It takes a village
Moving toward mobile

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Texas A&M University
Poll #1
Do you have a campus mobile strategy?

- Yes
- No
- It's complicated
The mobile journey of Texas A&M
Once Upon a Time
Gather the Geeks
Let the Battle Begin
Poll #2

Does your mobile strategy emphasize:

- Mobile websites
- Mobile apps
- Responsive web design
- What strategy?

(choose all that apply)
Why we chose responsive
A brave new world
Responsive Design
Poll #3
Is your mobile effort:

- Top-down driven
- Grassroots effort
- IT focused
- Marketing and Communications driven
- Total anarchy

(choose all that apply)
How we spread our message
Formation

- Core strategy team
- Working groups
- Community resources
Outreach

- Two-pronged attack
- Technical resources
- Leadership outreach
memos  blog posts  listserv

website  training classes  statistics

targeted presentations  lunch and learns  peer pressure

mobile readiness quiz  tools  web templates
Feedback

- Focus groups
- Surveys
- Feedback shapes the strategy
Poll #4
Do you believe your mobile effort has been successful?

• Absolutely
• :-(
• Success is such a subjective term...
Key to our success

or, how we were smarter than we knew
Our Iceberg is Melting
Changing and Succeeding Under Adverse Conditions

John Kotter
The Award-Winning Author from Harvard Business School

Holger Rathgeber
"...a stroke of sheer genius"
Kotter's model

1. Create urgency
2. Form a coalition
3. Formulate a vision
4. Communicate the vision
5. Empower stakeholders
6. Deliver short-term wins
7. Never let up
8. Incorporate change into the culture
Define success

- Data!
- Surveys
- Event attendance
- Campus zeitgeist
Texas A&M Mobile Strategy

Texas A&M College and Academic Department Responsive Websites

Here is the status of Texas A&M University's websites becoming responsive by colleges and departments.

<table>
<thead>
<tr>
<th>Texas A&amp;M College and Academic Department Responsive Websites - 03/10/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Agriculture and Life Sciences</td>
</tr>
<tr>
<td>College of Architecture</td>
</tr>
<tr>
<td>Bush School of Government &amp; Public Service</td>
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<tr>
<td>Mays Business School</td>
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<tr>
<td>College of Education &amp; Human Development</td>
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<td>Dwight Look College of Engineering</td>
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<td>College of Geosciences</td>
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<td>College of Liberal Arts</td>
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<tr>
<td>College of Science</td>
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<tr>
<td>College of Veterinary Medicine &amp; Biomedical Sciences</td>
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<tr>
<td>University Libraries</td>
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<tr>
<td>Health Science Center</td>
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<tr>
<td>Law School</td>
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</tbody>
</table>

Download the Entire Spreadsheet for 03/10/2014
It takes a village
Mobile technologies increase access to knowledge resources, foster collaborative interactions and support Texas A&M University’s mission to meet the evolving educational and societal needs of the state, nation and world.

Why We’re Going Mobile

The World is Going Mobile
Mobile phones are quickly overtaking PCs for web-access worldwide.

Going Mobile Supports the University’s Mission
Going mobile has great potential to improve student communication,

Being Mobile Friendly Enhances Recruiting
Mobile-friendly campuses are becoming a selling point for prospective students.
Q&A