



BESAC 2011 EDUCATING INSTRUCTORS ON 21ST CENTURY BUSINESS AND INSTRUCTIONAL TOOLS: MOBILE APPS IN ACTION

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Collaboration between Community College &
ROP/High School

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A Few Mobile Devices

► iPhone, iPad , iPod Touch

Android

Blackberry



Mobile Apps

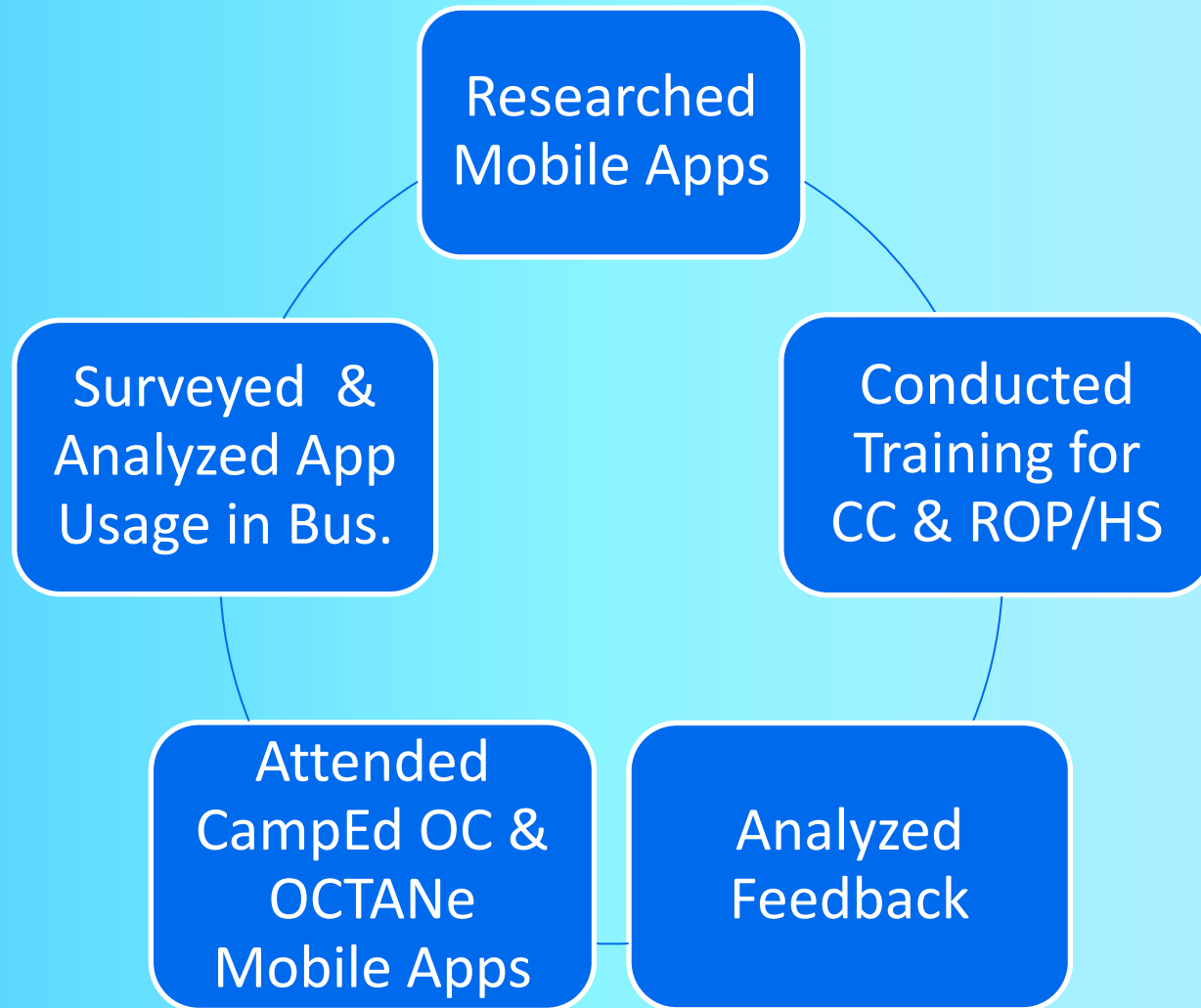


- Mobile applications (“apps”)
 - Small applications which are downloaded to mobile devices for a specific purpose
 - Educational
 - Productivity
 - Many apps require an Internet connection
 - Data service plan
 - Wi-Fi
 - Download from
 - App Store (iPhone, iPod Touch, iPad)
 - Android Market
 - Blackberry App World

