



West Los Angeles College

Case Study

Overview

West Los Angeles College ("West") is an ACCJC accredited California Community College located in the Los Angeles suburb of Culver City. The school has an active student population of nearly 11,000 regular and extension students, 110 full-time faculty, more than 300 hourly faculty and 112 classified staff.

The College awards more than 600 degrees and certificates annually in 39 different fields. More than 60% of Associate Degree graduates transfer to four year colleges each year.

Each semester, the college offers nearly 1,000 classes in 12 different academic disciplines. West students reflect the diversity of the service area, as well as general trends in education and the economy. In the Fall of 2014, 53% of students were under the age of 25; another 26% were between 25 and 34 years of age. Students are 7% Asian/Pacific Islander, 32% African American, 44% Hispanic, and 13% White.

The Challenges

The leadership at West recognized their students' overwhelming preference for mobile communications, so the school sought a way to deliver access to important student support resources directly to their smartphones and tablets. And students needed help navigating the school's 70-acre campus.

The Solution

After considering many options, the school chose to implement the **e2s Mobile** campus engagement app from Engage2Serve. Functions offered within the app include:

- Campus news feeds
- Single click access to the school's student portal and mobile-friendly site
- Staff directory
- Searchable schedules
- One-click access to the school's LMS system
- Frequently Asked Questions enabling student self-service
- Easy access to a host of resources for enrolled students
- A direct link to campus security information and contact options
- Online mapping with location-based directions to academic buildings, administrative offices, athletic and dance facilities, event locations, dining options, and parking
- Mobile alerts for sending important messages that are far more likely to be seen by students than emails.

The e2s platform comes with an elegant design studio for the school to create a customized mobile app with its own logo, colors, themes, and icons. The app also has a number of student engagement features that can be turned on anytime by the college, such as an online service desk, event manager, persona-based campaigns, polls etc. Engage2Serve, a leader in the student mobility solutions space, offers great flexibility, scalability and product roadmap, and a powerful staff portal to manage and track the mobile app usage by students.

"Student input, particularly from those under 30, increasingly called for easy convenient access to West information and services - they wanted an app. Additionally, phone apps are becoming more common among our competing colleges. We could no longer put off this method of connecting with and engaging our students. After trying some home grown solutions and evaluating other vendors, we found the e2s Mobile App. It was a great solution for us - a great blend of a turn-key solution but also very customizable."

"Since deciding to move forward with the e2s Mobile App solution, we received outstanding implementation support from Engage2Serve. We only recently introduced the app to students, and hundreds of them have already downloaded it."

Michelle Long-Coffee

Director of Marketing and Advertising
West Los Angeles College

It's All About Student Experience!



e2s Recruit

Automate Marketing
and Admissions



e2s Retain

Engage and Serve your
Students Better



e2s Connect

Nurture your Alumni

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