ANA SANCHEZ

HOW TO ENABLE STUDENTS TO BUILD MUST-HAVE DIGITAL CAMPUS EXPERIENCES

How Modo Partners with Higher Ed Institutions

MODO CAMPUS® IN THE CLASSROOM

PARTNERING WITH STUDENT LEADERS

STUDENT-DRIVEN TEAMS IN THE CREATION AND MAINTENANCE OF THE CAMPUS APP

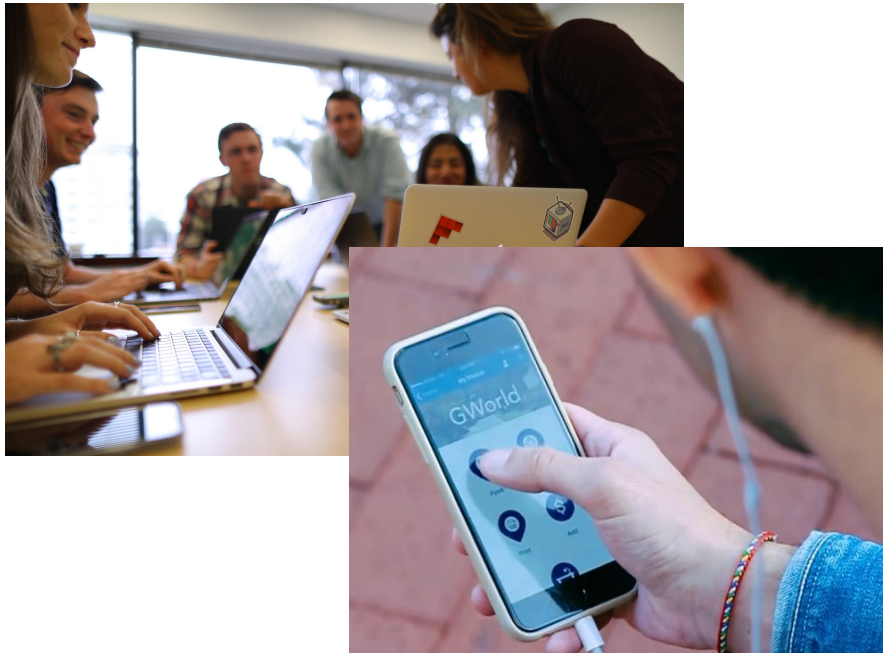
MODO

IDEATHON 19™

Make an app, make a change

What are the Modo ideathons™?

- Modo aims to enable must-have, digital experiences for higher education by putting **code-free app creation** directly in the hands of students.
- **The Modo ideathons™** are weekend-long competitions full of fun and innovation where students take their ideas and build them into an app, **no coding skills necessary** (keeping it all inclusive).
- They are hosted and organized by schools who seek to promote team building and creativity on campus.



Structure

- **Size:** 12-13 teams with 2-5 students per team (Maximum of 15 teams allowed)

  Approx. 50 students
- **Dates:** On-going competition running through Spring 2019 semester.

  National winner will be announced at the Kurogo Conference 2019 at MIT on June 17-20.

Participating Schools Include:

