# Student Created Digital Content for Immersive Campus Touring



# **Our Speakers**



## **ANNA BUSBY**

Engage by Cell



Engage by Cell



**KYLEE MAR** 

**Punahou School** 



# About Engage by Cell

- Cloud-based
- 15 years in mobile industry
- 4,000 clients in 10 countries







### **PUNAHOU SCHOOL**











NORTON MUSEUM OF ART





## **About Punahou School**

- Founded in 1841
- Private, Co-educational, college preparatory school for in Kindergarten through Grade 12
- enrollment exceeding 3,700
- Indoor & outdoor spaces
- Two specific digital use cases...

# Two Tools: Mobile Web Apps and Text Messaging

## **Texting Messaging**

- Unlimited subscriber lists
- Prescheduled text alerts, pre canned responses, individual chats
- Text URL links, welcome messages, event reminders, surveys, etc.
- Gather stats for better communications and planning

### **Smartphone Tour**

- Unlimited administrators and pages of content
- No downloads, web-based
- Drag and drop content: text, images, scavenger hunts, quizzes, video, audio

Thank you for opting into the text alerts for Punahou School! Please click our link to view our mobile website <u>https://bycell.co/czhsr</u>

Welcome to the Animal Ally

Trail!

Locate the symbol and find out which animal

Animal Ally Poll #1 Which Animal Ally are you most excited to learn

bycell.mobi

calls this place home!

about?

Shama Thrush
 Barn Owl

O Goats & Sheep

# Two Use Cases: Students and Events

# **Student Opportunities**

- Student growth opportunity in both the creation and the utilization of the app
- Creating and adding to a historical campus guide
- Expansion of outdoor education department animal scavenger hunts and integration of student iPads in these initiatives



# Punahou School Student Use Case:

Technologies: Engage by Cell's mobile web app

Who builds all this content and how? The majority of the content is researched and drafted by students (14 - 18 y/o)

When are students utilizing this?

Within existing coursework, summer programs and intersession classes

How do the students access the content?

Archives with teachers provide QR codes to the site. All access is curated with appropriate pre- and post- activity lessons to provide a safe and meaningful experience

# Check it out:



2:56	
n PUNAHOU	
Historical Campus Tours	*
Punahou Campus: Quick Links	>
Choose Your Own Adventure	>
Don't Read These Helpful Hints	>

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# **Touring & Events**

- Alleviate campus tours in person while keeping tours meaningful
- Every year 2,000 alumnae celebrate on campus
- Convenient and efficient way to push info to guests



# Punahou School Event Use Case:

Technologies: Engage by Cell's mobile web app & text messaging

Who builds all this content and how? Touring content is drafted by students, text messages are sent by staff

When are participants utilizing this? Before and during events to complete surveys and stay engaged with future events.

How do the participants access the content? Phone numbers are gatherers upon event registration to receive real-time links to resources via text. QR codes will also be made available throughout the event, and a tech help tent will be located on campus

## **Goals and Outcomes Overview**

- 1. Staffing deficits: cut down on in-person touring hours & resources needed
- 2. Privacy: turns on/off for use to keep unwanted guests wondering on the campus
- 3. Student engagement: student built content focuses on K-12 Learning Outcomes that demonstrate opportunities for interdisciplinary learning, student ownership and experience in research, tech, history, and more
- 4. Sustainability: Less printables, able to update information on the fly
- 5. Data: Real time analytics tell the engagement story

## More use cases

- **Tours & Wayfinding** Scavenger hunts, GPS mapping, audio guides
- Human Resources Onboarding, recruiting, benefits
- External Communications Sales & marketing
- Nonprofits

Volunteer communications, donor relations, fundraising



# **Q & A**

## Set you chat to "everyone"

## Learn more about **Engage by Cell!** <u>info@engagebycell.com</u> 415.297.6677

# **Thank You!**







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