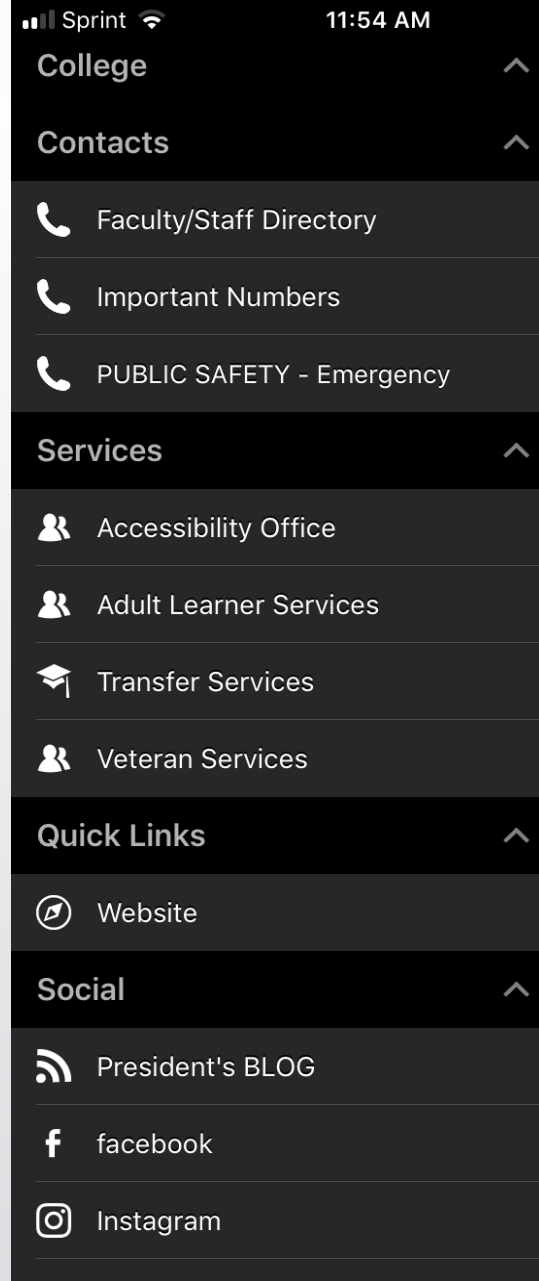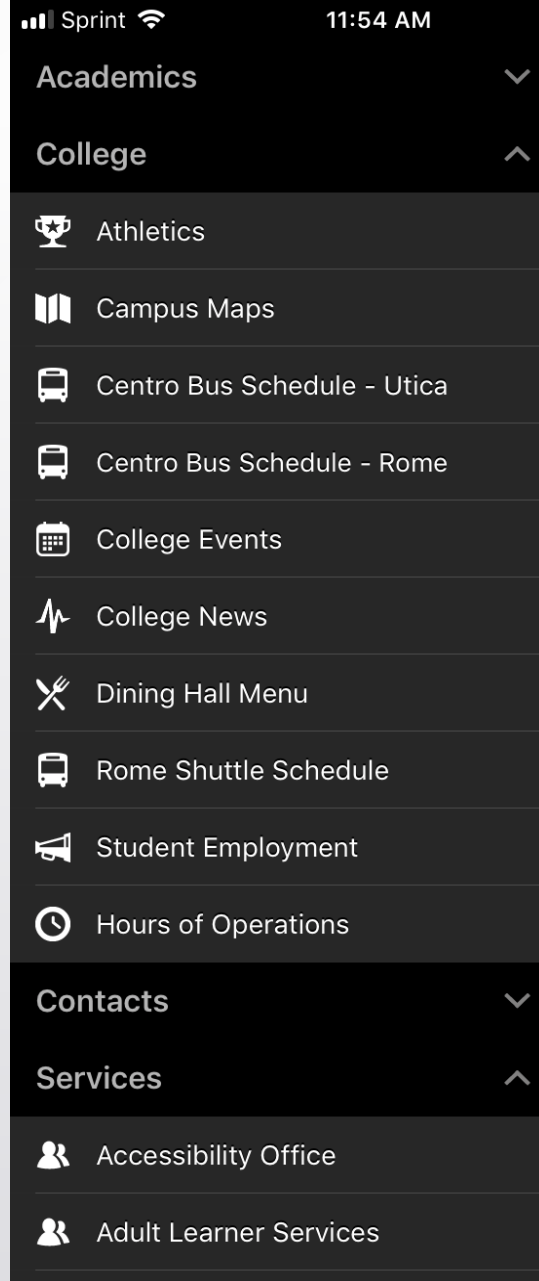