

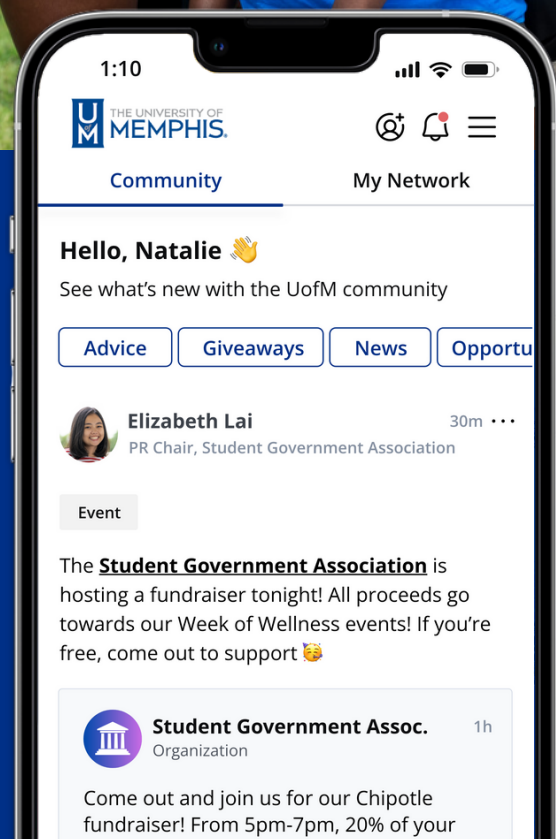


TigerZone Mobile

IMPACT REPORT

FIRST SIX WEEKS

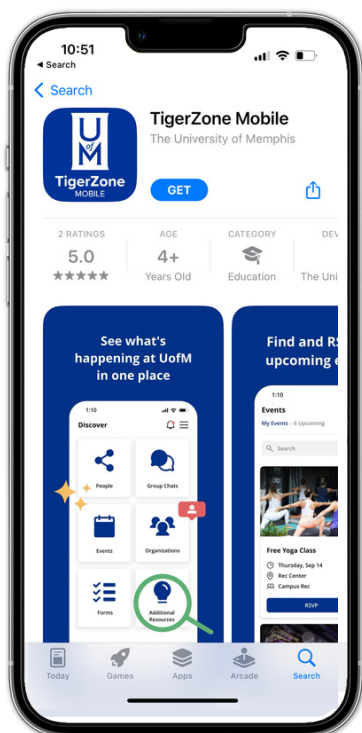
August 28 - October 8, 2023



"It was a need that had been told to us a thousand times, **'We wish we had an app for TigerZone,'** which is what we call our Anthology Engage...and being able to say, 'Hey, we actually listened to you, and there's an app now.' "

Dr. MK Tyler

Director of Student Leadership & Involvement
The University of Memphis



TigerZone Mobile on the App Store

Introducing TigerZone Mobile

Dr. MK Tyler, the Director of Student Leadership & Involvement at the University of Memphis, has been an Anthology Engage user for over six years. During this time, she heard a repeating desire from students and organization leaders for a mobile app for TigerZone, their Anthology Engage platform.

When the news of Navengage's partnership with Anthology was shared in the spring, MK signed up for an app demo. She saw how Navengage's app could solve two primary challenges facing the UofM:

1. **Students not knowing about campus opportunities**
2. **Campus departments struggling to market events**

TigerZone Mobile officially launched at the University of Memphis in August, just a few weeks prior to the first day of classes on August 28. Immediately, students started using the app to introduce themselves, make plans to meet up, post events, ask questions, and share stories.



What's in this report? We'll outline how TigerZone Mobile impacted campus life at the University of Memphis during the first six weeks of the Fall Semester, a critical time for student success.



