UNIVERSITY of
MOUNT UNION
Be Exceptional

Policy Type: Administrative
Applies to: Faculty, staff

POLICY DATES

Issued: October 2016
Revised:
Edited:
Reviewed:

The University of Mount Union officially supports four institutionally-sanctioned mobile apps. In most cases, these mobile apps will provide members of the university campus with sufficient information and usability. However, should you feel that these apps do not meet your needs, please follow the request process below. Collectively, the Office of Information Technology and the Office of Marketing will process your request.

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Definitions

Term	Definition

Policy Details

I. Mount Union was an early adopter of social media as a marketing and communication tool and currently shares campus news, event details and the accomplishments of faculty and staff members, alumni and students across a variety of social media platforms.

As an extension of this social presence, we maintain a number of mobile apps in order to better serve our students, faculty and staff and keep them as informed and up to date as possible. As of September 1, 2016, the University of Mount Union officially supports four institutionally-sanctioned mobile apps.

II. Official mobile apps are as follows:
    A. University of Mount Union Ellucian App
        1.   Download: iOS App Store | Google Play Store

    B. Mount Union Purple Raiders Front Row Presto App
        1.   Download: iOS App Store | Google Play Store

    C. Mount Union Guidebook App [*coming soon]

    D. GET App
        1.   Download: iOS App Store | Google Play Store

III. **Functionality**
Currently, our mobile apps provide the following functionality:

Applies to: Faculty, staff

- Academic calendar
- Athletic scores/news
- Billing
- Brightspace (D2L)
- Campus map
- Channel lineup
- Course schedule
- Directory
- Emergency and important phone numbers
- Feedback
- Grades
- Hold notifications
- Library catalog
- Menus and ordering for B&B and KHIC Start Café menus
- Performing arts tickets
- Portal to university's website
- PurplePlus vendors and discounts
- PurplePlus fund management
- Social media and blog feed
- To-do list
- University news

These lists are subject to change. For an up-to-date listing, please contact the Office of Marketing.

IV. Requesting an Official Mobile App

In most cases, the official Mount Union mobile apps will provide members of the university campus with sufficient information and usability. However, should you feel that these apps do not meet your needs, please follow the request process below. Collectively, the Office of Information Technology and the Office of Marketing will process your request

PROCEDURE

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Request:
Individuals must submit their formal request in writing to the Office of Marketing *only after* obtaining approval of the vice president of their respective office or department. Please address/include the following in your request:
- Title of proposed mobile app or function
- Short description
- Specific goals for the app or function
- Requirements (include features and functionality)
- Written approval from area vice president

Responsibilities

Position or Office	Responsibilities
Assistant Director of Academic Marketing	Share request with Assistant Director of IT for Instructional Technology, Director of IT and VP for Marketing. Collectively approve or disapprove.
VP of Marketing	If approved and necessary, VP for Marketing will take request to President's Council for final approval.

Applies to: Faculty, staff

Contacts

Subject	Office	Telephone	E-mail/URL
Assistant Director of Academic Marketing	Marketing	330-823-4373	**marketing@mountunion.edu**
VP for Marketing	Marketing	330-823-6092	**marketing@mountunion.edu**
Assistant Director of Instructional Technology	IT	330-823-2854	**IT@mountunion.edu**
Director of IT	IT	330-823-2854	**IT@mountunion.edu**

History

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.

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