

Asbed's Intro to the Mobile Workshop
Winter CSG 2010, 01/14/2010

We've all noted in the last couple of years that everyone, everywhere is looking at their smartphone: iPhones, Blackberries, Palms, Androids, myTouches. Sort of like what happened to browsers in the 90s, today mobile customers no longer care about whether their smartphone is a Motorola or a Samsung or a Nokia or whatever. They've moved up the stack to the Apps. And the competition in this arena is heating up: Google vs. Apple, Technos vs. Telcos, AT&T vs. Verizon. You can see it in the commercials. It's all about functionality and pervasive access to that functionality.

So naturally we look at our students: and they're looking at their smartphones; they're facebooking, they're tweeting, they're looking up where their friend is having lunch, they're checking their calendar, they're waving it like a light saber, they're navigating with GPS and so on.

So we ask ourselves: how do we reach them?
If you can't reach'm, you can't teach'm!
We gotta teach'm, that's what we're here for.

So obviously we need to get on their smartphone screens, cuz that's where they're looking.

We're gonna hear from MIT first, Michael. Then Candy Borland from USC; Tim Flood from Stanford. And finally Brett Pollak, from UCSD, our CSG host. Then, after a break, we'll reconvene for a futures and discussion panel.

Panel:

Q: Mobile Devices. Apps, App Stores. Campus Apps. Integration. What's Hot? And what's not? 18 month outlook.

Q: Is the future of eLearning on Smartphones?

Q: Is your student listening in class? Does your institution take a stand on smartphones in classrooms? Is there a place for smartphones in classrooms?

Q: What do your students want to see on Mobile? And... What does your institution want to put on Mobile?

Q: How does your Mobility strategy feed into your institution's Disaster Recovery and Business Continuity plans?

Q: AuthN and AuthZ – AuthX! What does the future look like on Mobile? More specifically: How does the Federation fit Mobile in its plans? Is there a Shib-Mobile?

And much much more...