Balancing Technology and Touch

Jennifer Malerich, Assistant Vice Provost
Academic and Global Engagement
ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
4 campuses in Phoenix Metropolitan area plus virtual campus ASU Online

128,788 students, making ASU the largest university in the U.S.
The Technology Conversation
Make sure you get a seat at the table
Agenda

- Advising Resources
- Student Portal
- Curriculum Management
- Marketing and Communication
Normalize global education activities as part of the overall undergraduate experience by embedding resources into your student portal.
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Targeted ads for currently enrolled and incoming students.
Meaningful data organized around the student

Holistic view of student data

Shows patterns of student change

Ensures transparency about study abroad student intentions and data
Same curricular processes for study abroad courses development
Global opportunities integrated into academic catalog

Review as part of annual catalog review

Connect to major specific study abroad programming
Global opportunities integrated into academic catalog

Review as part of annual catalog review

Connect to major specific study abroad programming
Relationship Management

Single relationship management database

Visibility into contracts/agreements on multiple levels

Transparency across the institution
ASU Mobile App

How it works

Push and In-App Notifications

Geofencing alerts

Personalized content

A mobile strategy designed to evolve with Sun Devil needs. Our commitment is to seek out user expectations and exceed them.
**ASU Mobile App**

**How it works**
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MESSAGE

Today: Study Abroad Expo

The Study Abroad Expo is today 11 am - 2 pm in the Arizona Ballroom in the Memorial Union on Tempe campus. Discover study abroad programs to earn ASU credit in 65+ different countries. Never had a passport? Learn how you can apply for one for FREE!
How it works

Students can reply to a text message from Sunny and get answers to their questions

Personalized messaging

Right message at the right time

Amplifies advisor action
Virtual Events and Advising

Study Abroad Fairs

New Student Orientations

Welcome Events

Visit the Study Abroad Fest webpage now!

What can I find on the webpage?

Content exclusive to your academic college

Program-specific info sessions

Resources to help you discover your ideal program and much more!
Amplify your message by connecting with branded social accounts across your enterprise.

Examples:
- ASU Online Instagram Takeover
- LiveWellASU Instagram
- ASU Moms Facebook Groups
- College/School TikTok
- YouTube Videos
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Top 1% of world’s most prestigious universities
—Times Higher Education, 2019

#1 in the U.S. for innovation
ASU ahead of Stanford and MIT
—U.S. News & World Report, 5 years, 2016–2020

Top 10 in the world for patents
ASU along with Stanford, MIT and Harvard
—U.S. National Academy of Inventors and the Association for Women In Science

Among the best graduate schools in the U.S.
—U.S. News & World Report, 2021

#7 in the U.S. for research expenditures
ASU ahead of Princeton and Caltech

A ‘Best Buy’ for excellence and value
—Fiske Guide to Colleges, 2019

ASU