



A UNIVERSITY APP IS NOT BUILT IN ONE DAY

SESSION 4512
9-10-2018

PRESENTERS

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LEIDEN UNIVERSITY

Pioneering research and top-level teaching

Leiden University (founded in 1575) is one of Europe's leading international research-intensive universities. This prominent position gives our graduates an advantage when applying for positions both within and outside the academic world.

Leiden University has some 24,500 students (from 110 different countries) and 5,500 staff (including Leiden University Medical Center)



Universiteit Leiden



PARTNERSHIP WITH SANS, 4 DUTCH UNIVERSITIES
SHARING THE SANS EXPERT CENTRE FOR HOSTING,
MAINTENANCE, DEVELOPMENT AND TECHNICAL
SUPPORT

User since march 2010

PS 9.0

Bundle #41

PT 8.56

(as of july 2018)

OVERVIEW

1. Facts
2. Strategy
3. Students' point of view
4. How to?
5. Lessons
6. What's next?
7. Q&A

FOUR QUESTIONS

<https://www.surveymonkey.com/r/App-education>



FACTS

Worldwide ¹⁾

2018

- Over **4 billion** connected devices generating more than **\$81 billion** in consumer spend

2017

- Users access almost **40 apps a month**
- Users spend **three hours a day** in apps.

12-25 years (2017, NL) Internet use ²⁾

- mobile phone 95,7%
- laptop 57,9%
- tablet 32,1%
- other 19,9%

Sessions and Time per Day
United States, Android Phone, Q1 2017



www.appannie.com/intelligence | © 2017 /

¹⁾ appannie.com
²⁾ CBS

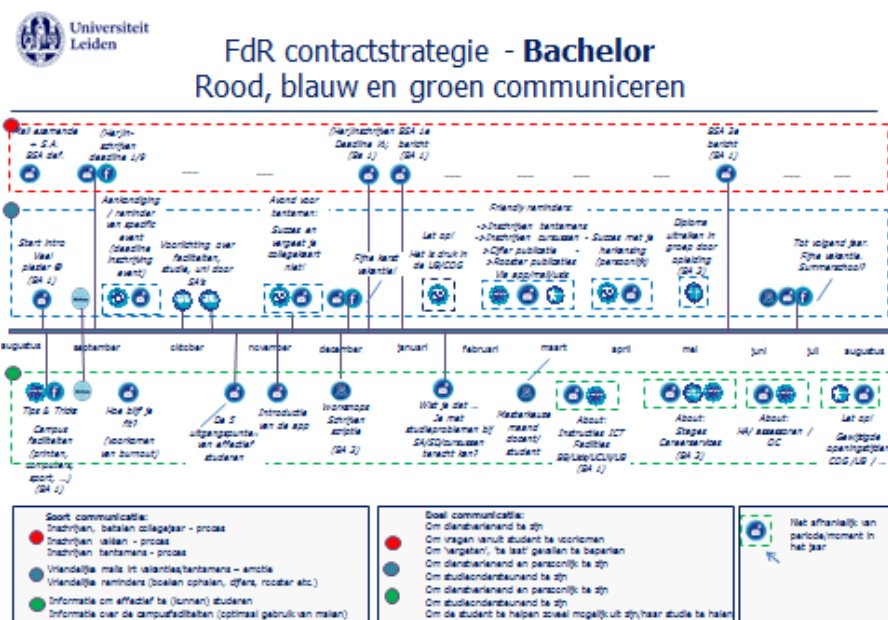
STRATEGY

- Excellent service contributes to a good study and a unique student experience at Leiden University
- The economic added value = customer loyalty
- Providing 'personal' information is Service



STUDENTS' POINT OF VIEW

- Expectations from the student
- Customer journey NL/International
- Student panels – before start of project



