Mobility in Southern Cross University, Australia

Presented by: Mr. Matt SMITH
Southern Cross University, Australia
Southern Cross University
Southern Cross University

• Established in 1994
• 3 main Campuses
• 8 Academic Schools
• 16,000 students
  – Roughly 1/3 are off campus
• 2,500 Staff
Lecture Environment Unchanged in Two Centuries or more!

Sorbonne 19th Century

21st Century Lecture
But then, a few years ago, something changed...
Mobility

7 BILLION PEOPLE
on the planet

& 6 BILLION MOBILE PHONES
2010 – a Turning Point
Tablets to outsell desktops by 2013

**Figure 1** Forecast: Share of US Consumer PC Sales by Form Factor, 2008 To 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Tablet PC sales</th>
<th>Netbook/mini PC sales</th>
<th>Notebook/laptop sales</th>
<th>Desktop sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>45%</td>
<td>44%</td>
<td>45%</td>
<td>18%</td>
</tr>
<tr>
<td>2009</td>
<td>44%</td>
<td>38%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>2010</td>
<td>44%</td>
<td>32%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>2011</td>
<td>43%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>2012</td>
<td>42%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>2013</td>
<td>42%</td>
<td>32%</td>
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<td>2014</td>
<td>42%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>2015</td>
<td>42%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
</tr>
</tbody>
</table>

(Percentages may not total 100% because of rounding)

Source: Forrester Research, Inc.
The technology we use changed

Once
• Systems were fixed to desktops, stored/displayed text only and were controlled by IT

Now
• Systems are now mobile and store and display text, video, pictures and sound and run “apps”
MOBILE APP DOWNLOADS

2009 300 Million

2010 5 Billion
A billion thanks. 25 times over.

The App Store has reached 25 billion downloads. Thanks for getting us there.
Disposable Apps
Transition to Electronic Delivery

• Every textbook a student is every likely to use will fit on even the most modest of tablets.
• Tablets do things Textbooks can’t
  – Rich content
  – Updates
  – Mark-ups and sharing
Print is declining

1. Kindle books now outsell hardbacks & paperbacks COMBINED on Amazon.
Who would have predicted....
Why is the sky blue?

Blue Sky - Why is the Sky Blue?
www.scientemadesimple.com/sky_blue...

Why is the Sky Blue? Learn about the atmosphere and how light scattering makes the sky look blue.

HowStuffWorks "Why is the sky blue?"
science.howstuffworks.com/sky.htm
The sky is blue because of the way the Earth’s atmosphere scatters light from the sun. Find out what...

Why is the sky blue? :: NASA's The Space Place
spaceplace.nasa.gov/blue-sky/
Internet demand is growing

- Worldwide Internet demand is growing
- For SCU, the growth is exponential
  - Most of it is video
Video is Booming

- 2012
  - Every minute of every day, 60 hours of new content is uploaded to YouTube
  - About 50% of all internet traffic is video content

- 2013
  - 90% of all internet traffic will be video content
Australia

- Approx 11 million mobile data subscribers in Australia.
- 20% dedicated data
- 80% associated with a mobile phone
Australia

• Around half of all Australians have an internet enabled mobile device.
  – One of the highest penetrations in the world
• And they use them
  – 5PB in the three months to 31 December 2011
  – an increase of 35.3% from just 6 months prior
A shift in control
And not just one device
Computing Power

Intel 4004 - 1971

Intel Knights Corner - 2011
Mobile Broadband Capacity

- **1G**
  - 9.6Kbps-56Kbps (maybe)
- **2G, 2.5G, 2.75G**
  - 50Kbps-230Kbps
- **3G, 3.5G, 3.75G**
  - 50Kbps-3+Mbps
- **4G**
  - 40Mbps+
2017

• There will be technology used in five years that has not yet been invented
Things are Changing!

• More systems, more people, 24x7, and in more ways
• Students and Staff are (at least trying to) dictate the technology used
• Demand is unrelenting
Things are Changing!

