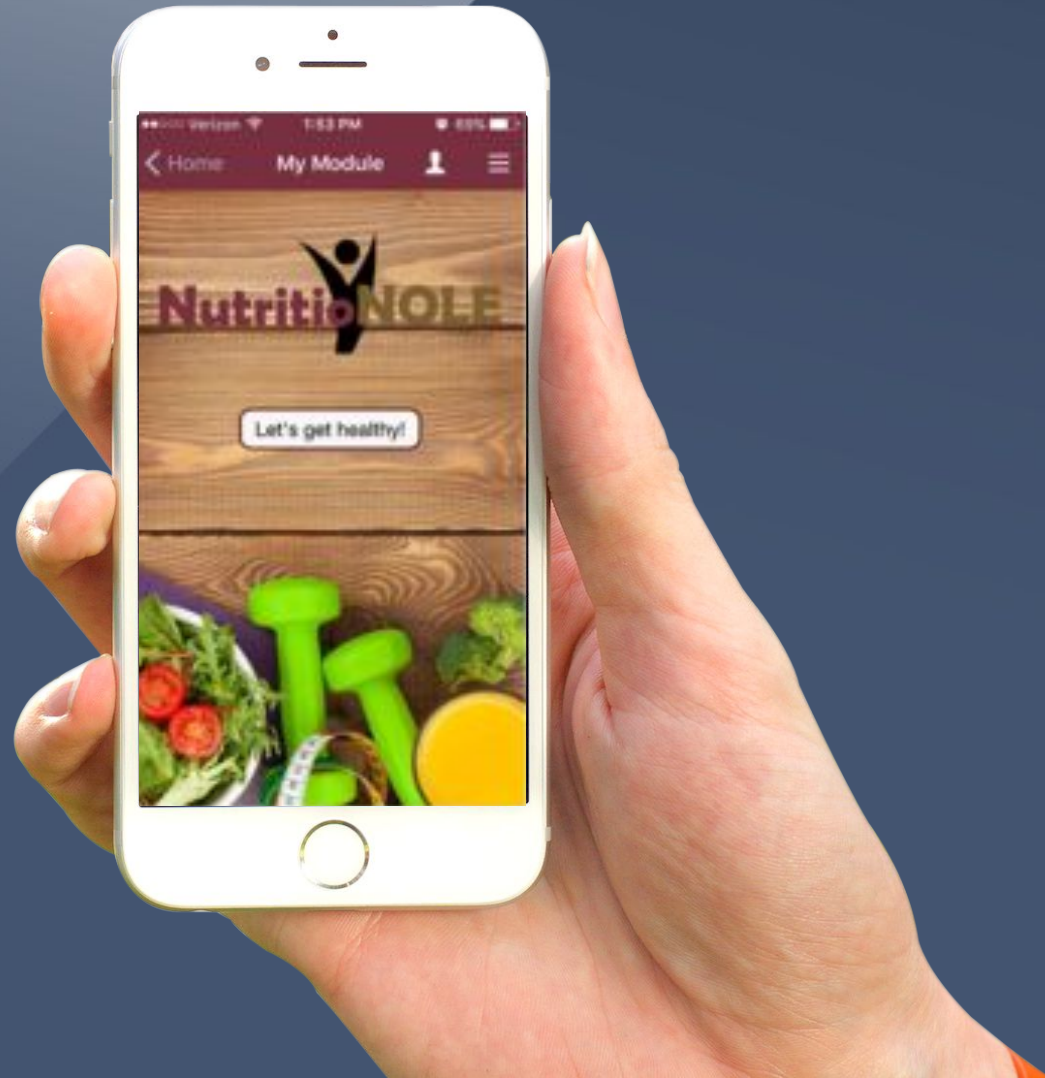
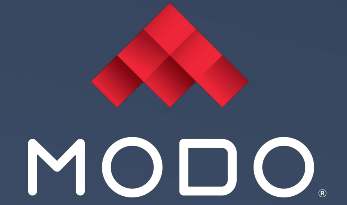


