

## SOLUTION OVERVIEW

# HIGHER EDUCATION

The first day of college can be overwhelming for students as they transition from small high school environments to large university campuses. Armed with smartphones and laptops, students can end up getting lost within the maze of buildings where their GPS-based mapping applications can't reach, and often arrive late to their initial classes.

Universities have taken a technology-forward approach, allowing students to bring their Wi-Fi enabled devices into lecture halls for notes and test-taking and to connect their devices to the Wi-Fi within dorms and other shared areas. This now provides an opportunity for universities to engage with students via browser-based and mobile app-based communications, helping them navigate around large campuses and raising awareness for school activities and special events.

### MOBILE ENGAGEMENT FOR HIGHER EDUCATION

The Aruba Networks mobile engagement solution brings together best-in-classroom Wi-Fi and location services to allow higher education campuses to engage students over the Wi-Fi network or via their mobile app as they navigate the campus.

#### Wi-Fi and browser-based engagement:

- Provide secure and intuitive Wi-Fi network access for students and visitors.
- Customize and brand the captive portal experience.
- Remember repeat students and visitors and automatically connect them to the network.
- Create a new revenue source with browser-based advertising for local campus stores.
- Promote campus services such as counseling, or related promotions such as beginning of term textbook sales.
- Gather student profiles, interests, and preferences for a more relevant advertising experience.
- Encourage downloads of the university's mobile app.



#### Mobile app-based engagement:

- Provide an up-to-date in-pocket campus directory, with classes, events, and professor bios.
- Promote on-campus events, restaurants, and entertainment with location-based push notifications.
- Send reminders within the dorms about dining hall hours and specials.
- Encourage students to stay on campus and boost sales in key areas, such as the on-campus bookstore or gift shop.
- Eliminate paper maps, and allow students to search and navigate to points of interest and services from the comfort of their smartphones.
- Display a glowing blue dot on a map that indicates a student's location in real-time so he or she can more easily get to class without disrupting other students or wasting precious class time.
- Allow students to search for points-of-interest near their real-time location.
- Send alerts to students near specific buildings that may be under construction or inaccessible.

## BROWSER-BASED ENGAGEMENT WITH ARUBA WI-FI + CLEARPASS GUEST

The Aruba mobile engagement solution begins with ultra-fast and highly scalable Wi-Fi to meet student demand and connect their many bandwidth-hungry devices to the Wi-Fi network while they roam in between classrooms and dormitories. With the ability to connect thousands of devices and apps to it, ClearPass Guest complements Aruba Wi-Fi by securely connecting campus visitors to the school's network with an intuitive and secure school-branded device onboarding portal. Universities can use ClearPass Guest to offer targeted ads for on-campus stores and eateries, as well as encourage mobile app downloads.

## MOBILE APP-BASED ENGAGEMENT WITH MERIDIAN

College campuses are rapidly changing – from professor and teacher assistant (TA) office switches to extended library hours during finals week – and communicating these changes via physical signage can be time-consuming, expensive, and ineffective. The Meridian platform allows colleges to build their own mobile app and update its content in real-time via an easy-to-use online content management system – effectively providing students and visitors with all the latest information, class schedules, and wayfinding routes to various points of interest on campus. For schools that already have an app, Meridian Software Development Kits allow them to add Meridian mapping and navigation features into their existing mobile app. Now students can spend less time figuring out how to get to their next class, and more time studying or hanging out with friends.

## LOCATION SERVICES POWERED BY ARUBA BEACONS

For students that have a packed schedule with classes, extracurricular activities and campus jobs, quickly getting from one spot to the next can be challenging. College campuses can add Aruba Bluetooth Low Energy (BLE) Beacon hardware that communicates with Meridian-powered apps so that students can see their location in real-time as a glowing blue dot on a campus map, and display the most



direct path to their destination. Aruba Beacons can also be used to trigger proximity-based push notifications based on a student's real time location. For example, a student may see a message while walking inside the student center, "\$1 Coffee drinks between 11-1pm today!"

## CONCLUSION

Colleges want to help their students succeed inside and outside of the classroom, and know that providing an excellent collegiate experience in the short term will often lead to alumni donations down the road. The Aruba mobile engagement solution combines high-speed Aruba Wi-Fi, ClearPass Guest for Wi-Fi access, and Meridian-powered mobile apps with Aruba Beacons, to help colleges engage students, encourage school participation and ultimately, improve the quality of life students experience during their college years.