

# **Cardwell Abner Arts and Humanities University (CAAHU)**



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# Institutional Profile

Cardwell-Abner Arts and Humanities (CAAHU) University is a private, small, liberal arts university in the state of Ohio.

- **Founded:** 1893
- **Student Population:** approximately 2,147
- **First-year student population:** approximately 432 students
- **Student to faculty ratio:** 8:1
- **Mascot:** Knights
- **Colors:** Blue and White
- **Retention rate:** 89%
- **Academics:** 62 academic programs housed within 5 colleges
- **Athletics:** NAIA member school with 10 different sports
- **Fraternity and Sorority Life (FSL):** 2 Panhellenic sororities, 2 NPHC organizations, and 2 IFC fraternities
- **Racial demographics:** White (Non-Hispanic) 79%, Black or African American (Non-Hispanic) 12%, White (Hispanic) 2.5%, and Asian (Non-Hispanic) 2.3%, Indigenous or Native American 1.7%



# Cardwell APPner

The virtual program that our team is promoting is **the launch** of a new socially engaging app, Cardwell APPner. Having a university app is commonplace now. These apps allow for easy access to campus information, but very few, if any, have focused specifically on social engagement until now.

Cardwell APPner is a conglomerate catered to introducing freshmen into the campus at Cardwell Abner. Available on both iOS and Android. We have a student-driven, staff-moderated forum where those very students can create their own community within the University.

Each student will be able to set up a profile with their likes, dislikes, and major allowing for connections they're missing not being in a classroom together. Other features and programs will also be available to students, which you will learn more about later in this presentation.



# Purpose

The purpose of creating a social media app for the CAAHU student population during these unprecedented times is to **increase feelings of social interaction and connectedness to the campus community, specifically within first-year students.**



# Why A Social Network App?

The Covid-19 pandemic left many students feeling isolated and stuck at home. Social isolation and related terms have been mainly conceptualised as relating to a lack of relationships or positive aspects of the existing relationships Wang et al., (2017). The pandemic has created a situation in which new options need to be considered to prevent social isolation and retention.

Research supports the use of social networking to increase feelings of social connectedness in young adults. Cole et al., (2017) supports the idea that social media can provide new areas of social support for those who have weaker in-person social networks and enhance the social support for those with stronger social networks. This means that an app for social engagement for students could increase feelings of social connectedness for a broad range of students.

# Why A Social Network App?

Cole et al., (2017) also provides evidence that young adults who have higher levels of social support in social media networks also report lower levels of depressive thoughts and feelings. Additionally, DeAndrea et al., (2012) found that institutions that develop socially-targeted online social groups are successful in utilizing these groups to facilitate academic and social connections to incoming students. This further supports the purpose and mission of Cardwell APPner.

# APP Components

Cardwell APPner will ONLY be available to current students, faculty, and staff that have an active school email address. All app activity will be monitored to promote a positive learning environment and to ensure community safety so that the values and policies of CAAHU are upheld.

- Launch of Cardwell APPner on March 10, 2021
- Beta testing with students leaders at CAAHU before launch date
- Mentor-Mentee Program that will begin during the week that the app goes live and will continue throughout the entirety of the spring semester.
- Virtual Cardwell APPner Escape Room highlighted during the week that the app goes live.
- The ability to enter discussion groups in breakout rooms on various topics (with the option to remain anonymous)
  - Drouin et al., (2018) supports anonymity for student conversations as 61.5% of participants indicate that they prefer speaking anonymously on online platforms about their problems
- Cardwell APPner Student Matching Program (Students complete interest profile and are matched with other students with compatible interests)



	Threads	Threads	Posts	Last post
<b>Introduction</b>				
				2/24/21 13:19:47
	Introduce yourself and include your major and hobbies	7	15	by <a href="#">Jen.Ed</a>
<b>Community Posts</b>				
✓	Campus restaurant tier list	3	24	2/24/21 21:00:03 by <a href="#">Ella.Oc</a>
	I'm looking for a roommate in Cardwell Hall	1	3	2/20/21 16:30:08 by <a href="#">Aaron.Hu</a>
✓	Let's talk going Greek	12	43	2/20/21 9:33:15 by <a href="#">Holly.Br</a>
	Bio professors to take?	1	6	2/15/21 10:42:16 by <a href="#">Monica.Bu</a>
	Who would win in a fight between President Maximoff and The Knight?	2	19	2/10/21 17:07:19 by <a href="#">John.Co</a>

# Visual Example of the Forum Page



# Highlighted Cardwell APPner Feature

## App Features for Users

- Mentor/Mentee program to pair first year students with second year and above
- A discover page for students to find students with similar interests
- Virtual escape room puzzles
- A chat box for upperclassmen to help students with FAQs
- A livestream for students to stream campus sports games to their rooms or common rooms in their residence hall
- Campus Geoguessr where students can upload their own photos
- Public playlists so students can share
- Classified page for students to ask for research volunteers
- Social media stories
- Access to website on University public computers

## App Features for Administration

- Content filter that flags potentially inappropriate material
- Team of staff to review reports and flagged material
- Database to include all students that have registered
- In app bug reporting feature
- Internship for IT students to help maintain app
- Time out/restrict features for repeat offenders
- Logs student's IP for potential threats
- Crash reports to ensure app stability
- Terms and conditions for use



# Marketing Strategies

- Our first promotional video will be testimonials from students in the beta testing/focus group.
  - The [video](#) will be highlighted on all university social media accounts.
- QR codes will be posted within residence halls, dining areas, the library, and all high traffic areas on campus as well as posted on social media accounts.
- Utilize Campus Listserv by sending one email about the app launch a week before the launch date.
- Share app launch on all campus related social media platforms.