ANA SANCHEZ



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**



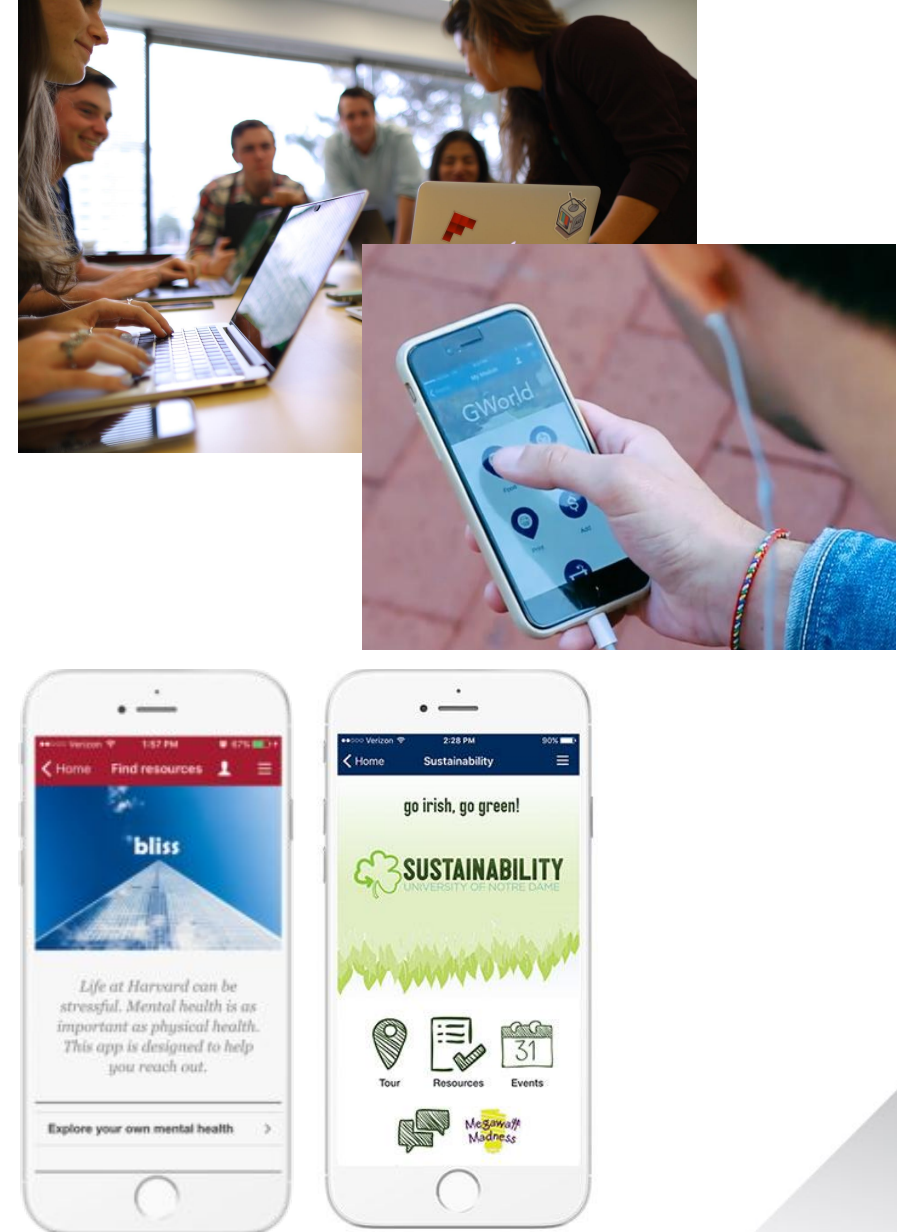


IDEA THON 19™

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 ideathon 2019...

MODO.
IDEATHON19

Application

Name and Last Name *

Email Address *

Dietary Restriction
Choose

Phone Number

Challenge Theme *

- ✓ Choose
- Sustainability on Campus
- Mental Health
- Physical Health
- Financial Challenges
- Housing Insecurity
- Food Insecurity
- Time Management
- Life Skills
- Freshman Retention
- Other

Who would be the user?

Brainstorm *

Problem *

There's nothing on campus that encourages us or teach us how to recycle

Come up with a challenge/problem that you and your peers are facing on campus.

Solution *

An app that educates and encourages our campus community to recycle

What's the app idea that will address this challenge for your campus?

