

## Mobile Computing birds of a Feather : session 1

Common view is that IT provides the technology platform and Marketing/Comms and /or Teaching and Learning sections govern or influence the apps delivered. Various models for deciding the content/function to be delivered on platform.

E.g.

- Experts in assessment and elearning to /mobilise the VLE'
- Limit delivery to info/functions already on web so mobile apps are a supplement to web delivery
- Run by Student Experience team
- Team consisting of all interested parties working together

Likely that governance arrangements will change as mobile computing delivery models mature.

Benefits: ease of use; convenient access to relevant information.

Currently, most institutions are testing out the take up and benefits of the use of mobile technology rather than taking a strategic view and a project-based approach to the implementation.

Issues:

- Ensure accessibility to everyone, not just users of a particular device – some institutions have surveyed students to understand the devices in use.
- Issue of sufficient coverage of wifi and/or 3G – some noted reluctance of users to switch between different access methods. Planning issues when new phone masts required.
- Consistent presentation and university branding to be considered when partnering with external providers of services to students. eg bus timetables. Negative impact of inconsistency.

Examples:

- CampusM for exam timetables
- Apps created by academics to seek feedback on teaching sessions
- University portal rendered
- Availability of PCs
- Availability of washing machines...

Note: delivery to students more common than to staff

Advice:

Build in a generic way, platform agnostic – task is to provide the middleware to enable app delivery to mobile devices

Decide who has access to the framework – use developers outside IT as an asset.

See the JISC project for RSS feeds to enable mobile apps

Get the budget built into the baseline as development will be continuous  
Think about use of targeted advertising to fund mobile computing but take care in selection of partners. Local advertising of events can work.