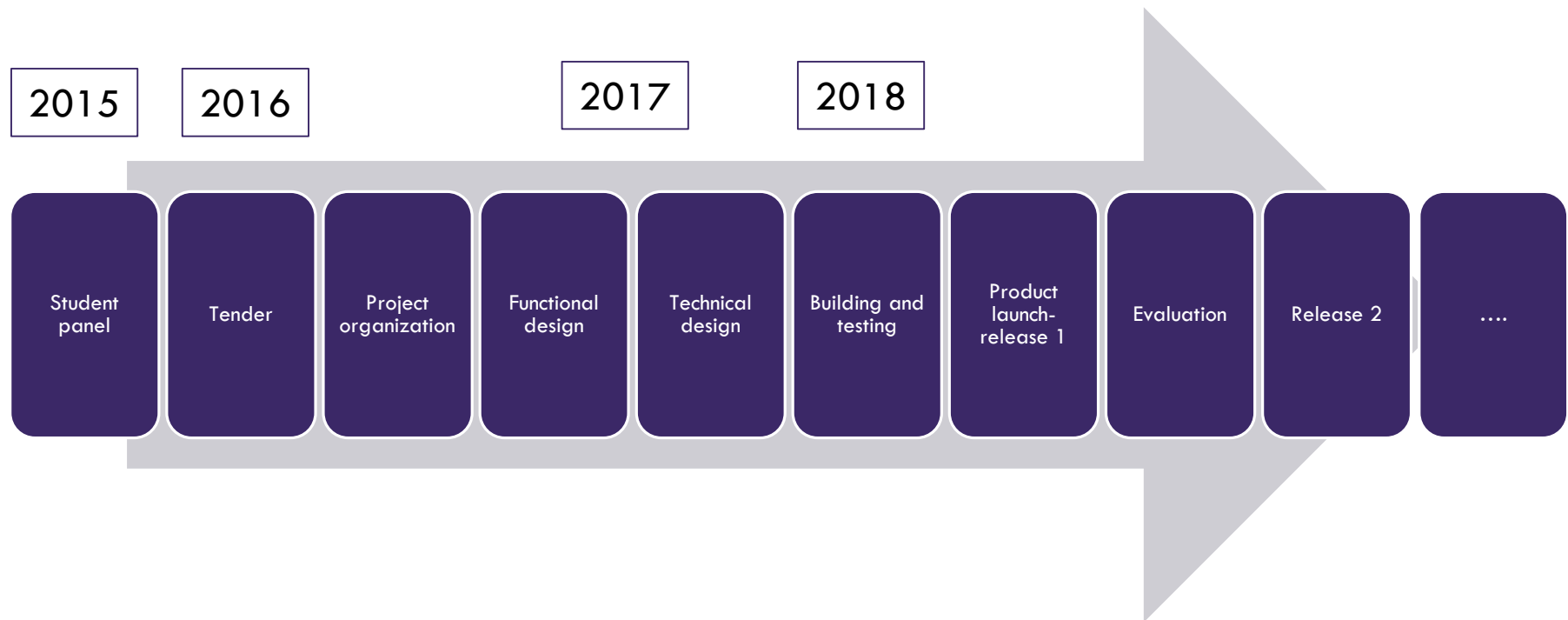


GETTING THINGS DONE





HOW TO?





TENDER PART 1

- May 2016
- 3 participants
- We used Negometrix
 - evaluate
 - standard forms to decide
- The project members involved all opted for the same supplier, which resulted in one party with a sufficient higher score



TENDER PART 2

Problems encountered:

- Pioneering: we had never developed an app before
- We do have knowledge of EWS: Enrollment Web Services (Oracle)
 - We have webservices which we call an app, but a webservice is not an app
 - Because of EWS, we have a working connecting layer between Campus Solution and EWS, which we could also use for the new app
- Supplier CampusM is based in the UK
 - meetings would be more difficult if we used a Dutch supplier
 - started with a workshop in Leiden with experts from CampusM
 - first Dutch University to use CampusM
 - weekly communications

PROJECT *AND* STAKEHOLDER MANAGEMENT

- Complex
- Many stakeholders

Board of Governors

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■ Science	Dean: Professor G.R. de Snoo