Importance of Mobile Apps

- Over 500 million apps downloaded to date
- \$7 Billion App Revenue Est. 2010
\$30 Billion App Revenue Est. 2013
- Mobile computing will be one of the most significant emerging technologies in education during the 2010-2011 school year.
- Steve Jobs and Bill Gates are predicting the transition from PCs to mobile devices as the foremost utilized tools for commerce, communication, and socialization.

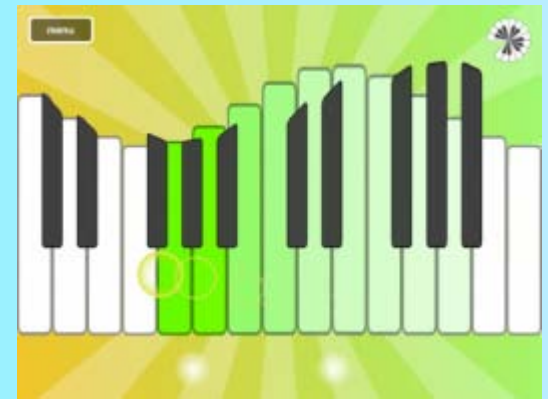
Role of Mobile Apps in the Business and Educational Arenas



Countdown

Researched
Mobile Apps

- 40 Magic Piano \$0.99 iPad only
- 41 College Guide \$2.99
- 42 Star Chart \$2.99
- 43 GoSkyWatch
- 44 World Book - This Day in History
- 45 History: Maps of the World
- 46 Constitution
- 47 Google Goggles
- 48 The Elements
- 49 1Password Pro



Countdown

- 30 MindNode \$5.99
- 31 Outliner \$4.99 (Free also)
- 32 Documents to go Premium Office Suite \$16.99
- 33 Printershare
- 34 Dictionary.com
- 27 NASA/NASA HD
- 36 Google Earth
- 37 Lynda.com
- 38 Periodic
- 39 Formula HD



Countdown

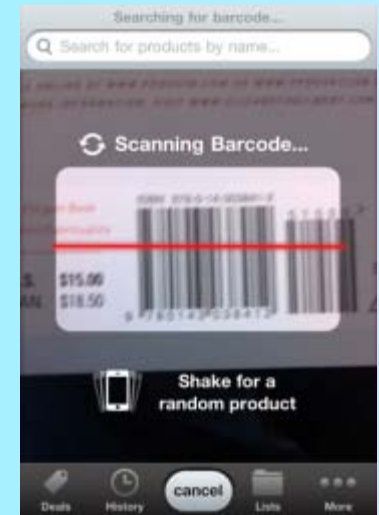
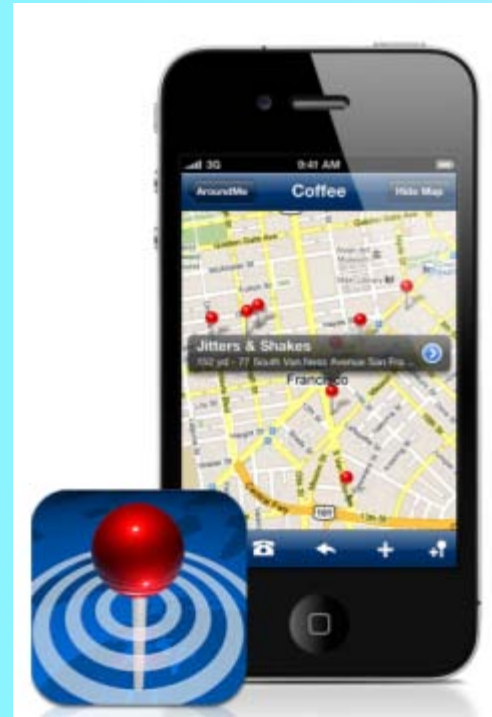
- 19 Sundry Notes
- 20 GoodReader \$2.99
- 21 JotNot Pro \$0.99
- 22 eTextbooks by CourseSmart
- 23 Nolo
- 24 Free Books
- 25 Kindle
- 26 Flipboard
- 27 IVC or Saddleback Mobile
- 28 Pulse News Reader
- 29 Ted



Countdown

Surveyed &
Analyzed App
Usage in Bus.