FIRST 6 WEEKS

By the Numbers

5,300

Users

1,000

Posts on the
Newsfeed

2.9k

Group Chat
Messages

3.8k

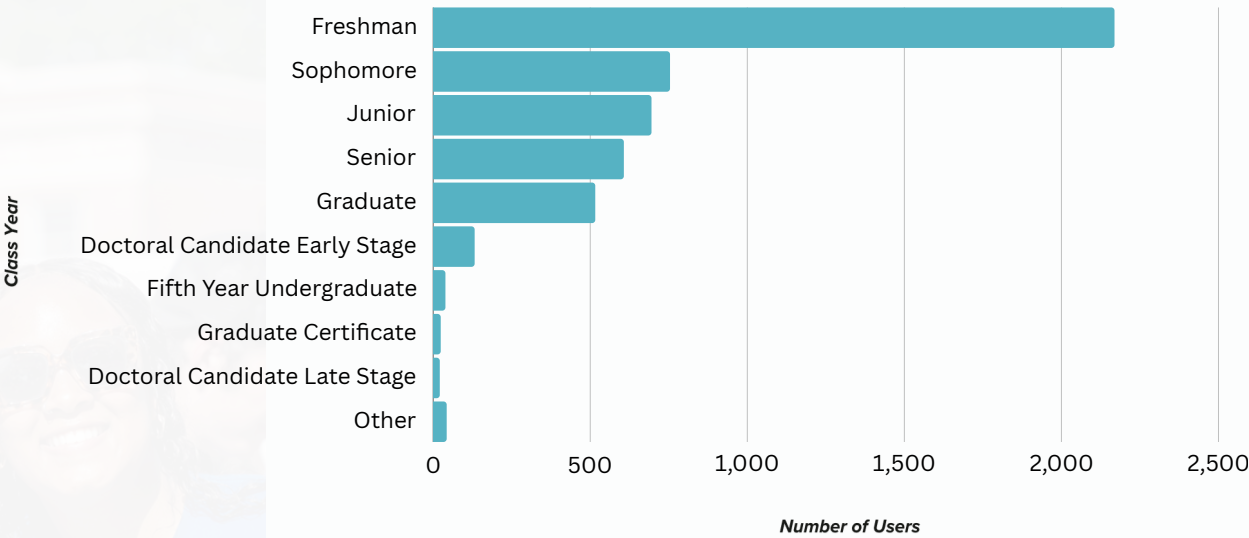
Direct Messages
Sent

270

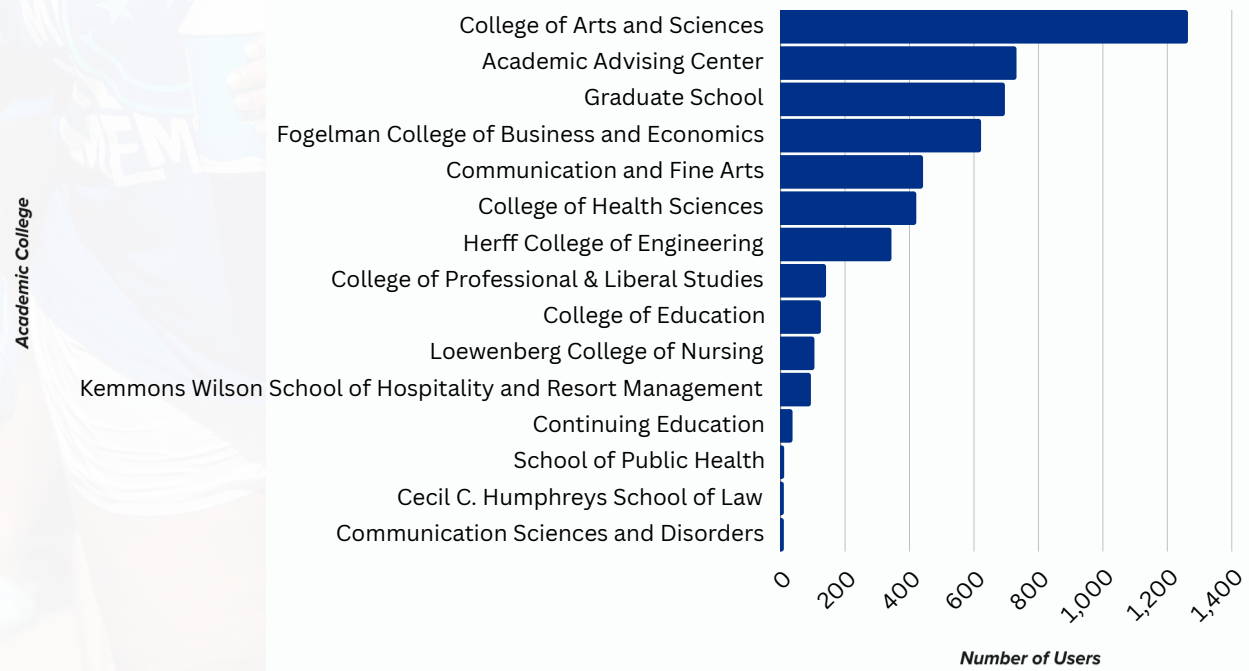
Goal Setting
Submissions

Student User Breakdown

Class Year



Academic College



Event Metrics

Largely attributable to TigerZone Mobile, campus events saw a notable boost in comparison to Fall 2022.

- 16.19% increase in total organization events
- 28.73% increase in unique student attendance
- 73.35% increase in event scans

