Campus Updates
Statistics

• UCLA Mobile launched on 9/2/2010

• Current modules
  • News, Events (Happenings), Directory, Map, BruinBus, Campus Life (Tour, Student Groups, Career Center), Library, iTunes U, YouTube, etc.

• Current statistics
  • 160K unique visitors
  • 950K page views
Collaboration

• Campus Collaboration
  – Developer outreach through presentations
  – Bi-weekly mobile developer meetings
  – Phone, email and in-person support
  – UCLA Mobile Web Framework conference
  – Upcoming development contests
Collaboration

• Intercampus Collaboration
  – Introduced UCLA Mobile at UCCSC 2010
  – UCLA Mobile transformed into MWF package
  – MWF available on Github since April 2011
  – Kick-off presentations at several campuses
  – Developers meeting open to other campuses
  – Five campuses using MWF in production
Looking Forward

• MWF 1.2 (2012 Q1)
  – Personalization
  – User experience

• MWF 1.3 (2012 Q3)
  – Rich native container
  – Desktop & tablet support
Looking Forward

• Modules coming soon
  – Schedule of Classes
  – Gradebook
  – Notices
  – Recreation
  – Study List
  – Classmates
  – Geo-Aware Tour
  – Several Campus Units
Looking Forward

• Other tools under development
  – Mobile/desktop SaaS conference tool
  – Audience response system
  – Glossary tool
Looking Forward

• Student wish list
  – Class planner
  – Academic calendar
  – BAR account
  – Degree Planner

  – Dining hours/menus
  – Daily Bruin
  – Athletics
  – BruinAlert
Contacts

• **Rose Rocchio**  
  *Director, Academic Applications*  
  Phone: (310) 825-3981  
  E-mail: rrocchio@ucla.edu

• **Ed Sakabu**  
  *Manager, Academic Applications Architecture Group*  
  Phone: (310) 206-9259  
  E-mail: edsakabu@ucla.edu

• **Eric Bollens**  
  *Framework Architect, Academic Application Architecture Group*  
  Phone: (310) 206-1670  
  E-mail: ebollens@ucla.edu
Selection

- More than 50% of campus community is using smart phones based on 2010 survey.
- Mobile access will surpass all other modes of Internet access by 2013.
- Leveraged Approach
  - Consortium-based or cross-UC approach over local development.
  - Device agnostic standards such as HTML5 instead of device-specific development such as iPhone or Android applications.
- Pragmatic Mobile Presence
  - Standards-based approach in partnership with other UC campuses.
Why UCLA’s MWF?

- Standard across UC system.
- MWF facilitates the "federation" model where each module is supported locally by the department responsible for the data or service, while appearing to the user as one seamless website.
- Savings / Cost Avoidance @ UC Berkeley = $130,000
- m.berkeley.edu includes the campus map, directory, events, news, library tools, varsity athletics, as well as links to UC Berkeley's social media.
Timeline

- UC Berkeley Public Affairs and Campus Technology Services (CTS) began a collaborative project to implement a UC Berkeley mobile suite of tools based on UCLA’s MWF and In February of 2011, UC Berkeley’s Library joined the project in April.
Timeline

- Opportunity to mobile-enable the campus
  - Friday, June 10: Mobile Web Workshop
  - Saturday, June 11: Mobile Enablement Contest Announced
  - Tuesday, June 14: Submissions Due
  - Wednesday, June 15: Winner Drawn at CSG
  - Thursday, June 23: Winner announced
Law School: Faculty Profiles

Faculty Profiles

Faculty | Adjunct Faculty | Center Executive Directors
Edit your Faculty Profile

Faculty
A | B | C | D | E | F | G | H | I | J | K | L | M |
N | O | P | Q | R | S | T | U | V | W | X | Y | Z

A

Kathryn Abrams
Herma Hill Kay Distinguished Professor of Law

Catherine Albiston

Christopher Edley, Jr.

