Improving Student Adoption & Satisfaction
App Yields Industry-Leading Results

Background:

Butler University's mission is to provide the highest quality liberal and professional education, which is fostered in a community built on dialogue and inquiry among students, faculty, and staff. Student engagement runs strong at Butler, as over 94% of their students are involved in campus activities and nearly 35% engage in Greek life. Even with strong student engagement, they knew they needed to evolve their strategy to amplify student connections by reaching them where they were spending most of their time – which was on their mobile phones.

Problem:

Since communication is vital to engagement with Butler's students, delivering a student-facing mobile application was a necessity. They built a mobile app in-house to address this issue. However, the first version only replicated website content within a mobile environment, and it suffered from low student adoption. In a 60 day period, there were less than 2,000 sessions with the previous solution. It became clear that an app dedicated to just sharing general information was not enough.

Solution:

When they decided to move away from their homegrown solution, Butler selected Civitas Learning's student mobile application. They saw an opportunity to improve upon student behavior and deepen connections by delivering more personalized, relevant content.

Known to students as *The Butler App*, it succeeded with an early focus on increased adoption. Once adoption goals were met, the utilization of the app remained high because of "sticky" – or personalized – product features, a comprehensive mobile-first approach, and active delivery of relevant content from the Butler team. In fact, many of the university's marketing materials are consumed exclusively through the new app.

With this combination of high student adoption, utilization, and institutional support, *The Butler App* has revolutionized how students engage through their journey, fostering a deeper sense of belonging between students and the institution.

Impact on Butler:

- 70% of students utilize the app at least once per week. The new app drives eight times more unique sessions than the previous homegrown app.

- Over 90% of administrators that were trained by the Civitas Learning team have posted custom content into the app.

- On average, administrators were trained and ready to post content in under 30 minutes.

- On average, over 40 pieces of custom app-specific content were created each month. This is in addition to thousands of additional news and event content items that were pulled from existing RSS feeds.

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> While we have been a mobile-first university for some time, we now are excited to focus on *The Butler App* for various university needs. We have seen more utilization in two months than we saw in two years with our previous mobile app, and now have the means to turn student data into actions that help us better engage with our student body.
>
> — Pete Williams
> *CIO, Butler University*

Balance Guidance & Support with Convenience:

Having student-centric tools within the app was an intentional step in developing the product, and it gives students many reasons to return to the app. These functional tools lead to more views of the personalized information curated for students at the institution.

The Butler App Connects Students to a Wide Array of Campus Support:

✓ RESOURCES

Access to a Variety of Campus Support & Services for Students

Resources include, but not limited to:

- Learning management system
- Student information system
- Tutoring resources

✓ TECHNOLOGY

IT Knowledge Base & Case Creation for Students

Students have the ability to:

- Quickly access a mobile friendly IT knowledgebase
- Submit a case if they are unable to get their question answered quickly

✓ DINING

Easy Access to Dining Services Information

Students can view their:

- Dining menus
- Dining hours
- Dining balances

Student Feedback & Adoption:

There have been more sessions in less than two months than there were with the previous app in an entire year.

95% OF STUDENT USERS FOUND THE MOBILE STUDENT ID TO BE USEFUL

"The Butler App has so many amazing features. It's become a meaningful part of my life on campus."
– Butler Sophomore

1,771 SESSIONS IN A 60 DAY PERIOD

Butler's homegrown mobile application

VS

52,900 SESSIONS IN A 60 DAY PERIOD

Civitas Learning's mobile application

About Civitas Learning:

Today, Civitas Learning is a strategic partner to nearly 400 colleges and universities, serving more than 8 million students. Together with our growing community of partners, Civitas Learning is making the most of our world's learning data to graduate a million more students per year by 2025.

Learn more about Civitas Learning's student mobile solution at **www.civitaslearning.com/technology/student-mobile.**