The faculties consist of 27 institutes and 2 interfaculty institutes

Expertise centres/support services

- Honours Academy
- ICT Shared Service Centre (ISSC)
- Leiden University Research and Innovation Services (Luris) – in collaboration with LUMC
- Student and Educational Affairs (SOZ)
- University Services Department (UFB)
- Leiden University Libraries (UBL)
- Real Estate (VG)
- Health, Safety and Environment (VGM) – in collaboration with LUMC

Administration and Central Services

- Strategy and Academic Affairs Directorate (SAZ)
- General Management and Legal Affairs (AB|Z)
- Administration Directorate (BV)
- Strategic Communication and Marketing Directorate (SCM)

* The Faculty of Medicine and the Leiden Academic Hospital together make up the Leiden University Medical Center (LUMC)

PROJECT *AND* STAKEHOLDER MANAGEMENT

- Internal and external management



WHAT IS AN APP

- An app consists of a collection of tiles
- You provide input for the tile
- The tile generates this as output
- Think of it as a matchbox, matches in and matches out





THE CONNECTING LAYER

Partners involved:

- Leiden University, as supplier of data and receiver of data
 - By making use of: API's (Application Programming Interface) and EWS (Enrollement Web Services)
- Inqdo, for the connecting layer
 - Using the Open Onderwijs API (the Dutch standard defined for exchanging data between Educational Organisations)
- CampusM: the partner translating data and presenting it in a tile
 - Using native tiles
 - Using a development tool to create tiles especially designed for Leiden University

THE PRODUCT

- first, decide what data to show in the app
- involve students to define the requirements
- we decided to use a new protocol (Oauth), which ensures secure authorization in a simple and standard method from web, mobile and desktop applications
- many partners requires good planning in the event of technical problems

BUT WE WENT LIVE WITH A BETA version before the summer of 2018
AND are currently live with 11,000 downloads

