

## BACKGROUND

1. Messaging platforms are used across a variety of industries that require real-time situational awareness across their personnel and systems. Throughout the health industry, clinical messaging has been used to provide emergency messaging that is interoperable, secure, reliable, scalable and accountable. This technology is supplementing, and in some cases replacing, traditional forms of communication such as public announcement (PA), two-way radio and paging. The same messaging technology has also been widely used for industrial applications including mining, oil and gas and transportation.
2. The current technology is capable of integrating with many systems including medical devices, phone systems, intercoms, building management systems and security management systems. The flexibility and intelligence these systems enable improves workflows for day-to-day operations and ensures fast responses to incidents.

## PURPOSE

3. This document identifies some use cases that can benefit from the use of messaging technology within a University student services department.

## SCOPE

4. This document only identifies some example use cases and is not exhaustive. Stakeholder interviews and further analysis would be required to identify all potential use cases for this technology.

## OBJECTIVES

5. The objective of this document is to provide an awareness of messaging technology to the University and provide some examples of uses and benefits to the organisation.

## TARGET AUDIENCE

6. The document is written for:
  - a. University Student Services staff

b. University IT staff.

## STUDENT SERVICES USE CASES

7. Student services could utilise messaging technology to improve services, workflows and processes for the following use cases and scenarios.

**Table 1. Student services use cases**

Use Case	Description	Benefit
Automated accommodation vacancy list.	<p>The system alerts students to new vacancies. It also provides:</p> <ul style="list-style-type: none"> <li>a way to confirm interest or not,</li> <li>send out viewing times to accept or defer</li> <li>an automated way to add students to the service and removal when finished.</li> </ul>	<p>Improve productivity of student services staff.</p> <p>Maximise use of accommodation.</p> <p>Improve services to students.</p>
Security alerts - gunman	<p>The system alerts staff and students of a security incident such as a gunman. System can provide a coordinated response to an incident.</p> <p>Multiple mediums of messaging such as push notification and SMS can be used to reach as many students and staff as quickly as possible.</p> <p>i.e. if off campus do not come in if on campus can provide area to avoid or assist. Alert can also be sent to emergency services.</p>	Improve safety of staff and students.
Emergency and Weather alerts	<p>Push notifications can be used to send emergency and weather alerts to students who have the University app. Sending push notifications is faster than sending text messages. Other students can be sent a regular text message or other form of message.</p>	Improve safety of staff and students.
Mobile duress	<p>Provides a mechanism to trigger a duress event while on or off campus via an app or dial in number.</p> <p>Response can be coordinated based on location of event.</p>	Improve safety of staff and students.
Convenience Enhancements	<p>Push notifications can be enabled for users for general convenience and efficiency enhancements. For example, when a shuttle bus is near the user's preferred stop or laundry is ready for pickup.</p>	Efficiency and convenience improvements
Convenience Enhancements	<p>Professors can send out notifications to the classroom about changes to assignments</p>	Efficiency and convenience improvements

## Messaging White Paper

### University Student Services

Use Case	Description	Benefit
Campus Event Planning	Push notifications for events that may be relevant to the receiver can boost event attendance	Improved event attendance and notification
Scheduling and appointments	Interactive messaging allows users to RSVP to events and reschedule appointments by replying "Yes/No" to reminder messages sent to them	Improved scheduling of appointments
Cleaning within halls of residence	System provides a system for students to get emergency ad hoc cleaning service. The same service can also be used to improve regular cleaning routines by improving communication between cleaners to complete cleaning tasks quicker.	Improved cleaning service for students. Improve collective productivity of cleaning staff. Reduce phone calls between cleaning staff while improving communication.
Fridge/freezer monitoring within student kitchens.	System alerts maintenance and student services staff if temperature in common use area fridges and freezers go above a temperature.	Improves health and safety for students. Improve productivity of student services staff.
Maintenance phone line automation.	System notifies maintenance staff of tasks. Provides other features: <ul style="list-style-type: none"> <li>Audit trail of tasks.</li> <li>Provide historical analytics on what room had what faults etc.</li> <li>Staff can accept or defer if busy and job is automatically reallocated</li> <li>Jobs can be initiated by students or student services staff depending on requirement.</li> </ul>	Improve maintenance service for students. Improve collective productivity of maintenance staff. Reduce phone calls between maintenance staff while improving communication.
Faults for internet services	System automatically alerts and escalates network/Internet faults for services provided to student accommodation. This service can be integrated with a rostering system if required.	Improved network service for students. Assist IT staff and also provide a service that can be leveraged for alerting of other IT services.
Availability of resources.	Provide availability of common resources i.e. <ul style="list-style-type: none"> <li>Find a quiet spot in the library</li> <li>Notify students of "happy hour" in the bar based on usage</li> <li>Notify students of lectures starting</li> <li>Notify staff and post-grads of other resource availability i.e. labs, lecture theatres etc.</li> </ul>	Maximise the use of University resources. Increase revenue from the bar. Improve service to students.

## Messaging White Paper

### University Student Services

Use Case	Description	Benefit
Broadcast messaging to students.	<p>This service could be used for a variety of uses:</p> <ul style="list-style-type: none"> <li>Alert students to information</li> <li>Promote offers/discounts</li> <li>Advertise services</li> <li>Promote events</li> <li>Collect survey information i.e. post grad studies.</li> </ul> <p>Messages can be received as SMS text messages, sent to an application on smartphones, interactive voice message to students' phones.</p>	Many benefits to both staff and students.
Queue management.	<p>Manage queues for bars, graduation day, freshies week, registration etc.</p> <p>System sends out messages to staff of systems to open or close queues or put on more staff etc.</p>	Service optimisation for events, bars etc.
Fire messaging	Send messages from fire system to staff and students to assist in controlled evacuation.	Safety of staff and students.
Medical assistance	<p>Provides a mechanism to trigger a medical assistance event while on or off campus via an app or dial in number.</p> <p>Response can be coordinated based on location of event.</p>	Improve safety of staff and students.
Access and student card expiry messages	<p>Messages can be sent from the access system to alert students/staff/external contractors of access card expiry. People can respond with a yes or no to indicate if further access is required.</p>	<p>Reduce number of registered entities in the security access system.</p> <p>Improve productivity for student services staff.</p> <p>Stage registration of new cards to limit impact to student services staff.</p>
Fee reminders/payment	Send out reminders to students informing them of payments due or overdue payments.	Increase on-time payment.
Time and attendance of lectures.	System notifies staff of students decreased attendance at lecture theatres. Students can also be notified.	<p>Improve time and attendance metrics.</p> <p>Improve percentage of students completing courses</p>
Parking	<p>Integrate with a Smart Parking system to provide parking notifications i.e.</p> <ul style="list-style-type: none"> <li>Parking time is running out do you want to extend for an additional fee?</li> <li>Parking available in north car park</li> <li>Parking full due to event you may want to take other forms of transport today</li> </ul>	<p>Provide revenue for the University by increasing parking time and reducing spend on parking enforcement.</p> <p>Improve services to students and staff.</p>