157.43%

increase in student attendance, from 7,702 to 19,827 attendees

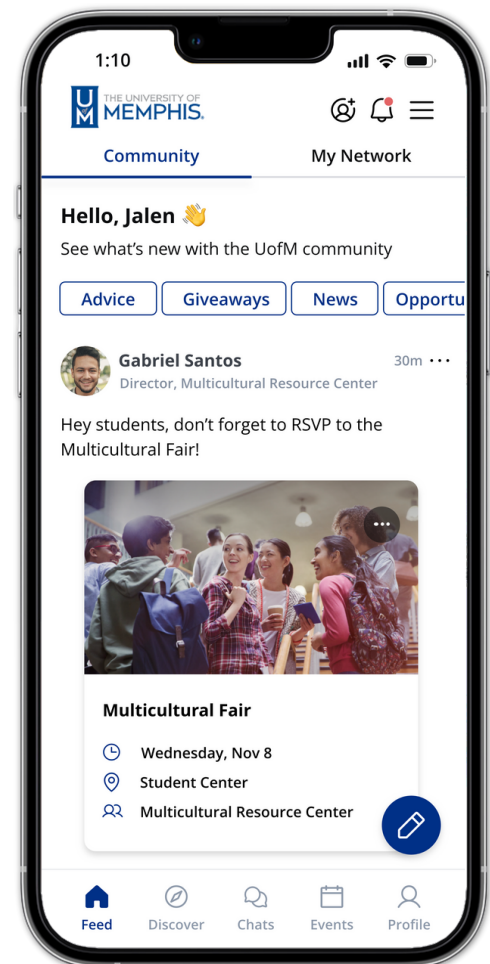
Streamlined Events

TigerZone Mobile seamlessly shows events from the University of Memphis' Anthology Engage system, TigerZone, making it easier than ever for students to find and RSVP to campus events.

The in-app QR code streamlines event attendance by allowing students to check in to events quickly and efficiently, reducing waiting times and ensuring a smooth event experience.

Students have found the event check-in feature to be incredibly handy. As one student put it, **"Oh my goodness, I'm so thankful I don't have to pull up my web browser anymore,"** referencing the former process of using TigerZone to scan in to events.

Event organizers have also leveraged the app's campus-wide feed and group chats to promote their events, leading to a surge in event awareness and attendance.



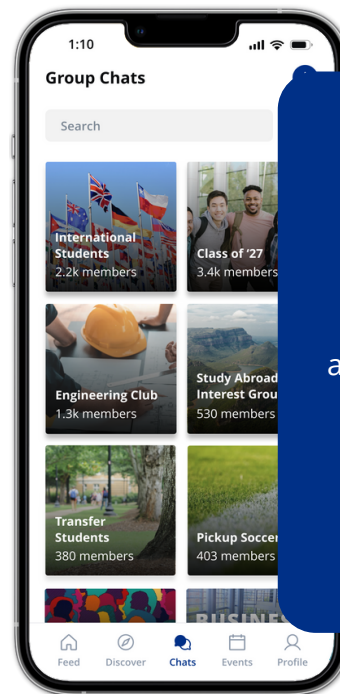
Example post



Group Chats

TigerZone Mobile has group chats for efficient communication and collaboration on campus initiatives.

Students have been quick to harness these chats to generate interest in starting new clubs and organizations on campus, such as a photography club and a club hockey team.



Example group chats

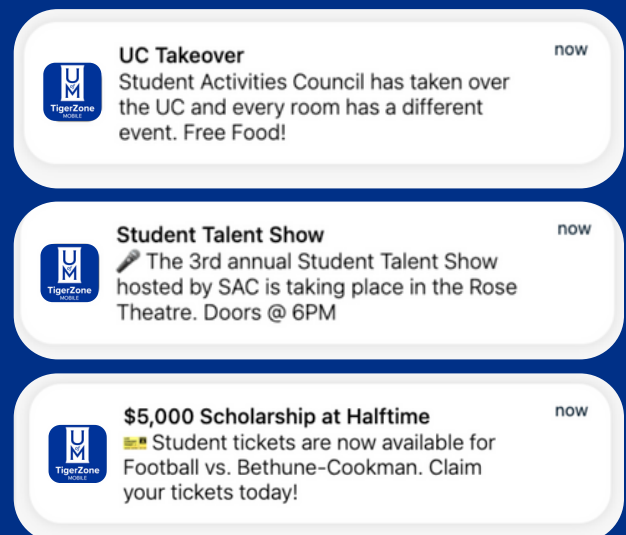
1,500+

students are in the Class of 2027 group chat, where they've asked questions about campus resources, planned social meet-ups on campus, and bonded over shared student experiences

Push Notifications

Through TigerZone Mobile's push notifications, campus leaders can reach students directly on their phones to generate more awareness and engagement.

During the first six weeks of the semester, students received push notifications regarding event updates, scholarships, free food alerts, and more.



Screenshots of real push notifications sent from TigerZone Mobile



Supporting Adult, Parenting, and Transfer Students

Thousands of UofM students have utilized the app's newsfeed and group chat features to connect with each other, fostering a welcoming and supportive environment.

Specifically, transfer students found common ground by discussing their experiences adjusting to campus life, while adult and parenting learners connected over their shared student journeys in their own group chat.

"[The app] allows [students] to say, 'I'm not as alone anymore...this place doesn't feel so big at the University, that I might be able to find my people or find people that think like me or have similar situations.' " -Dr. MK Tyler

Sharing Student Data

In the sign up process, students can identify their interests and out-of-classroom goals. This data enables Dr. MK Tyler to connect with offices that might not have otherwise reached out to these students. Moreover, these questions are worded in a way that resonates with students and offers a simple entry point for them to begin exploring their options on campus.

"Now we can tell the offices like Career Services, Tiger Pantry, or Multicultural Affairs, 'Hey, this is a group of students that say they're interested, but they might not know how to show up.' " -Dr. MK Tyler



Want to hear more about the impact that TigerZone Mobile is making at the University of Memphis? Listen to Dr. MK Tyler share her insights [here](#).