THE APP, WHAT DOES IT LOOK LIKE

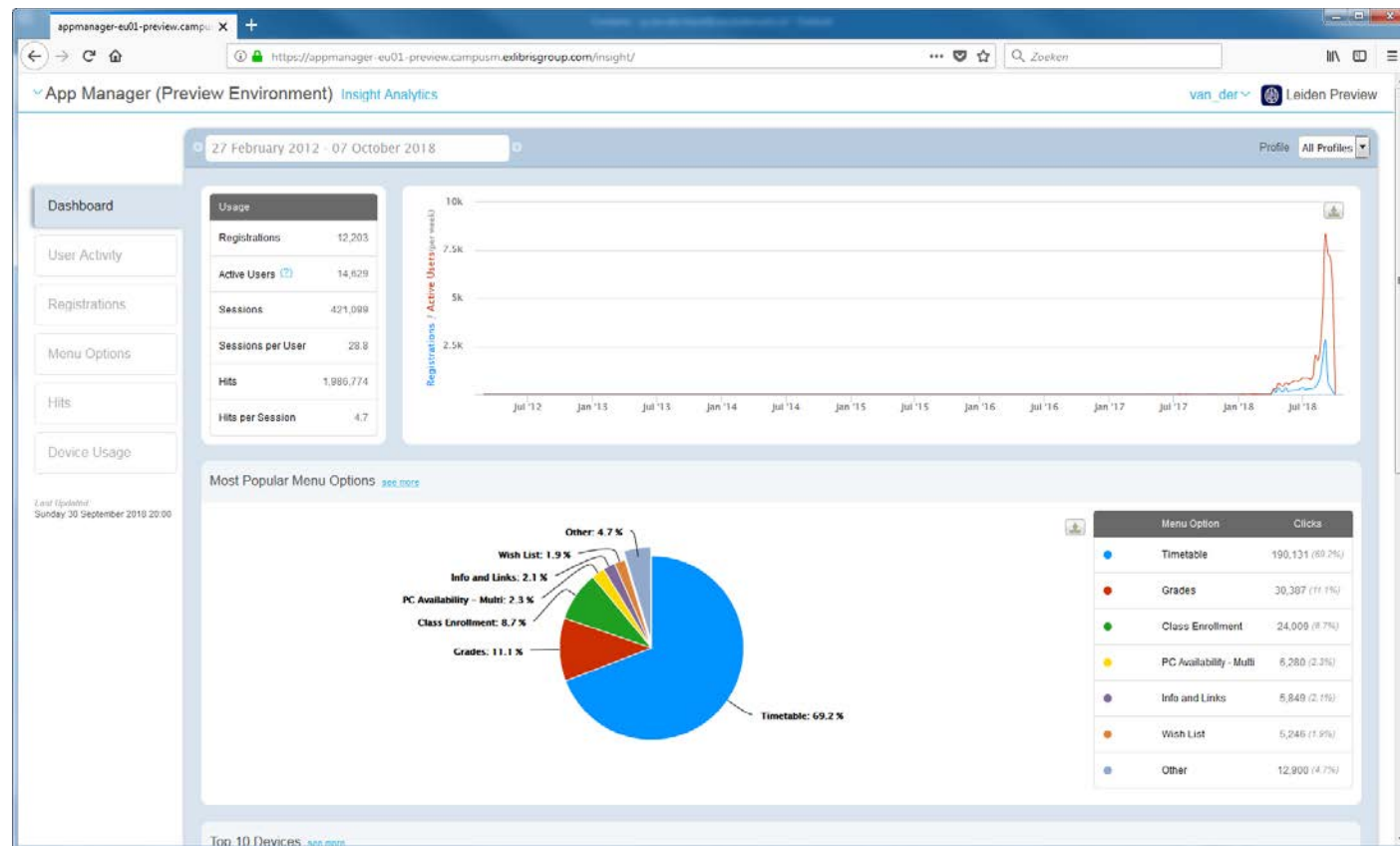


PRODUCT LAUNCH

- Soft launch April 2018
- Actual launch August 2018



DASHBOARD





GOVERNANCE

- Complicated document
- Product owner
- Functional expert
- Change advisory board

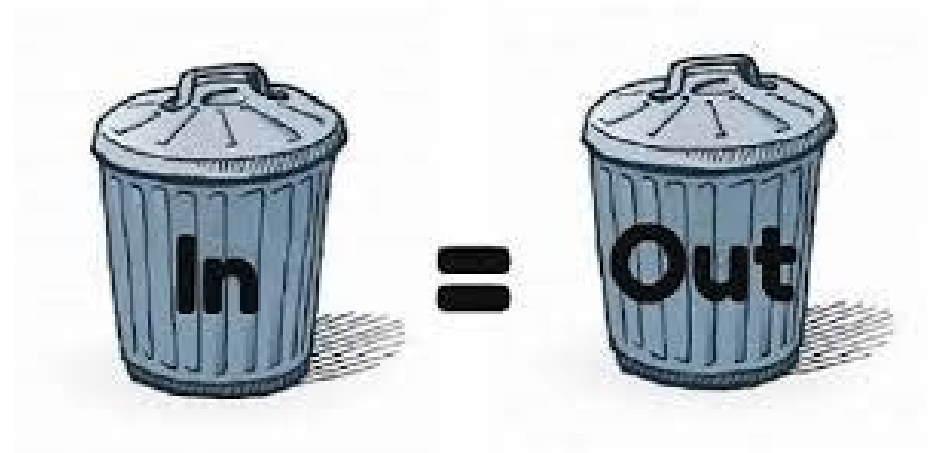
Governance 2.0

- Future App & University....



LESSONS

- Involve students from day one
- Garbage in = garbage out
- Many different systems & work processes take time
- Maintain overview of the complex network
- Seek your internal supporter on the management board
- Invest in project communication
- Prepare a good product launch
- After the product launch the development starts
- Share your success
- Make sure you are visible in processes in new digital initiatives



WHAT'S NEXT?

- Student insights
- App at the ♥
- Insights@UniLeiden for all focus groups



Q&A

- Do you have a university app for students/prospective students/staff /whole university
- How many FTE available for the app
- Who is the product owner
- Who is in charge of your University's Digital Transformation



CONTACT INFORMATION

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DOWNLOAD FROM THE CONFERENCE SITE**



THANK YOU!



EMEA ALLIANCE 9-10 OCTOBER 2018