Mobile Campus Solutions

Capitalize on today's fastest, most innovative communications strategy – on and off campus

HARRIS CONNECT

Being in the mobile space is critical for colleges and universities as the popularity of smartphones continues to increase, and Harris Connect is uniquely positioned to help you leverage the power of the industry's fastest growing technology. With access to our sophisticated platform and a suite of mobile solutions, you'll be able to give your students, alumni, parents, affinity partners and other friends the information they want, when they want it – delivered in a way that best fits their lifestyles, whether that's text, app or mobile Web.

Benefits-at-a-Glance

- *Implement a comprehensive mobile strategy without the costly infrastructure*
- *Send relevant, timely text messages*
- *Provide real time content via mobile Web*
- *Create mobile apps branded to your institution*
- *Accept donations via text or in a mobile environment*
- *Sell merchandise or event tickets with mCommerce through mobile forms*
- *Build new revenue streams with ads and special offers*

Text Messaging

Text messaging, or SMS (Short Message Service), is the simplest and fastest form of mobile marketing. Our Web-based content editor is highly intuitive, giving your designated users the ability to create and send text messages to all constituents or highly targeted subsets. Messages can be sent instantly or scheduled for future delivery, and are perfect for quick "sound bytes" on events, polls and contests, fundraising campaigns, special offers and more. You even have the ability to set up regular SMS notifications to deliver news and instant updates to subscribers – helping reinforce your email, Web and traditional communications streams. All content is presented on a 100% opt-in basis, which means your users get only the information they've told you they want.

Mobile Marketing Works for Everyone

Student Affairs can provide students with the ability to opt-in to:

- *Receive Academic Calendar alerts such as enrollment and course change deadlines*
- *Learn more about special events including guest speakers, concerts and sporting events*
- *Purchase tickets via mobile*
- *Access Google Maps for directions to events, or even to find classes*
- *Get general news and information to keep up-to-date with what's happening on campus*
- *Create their own mobile social network*

Alumni Affairs can give alumni opt-in access to:

- *Ongoing news and updates on sports teams, including real-time alerts on game scores*
- *Alerts for upcoming on-campus and alumni events, as well as purchase tickets via mobile*
- *Alumni Association news including Class Notes and alumni profiles*
- *Search the online directory and build a personal mobile social network*

The Alumni Association can use the mobile platform to:

- *Raise money by selling ad space to strategic partners*
- *Add mobile appeals and giving to your fundraising strategy*

The school in general has yet one more way to engage alumni, students and other constituents with real-time information.

Mobile Web

Traditional Web sites can be difficult to view and navigate in a mobile environment, which is why many businesses and organizations create mobile-specific Web pages. With Harris Connect's Wireless Application Protocol (WAP) you can do the same, easily repurposing your existing Web content into a format suited for mobile devices. Perfect for delivering rich, expanded information such as complete news stories, video and audio clips, event details and more – you pick and choose the content you want to spotlight.

As an added benefit, clients using Harris Connect's Internet services can allow registered users to search the Online Directory right from their mobile devices. Constituents can then easily connect instantly by phone or email, even building their own mobile social network as they link directly to others via Facebook and Twitter.

Easy-to-Use, Highly Effective Content Management

Our content management system helps you track opt-ins and streamline your mobile messaging efforts. Here you can create, manage, target, distribute and track messages and information in real time – customizing content to include graphics and audio such as your school's seal or fight song. You can even designate space for special offers and affinity partner ads to establish new sources of revenue.

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Mobile Applications

From news and weather, to grocery lists and pedometers, to games and radio stations – mobile apps are probably the most popular segment of mobile communications from the consumer standpoint. For businesses and organizations, these applications provide a powerful branding strategy since users choose to download them to their mobile devices, where they reside and are accessible 24/7. The real-time content is dynamic and interactive, delivered either actively through a constant stream of information or passively where users must first open the app to access information.

Mobile Giving

The ability to accept payments and donations in a mobile environment is becoming an integral part of fundraising today. In fact, the list of nonprofits employing the strategy is growing to include not only global organizations, but local community-based programs as well. With our text-to-give solution, offered in partnership with mGive, users simply respond to your text appeal to donate $5, $10 and $25 at a time. Plus, you are effectively opening the door to a group of donors you might not have previously been able to reach and cultivating long-term supporters who are likely to give again and again.

Mobile Commerce

You can also use the Harris Connect platform to build mobile-enabled forms that make it easy for users to initiate transactions for donations, event registrations, dues and other purchases. Dollar amounts can be set, allowing users to simply make the appropriate selection. Or, you can opt to leave the field open with no restrictions to the amount that constituents can enter. In the end, you'll give your constituents a transaction experience via app or WAP that is fast, convenient and easy with forms that are configured specifically for viewing and use on mobile devices.

One-on-One, Personalized Service

At Harris Connect, our focus is on your success. That's true whether you implement one mobile solution or our entire suite. Our highly trained specialists work closely with you from the outset, taking the time to get to know the way your organization operates and understand your specific goals and objectives. From initial set-up through to day-to-day processes, you'll always have access to the ongoing support and proven training tools you need. Plus, our proactive client service teams spend considerable time and energy facilitating communications between clients – giving you and your peers the opportunity to share knowledge and best practices with one another and truly make the most of your mobile strategy.

Put Our Innovation to Work for You

For more information on how you can add mobile channels to your strategy and bring your on and off campus communications to an entirely new level, contact us by email at moreinfo@harrisconnect.com or call us at 800.326.6600 ext 0807.

To learn how our innovative and industry leading programs can help you reach more donors and raise more money, visit www.harrisconnect.com or contact us at moreinfo@harrisconnect.com or 800.326.6600 ext 0807.