• Virtual
  – Ubiquitous, anytime, highly functional access
  – Collaboration and Social Networking
  – The Internet as a primary source of information
  – Learning Management System capabilities

• Physical
  – lecture theatres
  – class rooms
  – library areas
Education is undergoing major change driven by students and enabled by technology
Personalised Learning

- LMS Enhancement
- Curriculum management
  - What is approved = What is taught
- Learning Analytics
  - Student Life Cycle/Student at Risk
  - Early and customised intervention
- Underpinning Infrastructure
  - Duplicated Data Centre
  - Wireless
- And all available AAA
Any Time, Any Place, Any Device
Ubiquitous Wireless

• A major expansion to Wireless networks
• 10x increase in AP’s
  – 95% coverage at all campuses
• Still expanding
• +300% in 12 months
• Almost 5,500 unique devices in March 2012
Transform our LMS
And you have 4 months to do it
Upgrade and Enhance LMS

• Upgrade to Blackboard 9.1
• Implement New Modules
  • Community Engagement
  • Mobile modules
    – Learn
    – Central
• Standardise Subject Structures
Move LMS to Hosted Service

• Deliver a better service
  – Better system management capacity than we had
  – Expert Bb support and involvement in upgrade activities
  – 24x7 infrastructure monitoring and support
  – 99.9% uptime commitment

• Free staff to focus on supporting a system, not sustaining a system
Upgrade to Blackboard 9.1

- Blackboard is a good system and developing fast
- Comprehensive functionality
- Staff and Student Familiarity (evolutionary not revolutionary change)
- The greatest improvements come from how we use a system not what system we used
Implement CES Modules

• Strategic and enabling move provides foundation for future personalisation and customisation
  – Replaced our in-house developed portal solution
  – Defaults/mandatories
  – Student customisable
  – Enable new models of delivery and student/community engagement
A new portal
“Standardised” Subject Templates

• Improve navigation for students
• Consistency and functionality.
  – look & feel,
  – branding,
  – terminology and
  – content.
• Consistent but not rigid!
“Standardised” Subject Templates
Supporting Mobility
Blackboard Mobile Learn
Blackboard Mobile Learn

• Gives students and Academics “AAA” access to their Courses and Learning Management System materials
• Blackboard Learn accessed by > almost 3000 unique mobile devices
• Mobile LMS is good, but students want more
Mobile@SCU
Mobile@SCU

• Key Features
  – Staff Directory
  – Campus Maps
  – Videos
  – News
  – Bb Learn
  – General Contacts
  – Emergency Contacts
  – ITunes U
  – Library
Mobile@SCU

• 1st in Australia to deploy on this platform

• Mobile@SCU for Apple
  – Available from January

• Mobile@SCU for Android
  – Available from February

• Excellent uptake of both

• Apple still rules the student market
Good Things

• The project went in to schedule
• The mobile applications are popular and well received
• Response to the new MySCU has been favorable
• Blackboard 9 is easier to navigate with less clicks and there are a number of new and improved features such as student view, blogs and wikis, groups tools and Mashups (YouTube, flicker etc.).
• But we did not stop there
Next Time

• A lot of change in a short time
  – BB upgrade,
  – New MySCU portal
  – New Learning Site Template

• Engage your academics
  – Sounds obvious but…..
  – You need to go to them, not wait for them to come to you
  – Face to Face still the best for most academics
iPad Trial

• 135 iPads
• Students, Staff (Professional & Academic)
  – Library Loans
  – Nursing/Law/ Hotels School/Env Sci
  – Mixed/Demographic Spread
• Senior Exec
• Council Members
  – All Papers on an iPad
What did we learn?

• A bunch of recommendations and more questions!
• Most downloaded app
  – Facebook (Actually iBooks – FB was #2)
• Most useful app
  – Dropbox

• Very high expectations for functionality!
Wireless Security
eReaders
eReader Trial

- Kindle and Kobo devices
- Six months
- Questionnaire, circulation data analysed
eReader Trial

• Kindle more popular than Kobo
• Wireless capability made Kindle content easier for staff to download and manage
• Most borrowers saw eReaders as leisure reading devices
Assumptions and Realities

• International students carry smart phones

• All Students 18-25 use QR codes
Assumptions and Realities

Reality
In orientation class of 100:
• 99 students had a mobile phone
• 85 students of them were smart phones
• (so far so good)
Assumptions and Realities

But....

• 2 students had QR code reader on phone, only 1 student knew what it was for
• Not one person had used them before
Other related activities

• Audio Visual Upgrades

• Video Conferencing upgrades
Lecture Capture Upgrades

• Lecture Capture system upgraded and enhanced to improve lecture capture & enable mobile access
The Road Ahead
Future

• Continue to actively support Mobility
• Continue to empower our students
  – Our systems should be enablers – not restrictions
• Manage risks, but don’t try to control all IT
Future

• Personalisation
  – Better more relevant resources and services
• BYOD (it’s already the reality)
• Virtualisation
• Leverage Cloud Services
  – Only do the things we have to
THANKYOU

matthew.smith@scu.edu.au