# Marketing Strategies

## Sample Flyers



*Cardwell Abner*  
*Arts and Humanities University*  
is proud to introduce our new APP!

SCAN HERE TO  
DOWNLOAD!

→



**GO KNIGHTS! #CAppner**

**Excited about downloading  
OUR VERY OWN APP?  
*We are too!***



### KEY FEATURES

- Mentee-Mentor Program
- Virtual Escape Room
- Interest Matching Program
- Livestreams
- Discussion Forum Page

Let us know what you're sharing about by posting a screenshot to Instagram, Twitter, or Facebook under the hashtag **#CAppner** or **#CAAHU**

# SMART Goals

- Launch the Cardwell-APPner app on March 10th, 2021 with the website launching a week before on March 3rd, 2021.
- **15%** of first-year population and **30%** of the non-first-year student population on the initial launch date (March 10)
- **45%** of first-year population and **65%** of the non-first-year student population downloads after a week of programming with Cardwell-Appner.
- **80%** of campus population downloads by the end of the spring semester (May 2021).
- Increase student satisfaction by **37%** by the end of the spring semester which will be assessed using pre and post surveys.
- The app users will reflect the campus demographics which will be measured through tracking usage.



# Formative Assessment

## Types of Assessments that will assess Cardwell APPner's Goals:

Tracking Usage: counts the number of people who download and use the app

- This will allow us to assess which student populations we need to market towards throughout semesters to come.

Satisfaction Assessment: will implemented into the app in order to assess student satisfaction.

- The first survey will pop up once the student logs in with their institutional email. The pre-surveys will be sent out at the beginning of the semester.
- Post surveys will happen at the end of every semester.
- Students will have the option to submit a survey at anytime through the app.

# Beta Test / Focus Group

Before the launch date of Cardwell-APPner, it will be tested in a beta test group of student leaders at CAAHU. The members of this group will give testament of their experiences with Cardwell APPner in the promotional video that will be shared by Student Activities at CAAHU. The use of user testament for marketing strategies are supported by Tarud (2017), Wilson (2020), and Liquid State (2018).

Liquid State (2018) also recommends and supports the process of beta testing or testing products with potential users in the pre-launch stages.

The use of the beta test group will also allow for early assessment of Cardwell APPner before the official launch on March 10. The assessment strategies used with this beta group will include tracking and satisfaction assessments before the official launch.



# Supportive Theories

## Alexander Astin's Student Involvement Theory:

- Students are more connected and learn more when they are involved socially and academically within their collegiate experiences.
- Cardwell APPner is the perfect platform for students to connect socially due to the app's features and built-in activities.

## Arthur Chickering's Theory:

- Since the vectors of development are not necessarily sequential, students in vectors 1 through 5 would benefit from the services that the app provides.
- For example, a first-year student who utilizes the **mentorship aspect** of the app would be able to recognize and understand the emotions that arise during their first year. After hearing testimony from an older student, the first-year student would be able to recognize anxiety and how to deal with that emotion.

# Cardwell APPner

## Diversity and Inclusion

Cardwell APPner promotes underrepresented students including but not limited to: first generation, limited income, racial and ethnic minority, international, religious minority, English language learning, non-traditional, and students with disabilities.

Previous research suggest that many colleges and universities share a common belief, borne of experience, that diversity in their student bodies, facilities, and staff is important for them to fulfill their primary mission which is to provide a high-quality education. According to the American Council on Education (ACE), "Diversity enriches the educational experience" by "promoting personal growth and a healthy society". Also according to ACE, diversity also, "strengthens communities and the workplace by enhancing American's economic competitiveness" (American Council on Education, 2020).

Therefore, in today's society and seeing the culture changes, there are now new trends occurring in higher education regarding fostering a diverse and inclusive community. CAAHU is committed to meet the needs of these new demands and through the app hopes to bring people together during this trying time.







# Cardwell APPner

## Accessibility

In order to ensure no student is unable to use our app, we have worked with our CAAHU Student Accessibility Resource Center to make accommodations to our app. Examples of how our Cardwell APPner will accommodate accessibility needs by incorporating specific software related to blind and visually impaired as well as Deaf and hard of hearing individuals.

 **COBRA**→ Screen reading software program that provides access to information on a computer for people who are blind and/or has a visual impairments and converts important information from the computer screen into speech, braille or magnified form.

ZoomText Fusion→ screen magnification and screen reading software that provides the features and benefits of ZoomText MAgnifier/Reader. plus a complete screen reader

 **Sorenson Video Relay Services (SVRS)**→ enables deaf and hard-of-hearing callers to conduct video relay calls through a qualified ASL interpreter.  
Interpreters



# Cardwell APPner Program Sustainability

The launch of Cardwell APPner will be advertised and monitored by Student Activities and CAAHU's IT Department.

Student Activities in collaboration with IT will ensure that activities and programming of the app are maintained and updated over time. Assessment will allow for continued improvements and changes to the app, making it sustainable and relevant over time. Computer science students can build their resume by helping maintain and develop the app.

Each new class that comes in will breathe new life into the app with new users to create new content.



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