- 11 Four Square
- 12 ShopSavvy
- 13 Salesforce Mobile
- 14 Audible
- 15 Newsaddicted
- 16 Real Time Stocks
- 17 Mint.com
- 18 Around Me



Stand up if you know...

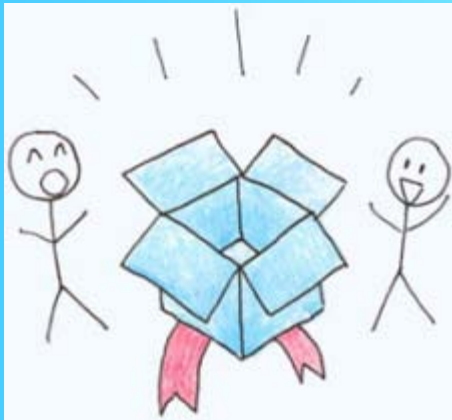
What is the
number 1
paid iPhone app?



Countdown

9

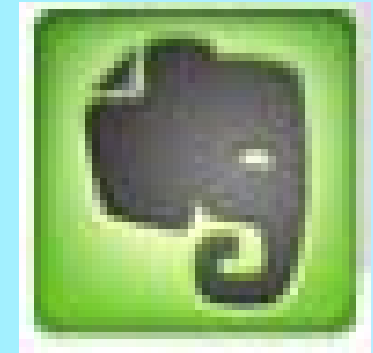
Dropbox



Researched
Mobile Apps

10

Evernote



- ✓ iPhone/iPod Touch/iPad
- ✓ Blackberry
- ✓ Android
- ✓ Free
- ✓ Educators
- ✓ Students
- ✓ Administrators
- ✓ Classified Staff



Countdown

Dragon Dictation

- ✓ iPhone/iPad
- ✓ Free
- ✓ Educators
- ✓ Students
- ✓ Administrators
- ✓ Classified Staff