User *

All students, faculty, staff

Who would be the user?

Brainstorm *

Where to take bottles on campus, where to take boxes and cans, tips of how to reuse bottles and cans, etc.

What would be some resources and different features that would make your user's life easier as a part of your university's community?

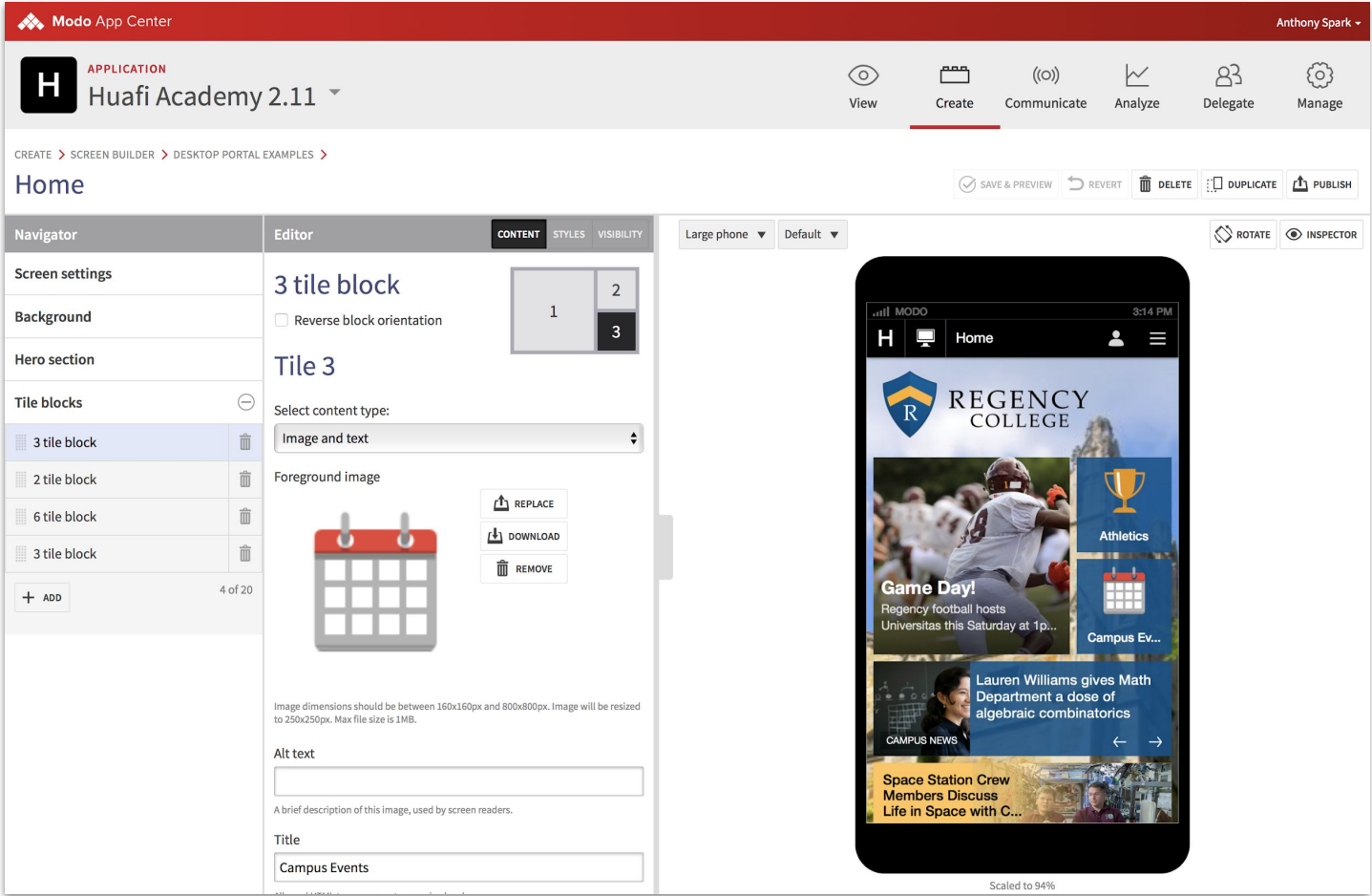