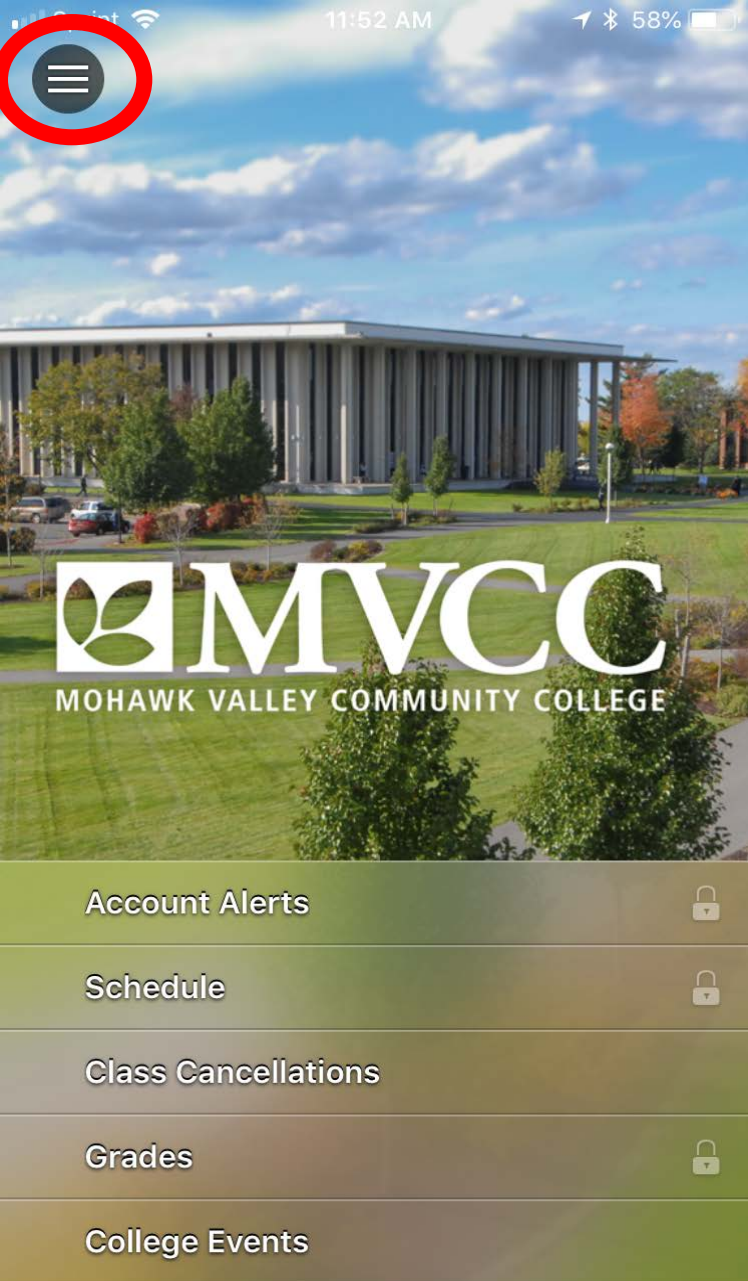
Ellucian GO

