A Mobile Strategy for Cornell

We live in a mobile world where technology users expect applications, data, and access to be mobile. In response to this expectation, Cornell’s mobile strategy is to leverage mobile and user-centric capabilities, as appropriate, for campus services. The strategy addresses which segments of the university are priorities for mobile services, strengths of various mobile technologies and how to exploit them, and approaches for investing campus resources for mobile technology (development vs. acquisition).

This mobile strategy proposes what Cornell’s mobile focus should be and why. Cornell should:
• Apply central mobile resources to high-priority needs:
  o Supporting and improving the teaching and learning mission of the university.
  o Streamlining core administrative functions that affect the student experience at Cornell.
  o Enhancing and personalizing the visitor experience at Cornell.
• Encourage service providers and application developers to routinely plan for mobile access.
• Provide a structure for development, acquisition and distribution of a variety of apps from a variety of sources.

**Strategy #1: Think “mobile first.”** When developing or acquiring any new service, consider and account for mobile access from the beginning. Consider all technologies for providing mobile access.

1. Develop web sites using ‘responsive design’ techniques to ensure mobile access as a first choice.
2. Provide professional training to campus developers to help them choose appropriate technologies: responsive web design, HTML 5/CSS 3 web apps or native apps.

**Strategy #2: Promote smart acquisition.** When responsive web design or web applications do not meet the business need, service providers should consider third-party applications. In order to support smart decision-making and use of resources around app acquisition, the following are recommended.

1. Use existing IT governance groups to prioritize and support campus acquisition of third-party applications that meet business needs with sustainable technology solutions.
2. Provide resources and guides to help campus decision makers determine if they should build or buy.
3. When a mobile option exists for central administrative software currently in use at Cornell, purchase or activate as appropriate (e.g. Bb Mobile).

**Strategy #3: Standardize, resource, and support mobile development for high-priority needs.** If goals for high-priority mobile functionality are not met through either responsive web design or acquisition of third-party apps, Cornell should prioritize and support centralized mobile app development for these needs.

1. Use existing IT governance groups to prioritize necessary development of mobile functionality for high-priority needs.

**Guiding Principles**
• Focus on the primary objective, which is to provide mobile-ready technologies and apps to support the current teaching, research, and administrative needs of Cornell;
• Improve the student and visitor experience at Cornell;
• Maximize the value of investments in mobile technology and staff development and build for the future by leveraging existing practices;
• Recommend mobile technologies and approaches that require minimal user support where feasible;
• Leverage existing IT policies, usability/security best practices and quality guidelines wherever possible;
• Utilize existing infrastructure as much as possible to support mobile development, distribution and use.
• Clearly distinguish official Cornell apps from others and protect the interests of the university community by providing official apps for critical functions (e.g. course registration).
2. Establish sustainable, centralized budget and staff resources to develop high-priority mobile apps and to ensure they remain current and continue to meet user needs over time.
3. Prioritize development that takes advantage of mobile-specific or user-centric capabilities.
4. Establish and enforce high standards of branding and user experience for all centrally developed apps.

**Strategy #4: Guide Campus-wide Development** When neither responsive web design nor purchasing a third-party mobile application will meet the business needs of units and individuals, Cornell should support mobile app development across an identified range of technologies.

1. Create a structured technical environment, including recommended technology tools and best practice guidelines, which will lead to innovation in the area of mobile apps that can be supported beyond the tenure of an individual developer.
2. Establish branding and user experience guidelines for all Cornell-developed apps.
3. Build a mobile developer “expert community” to include on campus, student and external resources. Provide support, communication channels, tools, and guidelines to the community and evolve these resources as skills and technologies change.
4. Develop a process using the expert community to communicate about and support campus-wide development. Develop a channel for the expert community to communicate and coordinate their plans for mobile development with central developers.
5. Engage with and mentor students interested in mobile development for Cornell; offer them access to the recommended tools and guidelines as well as to the expert community.

**Strategy #5: Distribute to the Community.** Cornell will provide a central distribution process for the entire Cornell community to easily find and use all Cornell mobile apps.

1. Develop a central web presence to communicate about Cornell supported and developed mobile apps available to the community.
2. Publish Cornell apps in external app stores under a Cornell account (not an individual one). Apps that are published as Cornell apps must follow all branding and oversight requirements, to minimize brand, reputation, and security risks.
3. Support a local enterprise app store for the Cornell community.
   a. Make Cornell apps easy to find regardless of where the app was developed.
   b. Support a variety of platforms, development languages, and integration levels.

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<th>Development Distribution and Branding Summary</th>
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<td><strong>Type of app</strong></td>
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<tr>
<td>Official Cornellbranded</td>
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