SUBMIT



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

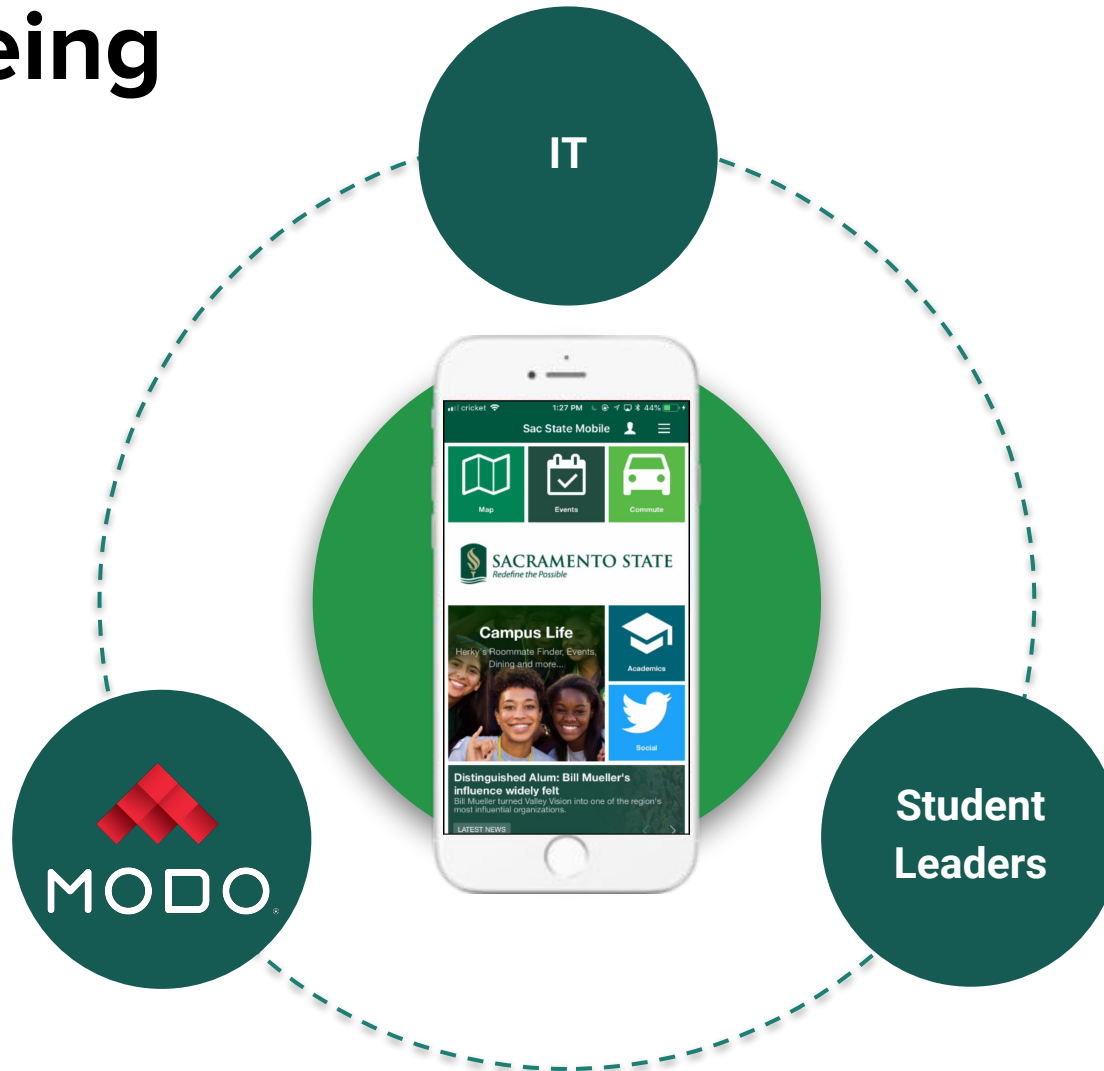
**INFORMATION SYSTEMS
TECHNOLOGY
MANAGEMENT**



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.





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!

Ana Sanchez

Community Engagement Specialist

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