- We are able to send targeted messages to selected students that we identify through Argos queries (major specific, credit hours, dual admit/2+2 etc)

- We send a variety of messages: Priority Reg., CRs not received, Courses Not in Major, etc to specific populations.

- We also send select messages to all users: Transfer related events are sent to all users

- We have the ability set up beacons to send messages to users as they enter certain areas

Screen Views by Screen Name

Screen Name	Screen Views
Show Home Screen	371,270
Display web frame	337,673
Schedule (full schedule)	129,136
Schedule (daily view)	112,202
Course Overview	56,716
Notifications List	47,207
Sign In Page	33,780
Grades list	15,263
Grades List	14,682
Events List	12,795

Users

6,184

Avg. Sessio

00:03:

sion

"Hawk Life" App "OohLaLaMobile"

- This app was purchased by our Student Engagement and Outreach team, which is under our Student & Residential Life Services area.

- Intent was a way to connect with students utilizing technology they are used to and constantly at their disposal.

- Allows for students to connect with one another, stay up to date on events and activities, links to campus services and much more.

Search MVCC Hawk Life

Groups & Clubs

Email

Public Safety

Events

Campus Services

Links

Map

Campus Services

Search Campus Services

All

Office of Accessibility Resources
The MVCC Office for Accessibility Resources (OAR) provide, coordinate, and facilitate federally mand…

Student Congress
Student Congress is the student government at MVCC. It has three main purposes: 1. Represent…

Transportation
As Mohawk Valley Community College's enrollment has grown in recent years, so have the transit nee…

University Partners & Transfer Center
The University Partners & Transfer Center is dedicated to assisting new and continuing studen…

Veterans Services
Mohawk Valley Community College was the first community college established in New York State…

Virginia M. & Edward Juergensen Gallery
The Virginia M. & Edward Juergensen Gallery, formerly known as the Small Works Gallery, was e…

University Partners & Transfer Center

University Partners & Transfer Center
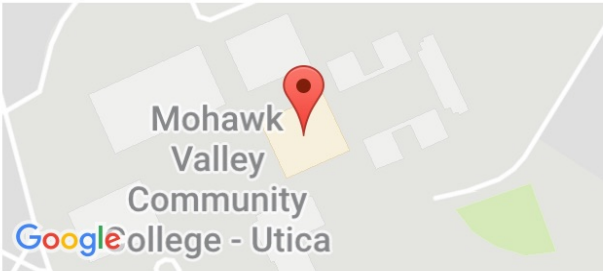
The University Partners & Transfer Center is dedicated to assisting new and continuing students discover their career and educational goals. We strive to help students with difficult decisions by offering programs and assistance related to transfer preparation and the transfer process. We realize that transfer planning can be quite complex, so we strive to help students find their way through the process.
Read More…

Location

Alumni College Center, Utica, NY 13501, USA

Mohawk Valley Community College - Utica

Google

Contact Information

"Hawk Life" App
"OohLaLaMobile"

2017-2018 Statistics for Campus App

- 3,136 students/faculty/staff downloaded the App
- 6,320 Event Views
- 907 clicks on campus services
- Over 23,000 club views
- Through the app, over 1,000 push announcements

2017-2018 Statistics for Social Activity

- Over 27,000 messages
- 7,741 comments
- 4,276 Connections (students connect with each other via events or club walls)
- Over 6,000 posts made

"Hawk Life" App
"OohLaLaMobile"

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Community   ⚙

Write a new post   📝   📷

🏪 Buy & Sell   🧰 Lost + Found   🏢 Housing   📰 News   🚗 Ride Sharing

Latest Posts

Ramail Hozanovic   🕐 1h
Student Feed

Selling Books.
Give me liberty (HI 112) $40
MA 125 $40

♡ Like   💬 Reply   •••

Cass Leigh   🕐 15h
Buy & Sell

Selling my into to algebra book for anyone in need :) message me to negotiate

🎓   ☑   💬   ✉   👤

Community   ⚙

University Partners & Transfer Center 🕐 ›
Student Feed

Are you interested in transferring to SUNY Poly for Fall 2017? Have you applied but haven't heard back? Are you interested but haven't applied? If so..pay attention! SUNY Poly Instant Admit Day on Wednesday March 22nd from 9am-3pm. Appointments strongly encouraged as can be made by calling 315-731-5847 or 315-792-5326!

🎓   ☑   💬   ✉   👤

← **Comments**

University Partners &

Are you around Spring Break taking a trip to University at B campus? Want to learn what about UB? Then come with u students to UB in Friday, Mar the University Partners and T ACC 102 to learn more and p forms!

♡ 4   💬 0

Likes

➕   Write a Reply...

Edit   **Inbox**   ✏

Emily Grosso   >2w
Feel free to come to the Transfer Center, ACC 102 and we can see what we can do t...

David R. Olney   >2w
where will the bus be departing ?

🎓   ☑   💬   ✉   👤

Other ways . . .

- Administration Buy-In

- Faculty Buy-In

- Student Congress/Government

- Special Designation for events (DGV, Leadership)

What do **YOU** do?

What works/doesn't work on your campus?

What have you witnessed at other colleges that seem to have worked?