Title: Co-Director, Chief Justice Earl Warren Institute on Race, Ethnicity & Diversity
Tel: 510-642-6483
Fax: 510-642-9893
Email Address: edley@law.berkeley.edu
School of Social Welfare

Haviland Map
Search Full Site
News Center
People
Courses
Mevyl
Facebook

News and Events
Dean Lorraine Midanik Reflects on 27 Years at the School of Social Welfare

Arabella Martinez (MSW ’66) Encourages Social Welfare Graduates to “See the Invisible and Do the Impossible”

Social Welfare Alumni Association Spotlights Health Field Service at Annual Awards Dinner

Frances Moore Lappé Returns to UC Berkeley for the School of Social Welfare’s 2011 Seabury

School of Social Welfare Mobile
Full Time Faculty
Lecturers
Emeriti

University of California Webmail

Michael J. Austin
Milton and Florence Krenz Mack Distinguished Professor of Nonprofit Management

216 Haviland Hall
Phone: (510) 642-7066
mjaustin@berkeley.edu

Map to Haviland Hall
Summer Session Courses

Get Current Enrollment for a Summer 2011 Course

Enter a CCN (ex., 10105):
Submit

Go to Categories

AFRICAM 299 P 009 IND (10305)
Enrollment: 0/5
Waitlist: 0/5
You are within deadline to add this course (Session D).

Get Current Enrollment for a Summer 2011 Course

Enter a CCN (ex., 10105): 10305
Submit

Go to Categories

University of California © 2011 UC Regents
View Full Site
FPF was developed to meet the needs of freshmen undergraduate students who have been admitted to UC Berkeley (Cal) for the spring semester. FPF is administered by UC Berkeley Extension, the continuing education branch of the University of California, Berkeley.

FPF offers a fall semester curriculum of UC Berkeley–approved courses that meet UC graduation requirements and are taught by instructors approved by the UC Berkeley Academic Senate. Since 1983, FPF has prepared more than 10,000 Cal students for success. Our students include undergraduates admitted to Cal’s...
Welcome to Cal, Bill!
Here are your upcoming action items.

Next Steps

- **Due May 6**
  - Apply for Housing

- **Due June 15**
  - Register for CalSO (Orientation)

- **Due June 30**
  - Create Calmail account

- **Due July 15**
  - Send Transcripts

Welcome to Cal, Bill!
You've completed 50% of your checklist

Checklist

- **Due May 1**
  - Submit SIR (Intent to Register)

- **Due May 1**
  - Pay SIR Fee

- **Due May 1**
  - Submit SLR (Legal Residence)

- **Due May 1**
  - Apply for Housing

- **Due June 15**
  - Register for CalSO (Orientation)
Plan for Developer Engagement

- Organic developer engagement.
- Total support from central IT.
- Continue collaboration with UCLA.
- Focus on UI and User Experience design.
- More workshops to get developers engaged and motivated.
  - Next workshop: Fall of 2011.
UC San Diego
m.ucsd.edu
Background: UCSD’s iPhone App

- June ‘09 UCSD first public university to provide iPhone app

- Provided web services and data feeds to TerriblyClever.

- Blackberry and generic mobile launched soon thereafter

- In early 2010, TerriblyClever was bought out by Blackboard
What are the options?

- Find another vendor
- Develop a framework ourselves
- Leverage an existing mobile framework
Computing Growth Drivers Over Time, 1960-2020E

- Mainframe: 1MM+ Units (1960)
- Minicomputer: 10MM+ Units (1970)
- PC: 100MM+ Units (1980)
- Desktop Internet: 1B+ Units/Users (1990)
- Mobile Internet: 10B+ Units??? (2000)
- Mobile Video, Entertainment Games, Wireless Home Appliances, Car Electronics, GPS, ABS, A/V

Note: PC installed base reached 100MM in 1993, cellphone/Internet users reached 1B in 2002/2005 respectively.
Source: ITU, Mark Lipacis, Morgan Stanley Research.
How do we keep up?
Involved Campus IT Groups

ACT

acms

Student Affairs

Libraries

SCRIPPS INSTITUTION OF OCEANOGRAPHY

Biological Sciences

Toward a Life in Balance
Established Selection Criteria

• Sustainable over a 1-2 year period of time.
• Include open source or industry standards.
• Support various mobile devices.
• Require little training for development.
• Easy to migrate to a new technology in the future.
Reviewed 8 Mobile Frameworks

- Sencha
- UCLA mobile
- MiF
- SPROUTCORE
- WebApp.Net
- jQuery mobile framework
- PhoneGap
- iMobileU
Proof of Concept “Cook Off”

**UCLA mobile vs. Sencha**

- Proof of Concept Guidelines
  - One main landing page w/ at least 2 links
  - RSS feed, i.e. UCSD News
  - XML feed, i.e. UCSD youtube videos
  - Incorporate jQuery UI elements
  - 10-15 minute presentation
Ranked Technologies

