Survey Data, Information and Rationale

RATIONALE FOR IMPLEMENTING A UMW APP

ASUMW conducted a survey of UMW students to gauge their response to a mid-year fee increase and the timeline for developing the app:

- 55% of students surveyed were in favor of an $8.00 fee increase to support the UMW App
- 35% of students surveyed were in favor of a $10.00 fee increase to support the UMW App
- 10% of students surveyed were in favor of a $12.00 fee increase to support the UMW App

*Data indicates students are overwhelmingly in favor of a fee increase for the UMW App

- 51% of students surveyed would like the app to be operational by Spring 2020
- 47% of students surveyed would like the app to be operational by Fall 2020
- 2% of students surveyed would like the app to be operational by Spring 2021

*Data indicates students are in favor of implementing the app by either Spring 2020 or Fall 2020

The company UMW will use to create and develop the app is called Unifyed. Below is more information on this cutting edge company dedicated to higher education management and software solutions. (https://www.unifyed.com/#loaded)

Unifyed™ is the only micro services-based, cloud-native student information system provider and serves over 850 colleges and universities in seven countries. Unifyed is an engaging and easy-to-use solution designed with an AI-first approach to increasing student engagement and enrollment. Developed in partnership with the higher education community, the Unifyed solution is both affordable and flexible to meet the needs of traditional and non-traditional institutions alike. Implementation can take place in as little as 4 weeks, and the system will integrate with Montana Western's existing software services including Blackboard/Moodle, Banner, and Microsoft Office 365, Active Directory, and Single Sign-on, providing students with a "one-stop-shop" that is customized to each individual user's needs.

From a survey published in 2019 of 79,000 members of Generation Z (ages 16-25), 97% own a smartphone and spend an average of 4.25 hours on their phones each day. Generation Z also accesses the internet using multiple screens including laptops and PCs. The proposal from Unifyed includes both a web-based student portal accessible from a web browser and a corresponding stand-alone mobile application that will be available for multiple device platforms, providing flexibility for the current student. (https://www.clickz.com/gen-z-consumers-nearly-100-percent-own-a-smartphone-and-spend-over-4-hours-per-day-online/246757/)

Administrators of the app at Montana Western in key areas (including financial aid, registrar, business services, athletics, communications, advising, etc.) will have the ability to distribute push notifications to app users to alert them of key pieces of information (deadlines, account holds, events, alerts, etc.) on an as needed basis. The system will integrate with the user's academic information via Banner and Moodle that will allow for reminders about upcoming assignments, tests, and grade postings once the user has logged in utilizing the existing Single Sign-On service in place at Montana Western. By utilizing the features of this technology, the University of Montana Western will be able provide a key service to meet the needs of its students in a unified method of communication.