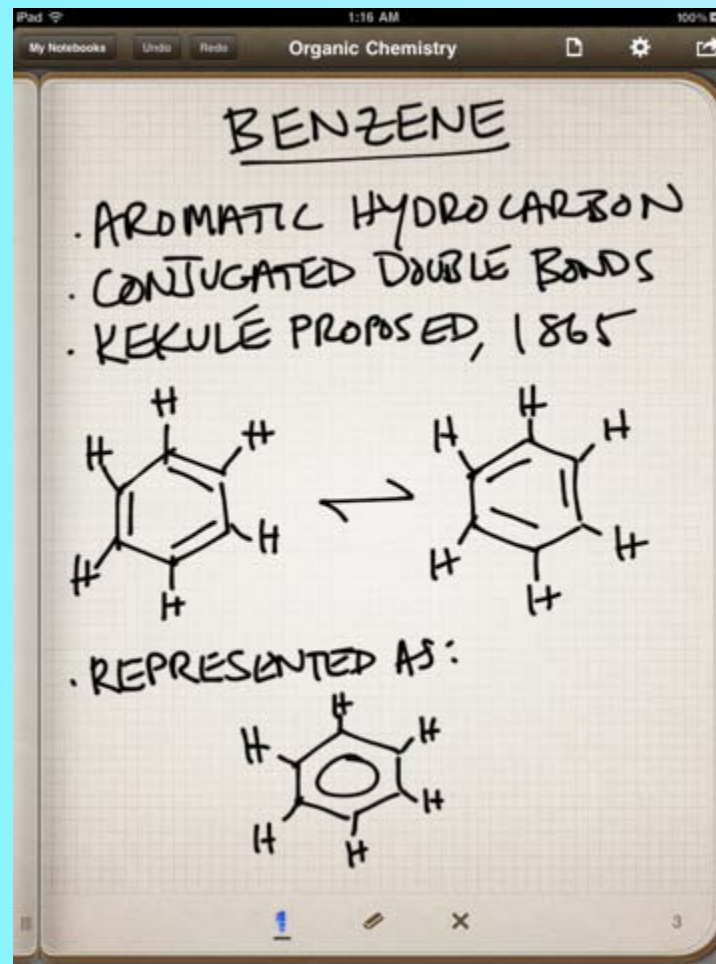




Countdown

Penultimate \$0.99

- ✓ iPad
- ✓ Educators
- ✓ Students
- ✓ Administrators
- ✓ Classified Staff





Teacher Pal

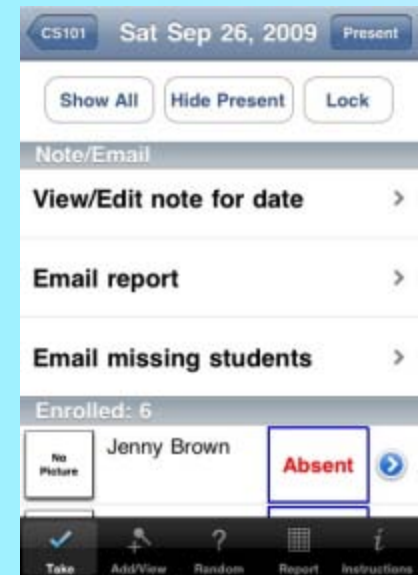


Countdown



Attendance \$4.99

- ✓ iPhone/iPod Touch/iPad
- ✓ Educators



Countdown-Study Tools

4

Cram \$3.99

- ✓ iPhone/iPod Touch/iPad
- ✓ Blackberry
- ✓ Educators
- ✓ Students



<http://www.simpleleapsoftware.com/promo/iphone.mov>

Countdown-Students

2

3

iStudiez Pro \$2.99

iHomework \$1.99

- ✓ iPhone/iPod Touch/iPad
- ✓ Students

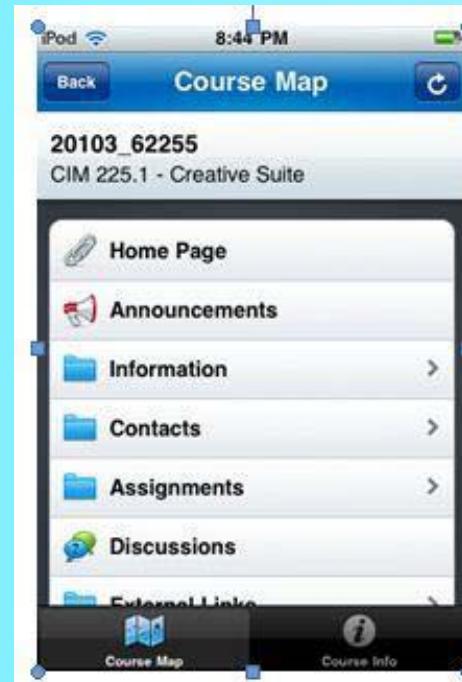


Countdown - Educational

1

Blackboard Mobile Learn

- ✓ iPhone/iPod Touch/iPad
- ✓ Blackberry
- ✓ Android
- ✓ "South Orange..."
- ✓ Educators
- ✓ Students



Mobile Apps for Educator Workshop

January 24, 2011

Conducted
Training for
CC & ROP/HS

- 2-hour workshop
- 26 IVC Faculty, Staff, Administrators, and students attended
- 22 Coastline ROP/High School Faculty, Staff and Administrators attended
- Total: 48



Feedback from Training Participants

Analyzed Feedback



IVC

38% Instructors
8% Classified Staff
23% Administrators
31% Students



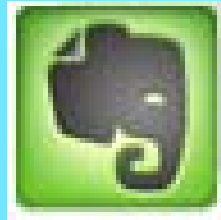
Coastline ROP/HS

65% Teachers
26% Classified Staff
9% Administrators

Feedback from Training

Voted Most Useful & Intriguing Apps

IVC



- 1 Evernote (12 votes)
- 2 Google Goggles, Dropbox (8 votes)
- 3 Printshare, Ted, Blackboard Mobile Learning (7 votes)
- 4 Documents to Go, Dictionary.com, Google Earth, Lynda.com, Flipboard, Dragon Dictation, Penultimate (6 votes)
- 5 Pulse News Reader, Jotnot Pro (6 votes)

Coastline ROP/HS



- 1 Ted (18 votes)
- 2 Penultimate (11 votes)
- 3 Google Goggles, Dragon Dictation (10 votes)
- 4 Documents to Go, Dictionary.com, Print Share, Evernote, Cram (9 votes)
- 5 JotNot Pro, eTextbooks by Coursesmart (7 votes)

Analysis of Feedback from Training

Action	IVC	Coastline ROP/HS
Use one or more of the Apps presented for teaching	38%	48%
Use one or more of the Apps presented for personal use	54%	48%
Talk to other educators/colleagues about Mobile Apps	31%	61%
Talk to my students and/or children about Mobile Apps	54%	65%
Seek to learn more about Mobile Apps through sharing, reading, research or workshops	77%	74%

Survey of App Usage in Business

Surveyed &
Analyzed App
Usage in Bus.