• Ranked each technology based on
  – License Cost, OOTB Feature Set, Industry Standards, Documentation, Ease of Implementation/Adoption, Learning Curve, Time Required to Implement, Maintainability, Scalability, Cross-platform Support, Run in Mobile Browser, Extensibility, Availability/Maturity, End User Usability, End User Accessibility, Integration with CMS

• Avg. Ranking
  – UCLA mobile: 130/150
  – Sencha: 90/150
Engage Campus Developers

• Self-Service Developer Toolbox
  – uxt.ucsd.edu

• Communication via UXT Mailing List

• Mobile “Decorator”

• Sample code and “Kitchen Sink” app
  – uxt.ucsd.edu/mobile
Information and Services On The Go

Visit [http://m.ucsd.edu](http://m.ucsd.edu) on your mobile device or iPad.

**Features**

UC San Diego mobile offers up-to-date information, optimized for different types of mobile devices.

- **Directory**
  - Look up students, faculty, and staff by name.

- **Courses**
  - Browse and search scheduled classes, including descriptions, times, and locations.

- **Videos**
  - Watch videos from the UC San Diego YouTube channel.

- **Shuttles**
  - View real-time location and estimated arrivals of campus shuttle buses, including on- and off-campus routes.

- **Tours**
  - Reserve an in-person tour, take a virtual tour or a self guided tour and discover what UC San Diego has to offer.

- **My TritonLink**
  - View your class schedule with personalized walking routes and map.
  - View your account balance, holds, and more.

- **Athletics**
  - View UC San Diego sports news, schedules, and scores.

- **Maps**
  - Search for campus buildings by name, pinpoint them on the map, view building photos, and get directions.

- **News**
  - Browse through several campus news sources.

- **Libraries**
  - Browse the library catalog and check item availability on-the-go.

- **Dining**
  - View campus dining locations, hours and daily menus for facilities managed by Housing, Dining, and Hospitality.

**About**

Questions or comments? Contact us at the [Campus Web Office](http://m.ucsd.edu).

Want to build a mobile web application? Start at [User Experience & Technologies](http://m.ucsd.edu).

**QR Code**

Scan the QR code below with your mobile phone's tag reader to go directly to m.ucsd.edu.
UC San Diego (UCSD)  By UC San Diego

Description
Use the UC San Diego suite of services to find contact information for people, find your way across campus, read campus news, keep tabs on sport scores, watch campus-related videos, find real-time shuttle bus information, get an overview of current and future scheduled courses, and listen to podcasts of popular lectures.

UC San Diego (UCSD) Support

What's New in Version 3.5
Self-guided multi-media tour with option to sign up for in-person tour. Updated colors and screen elements.

Free
Category: Education
Updated: Aug 05, 2011
Current Version: 3.5
Size: 32 MB
Language: English
Seller: University of California, San Diego (Business Affairs)
© 2011 Regents of the University of California.
Rated 4.4

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.1 or later.

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.

All Versions: ★★★★★ 469 Ratings
Description

Official mobile application of UC San Diego.

Visit Developer's Website

App Screenshots

User Reviews

5 star: 4
4 star: 1
3 star: 0
2 star: 0
1 star: 0

Average rating: 4.8

James

August 11, 2011

Sort of slow. Make the map better so that we can put our room number and it'll work. Otherwise great app.

Read All Reviews
m.ucsd.edu/
Traffic Sources Overview
Jul 17, 2011 - Aug 17, 2011
Comparing to: Site

All traffic sources sent a total of 29,616 visits

- 24.45% Direct Traffic
- 75.05% Referring Sites
- 0.50% Search Engines

Top Traffic Sources

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ucsd.edu (referral)</td>
<td>18,172</td>
<td>61.36%</td>
</tr>
<tr>
<td>(direct) ((none))</td>
<td>7,240</td>
<td>24.45%</td>
</tr>
<tr>
<td>m.ucsd.edu (referral)</td>
<td>2,241</td>
<td>7.57%</td>
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<tr>
<td>www-bookstore.ucsd.edu</td>
<td>576</td>
<td>1.94%</td>
</tr>
<tr>
<td>mobile.ucsd.edu (referral)</td>
<td>307</td>
<td>1.04%</td>
</tr>
</tbody>
</table>

