Tablet is the New Binder

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Let us start with a story about a boy...
Recently he has been dating a lot...

But knows how to say “no” when he is uncomfortable
He has really started to embrace technology...
Fortunately he was able to order his breakfast at the airport recently.

Now it is just getting scary...
Technology is changing the way we do business

Time to **Innovate** or **Evaporate**

Besides, if a 2 year old can do it, our **clients** can too!
We love a BIG pile of paper

But

If they end up in a bookshelf never to be seen again: are we really creating value?
What are the Pros and Cons of digital?

Pros:
1. Agile
2. Portable

Cons:
1. Adoption
2. Cost

What is holding you back from implementing?
Business Executives Today

- Time-conscious
- Value-driven
- Mobile connected
- Technology empowered

How Business Executives Use Their Mobile Devices

A survey has shown that business professionals would rather give up their morning coffee than their smartphone. Mobile devices are playing an increasingly central role in the way people get work done and stay connected. Checking emails, downloading large files and accessing the Web is now easier and faster thanks to the power and speed of the 4G LTE network. Sprint recently surveyed a group of telecom executives about how they use their mobile devices.

Here’s what they said:

- 67% Use Facebook
- 54% Use LinkedIn
- 25% Have more than 100 songs stored on their personal smartphone
- 45% Will only turn off/silence their phone when asked or required
- 63% Have between 10-50 apps on their smartphone
- 43% Send more than 20 emails per day from their mobile device
- 20% Watch or check sports on their mobile device
- To stay connected while traveling because data speeds are important

*Smartphones: Changing the Way Business People Work and Live (http://blog.ringcentral.com/2016/04/smartphones-changing-the-way-business-professionals-work-and-live/). RingCentral. April 2016. About the Sprint survey: Sprint conducted an online survey among its directors and executives about how they use their smartphones. The survey was conducted from June 18-24, 2013 with 150 independent, 2013 Sprint. All rights reserved. Sprint and the logo are trademarks of Sprint. Other marks are the property of their respective owners.
Decision to test digital program delivery

- Rutgers was launching a new program in Digital Marketing around the same time as iPad release
- Instead of talking about technology, we decided to try it
- Initially the content delivery was simple: PDFs uploaded to the device ahead of time but increased value leveraging a web-enabled device

First iPad launched April 2010
At the beginning (mid-June 2010)

• No one had a tablet in 2010 and required a lot of participant education

• 99 percent of the participants wanted the iPad because they did not already have one (even the Apple haters)

• A large proportion of our staff were adamantly against the transition to digital
Today the iPad is Normal and Preferred

• Today more people BYOD than buy or borrow
• Staying connected and on-demand is the customer expectation
• Over time, the model has evolved to allow for people who bring their own or would like to borrow
Our Digital Learning Environment

Digitally-enabled learning, with all content delivered through a user-friendly, online learning platform offering:

- Course content delivered via iPad
- Mobile access
- 24/7 tech support
- Continual access to all program materials, even after program concludes

Sample screenshots from our Learning Management System (Sakai)
How We Got to Where We Are Today

• Started with a single pilot program and used each delivery of the program as an experiment
• Constantly try new apps or exercises to integrate the technology into the learning experience
• Clearly articulated our vision to the faculty and gave them the tools to evolve their normal methodology
• Lots of internal training to get buy-in from legacy staff and disrupt traditional processes
• Used the value proposition that the technology creates to sell internally and push adoption
What are some of the challenges we faced/face

- Buy v. Bring v. Borrow
- The Apple haters aka the Android faithful
- New hardware and software updates
- Native App v Web App
- Evaluations: Response rate v. Quality of response
- Traditionalists
- WiFi connectivity for custom and international programs
- Shipping to some international destinations
Let me show you a quick program introduction
Questions? Now or later.

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