CSU Bakersfield

HUMBOLDT STATE UNIVERSITY

UNIVERSITY OF CENTRAL FLORIDA

FLORIDA STATE UNIVERSITY

Portland State UNIVERSITY

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Cypress College

MAINE MARITIME ACADEMY

Students' Benefits

- CAMPUS INVOLVEMENT
- DISCOVERY OF PASSIONS & SKILLS
- OPPORTUNITY

Schools' Benefits

- PROMOTING TEAM BUILDING & CREATIVE THINKING
- ATTRACT THOUGHT LEADERS AND TALENT
- CROWDSOURCE IDEAS FOR CAMPUS APP

Themes

Sustainability on Campus

Mental Health

Physical Health

Freshman Retention

Disability on Campus

Housing Insecurity

Food Insecurity

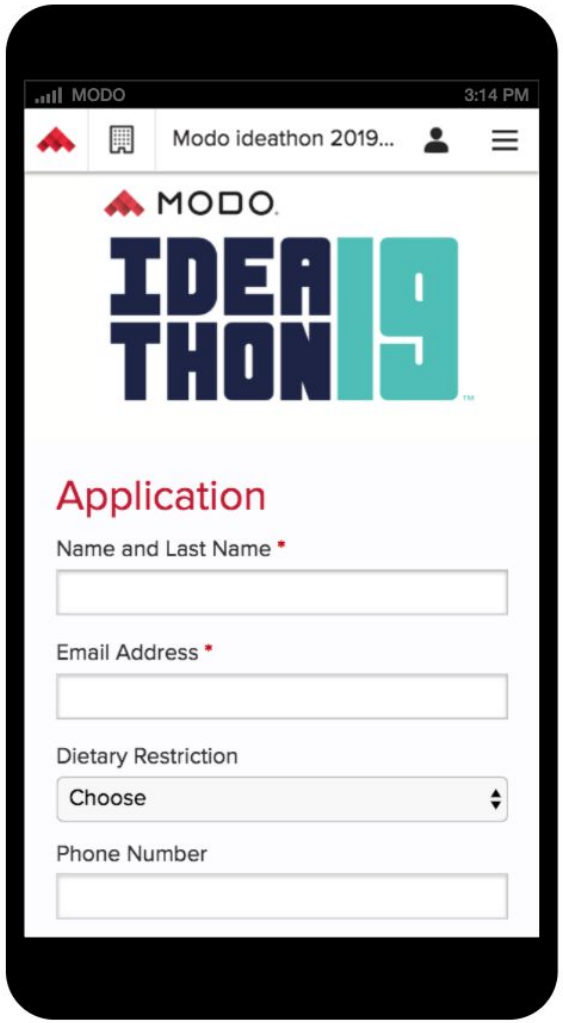
Financial Challenges

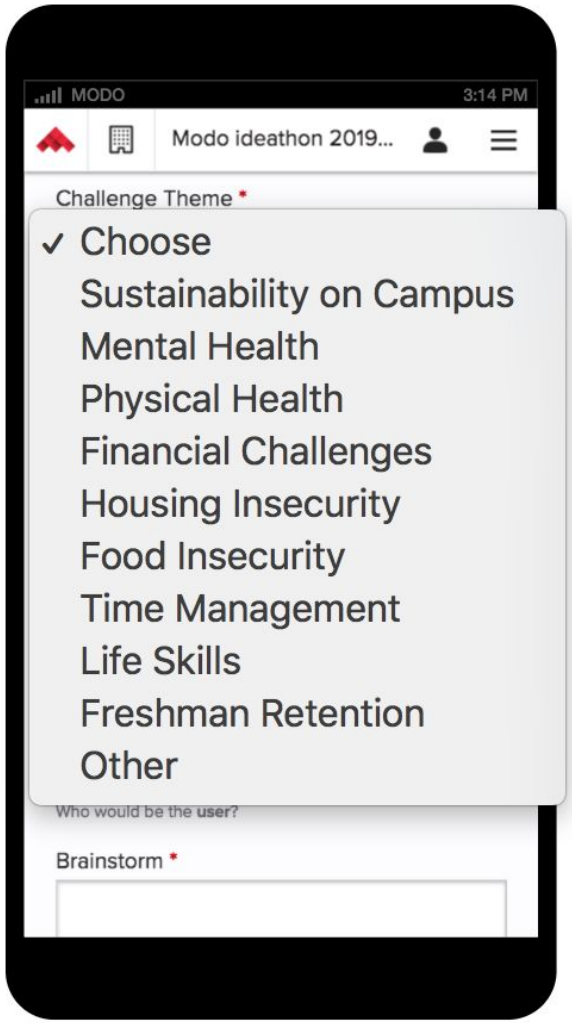
Time Management

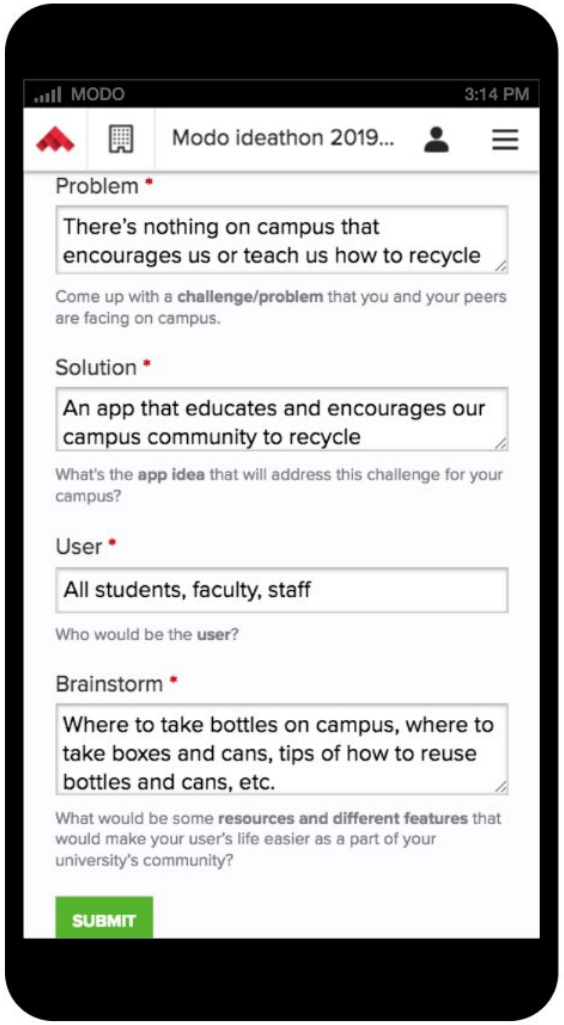
Life Skills

Other

Submission on Campus App

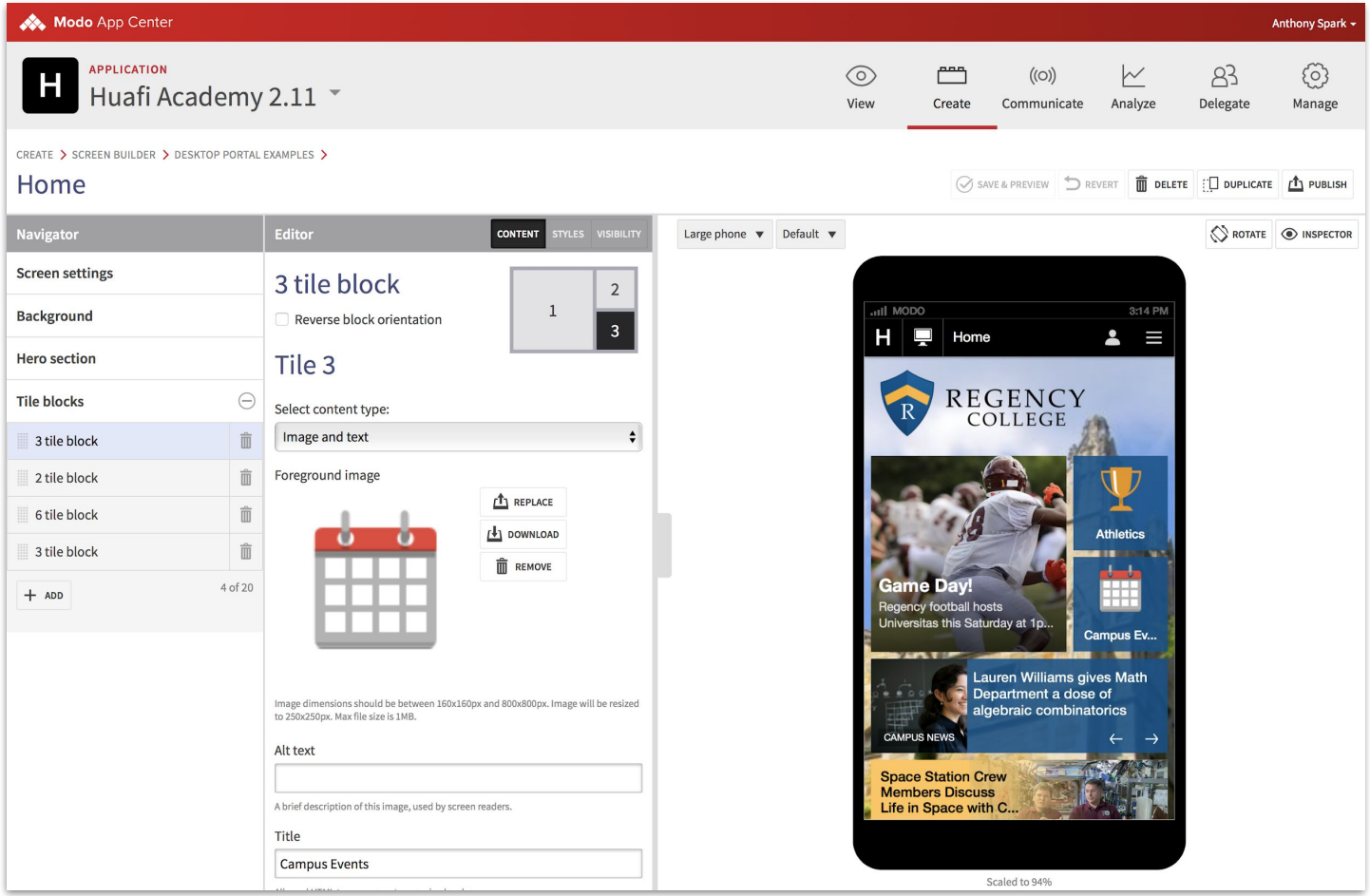






MODO CAMPUS® IN THE CLASSROOM

Bridging The Gap Between Theory and Practice through Mobile App Creation Technology



USER EXPERIENCE DESIGN

DIGITAL STORYTELLING

INFORMATION ARCHITECTURE

University Currently Teaching Using Modo Campus®

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

MOBILE APP DEVELOPMENT FOR NON-DEVELOPERS

COLLEGE OF BUSINESS

INFORMATION SYSTEMS TECHNOLOGY MANAGEMENT

PARTNERING WITH STUDENT LEADERS

Building a Relationship for Student Body Well-Being

Students are very important stakeholders in this process and student government/associations are already working VERY closely to the student body, as well as taking the time to understand their needs.

Consequently, student leaders' relationship with IT to leverage mobile technology can create richer experiences for the student body.

The outcomes that can result from these relationships are endless and can bring a more holistic digital higher education experience, on and off campus.

Proprietary and Confidential

STUDENT-DRIVEN TEAMS IN THE DEVELOPMENT OF THE APP

Ways in Which Hired Students Can Be Part of the Creation and Maintenance of The App

- CONTENT CREATION AND CURATION
- MARKETING AND PROMOTION ON THE APP
- STUDENT FOCUS GROUPS AND SURVEYING
- PROGRAMMING
- EXAMINING AND IMPROVING USER ENGAGEMENT THROUGH ANALYTICS

Thank You!

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www.modolabs.com/ideathon