Keywords

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ucsd bookstore</td>
<td>18</td>
<td>12.16%</td>
</tr>
<tr>
<td>9780077559229</td>
<td>7</td>
<td>4.73%</td>
</tr>
<tr>
<td>sunshine market ucsd</td>
<td>5</td>
<td>3.38%</td>
</tr>
<tr>
<td>ucsd sunshine market</td>
<td>4</td>
<td>2.70%</td>
</tr>
<tr>
<td>ucsd sweatshirts</td>
<td>4</td>
<td>2.70%</td>
</tr>
</tbody>
</table>
These mobile devices sent 25,782 visits via 12 operating systems

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Visits</th>
<th>Visits %</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>11,153</td>
<td>43.26%</td>
</tr>
<tr>
<td>Android</td>
<td>6,449</td>
<td>25.01%</td>
</tr>
<tr>
<td>iPad</td>
<td>5,298</td>
<td>20.55%</td>
</tr>
<tr>
<td>iPod</td>
<td>2,410</td>
<td>9.35%</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>338</td>
<td>1.31%</td>
</tr>
<tr>
<td>Windows</td>
<td>58</td>
<td>0.22%</td>
</tr>
<tr>
<td>SymbianOS</td>
<td>37</td>
<td>0.14%</td>
</tr>
<tr>
<td>Samsung</td>
<td>24</td>
<td>0.09%</td>
</tr>
<tr>
<td>Nokia</td>
<td>9</td>
<td>0.03%</td>
</tr>
<tr>
<td>LG</td>
<td>4</td>
<td>0.02%</td>
</tr>
</tbody>
</table>

These devices sent 25.01% of the total visits, with 43.26% of visits coming from iPhone users.
History

• We were introduced to MWF at UCCSC 2010
• We were super excited!
  – It looked awesome!
  – We were 90% of the way to agreeing that a web app, vs. a native app, was the way to go
  – MWF was a very compelling argument for that position
• We went back to UCR and did some work…
Challenges

• WURFL, a key component, will not run on our webserver

• We’re missing out on a lot of functionality
  – We’ve fallen behind
  – Our current implementation is lacking in some respects

• We don’t have the (human) resources for additional development at this time
Where We Are Today

- We have your typical informational pages
- Our Virtual Tour has a pretty spiffy management interface
- Integration with our campus portals’ features
  - Portal Messaging and Alerts
  - Spotlights and Announcements
  - A mobile version of CAS for authentication
- Let’s do a little demo
On the Horizon

• Thanks to Eric’s great session at UCCSC 2011 we have some sysadmin interest!

• They’re planning for:
  – A load-balanced MWF instance
  – Using core campus virtualization infrastructure

• We’re pretty excited about that!
Where We’d Like to Go

• We’d like to look into the Google Maps API for a mobile campus map

• We are interested in the possibility of a MWF Accessibility Team

• We hope to contribute what we learn in deploying MWF-UCR 2.0

• And probably some of the things we’re hearing about here today!
Background

• We had no institutional mobile presence
• No one was interested in creating a presence
• It seemed pretty easy
• So we created a presence
Native App Interest

- External vendor contracted to create institutional native app for UCSF
- But the vendor-provided web site would be a step backwards
- Enter MWF
- Mobile web site is now extensible, etc.
UCSF Contact

- Richard Trott
  Phone: (415) 476-5450
  E-mail: Richard.Trott@ucsf.edu
- Site: m.ucsf.edu
- About & Developer Quick-Start:
  http://tiny.ucsf.edu/mwf4dev
UC Irvine
UCI Mobile Web

- Current offerings
  - UCI Libraries
  - Electronic Educational Environment (EEE)
  - ZotPortal (Student Portal)
- The above are all managed by different groups
- Not much more on campus (including top-level website www.uci.edu)
UCI Mobile Web

• Why UCLA Mobile Web Framework?
  – Uses established standards
  – Adopted by other UC campuses
  – Designed to minimize need for mobile apps (resources anyone?)
  – Quick and easy to develop prototype sites.

• Where does UCI go from here?
  – Talk with existing stakeholders (Libraries, OIT, Student Affairs)
  – Training session (visit from Eric Bollens)
  – Establish contacts with other departments
  – Push a mobile uci.edu main site live
UC Santa Barbara
Campus Update

• UCSB is starting to explore mobile web:
  – UCLA MWF
  – Hosting options

• There is a high level of interest towards mobile web development
  – high number of attendance of the 2 campus-wide mobile web development presentations
  – once the hosting option has been set, there should be more activities to report from UCSB.
Thank you for listening.