Goals

1. Which mobile app devices do they use?
2. Which mobile apps do they use for professional and work-related purposes?
3. Which mobile apps do they use for personal purposes?
4. What are their thoughts on mobile app usage in the work place?



Survey of App Usage in Business

How?

- Paper-based version
- Online version on Survey Monkey



How many responses?

- 42 responses analyzed

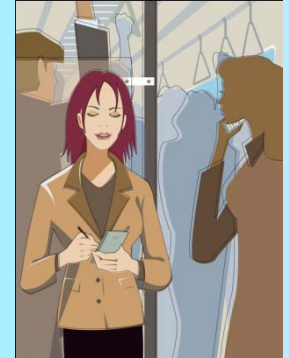


Who were the survey responders?

- Orange County and San Diego area Business professionals

Survey of App Usage in Business

Which mobile apps do business professionals use the most for...



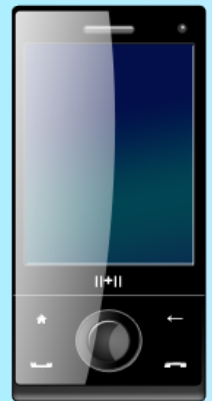
Daily work-related activities?

Email, internet, navigation, calendar & notes 63%
(43% email)



Daily personal activities?

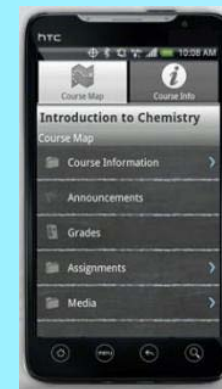
Internet, navigation, weather, calendar & notes 86%
(48% internet)



Survey of App Usage in Business

Which of the following mobile devices do you use for work related activities?

iPhone, iPad, iPod Touch	44.4%
Blackberry	38.9%
Android	36.1%
Other (HTC, Gzone, Palm, etc.)	21.4%



Survey of App Usage in Business


Thoughts about mobile app usage in the workplace?

A must indispensable, can't do without them	40%
Useful but not essential	40%
Not very important	8%
Will be essential in the near future	28%

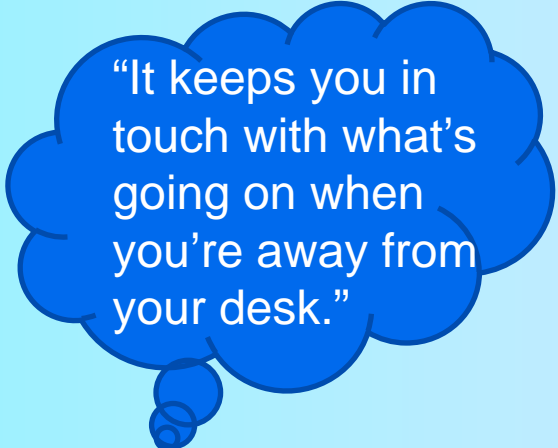
Survey of App Usage in Business

Role of Mobile Apps Usage in the Workplace

- “As people become more familiar with the uses and use becomes widespread, it will become essential. My children’s school is already headed in that direction with the requirement to have an iPad to use school apps.”
- “Mobile apps should only be used by employees who are constantly out of the office or on the move. Otherwise, this device can be counter productive.”
- “While my job is heavily phone intensive and does not benefit from apps all that much, I believe most of the working population will have great use for phone apps...”
- “More! More! More! We are testing iPads – the drawback...security issues.”
- “Myself and the majority of my co-workers are not ‘equipped’ yet.”



“Mixed blessing, now 24/7 and now 24/7”



“It keeps you in touch with what’s going on when you’re away from your desk.”

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MOBILE APPS IN ACTION

Questions?

<http://st3w.ivc.edu/rmathur/besac/>

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