

Mobile Device Applications

Original Implementation: April 14, 2015

Last Revision: None

Overview

Mobile devices are used to access and provide information about Stephen F. Austin State University (SFA).. Established standards and procedures for developing mobile device applications (commonly called “apps”) will be regularly reviewed to ensure consistent, effective, and efficient user experiences.

A working group with representatives from the Web Development Office (WDO), Steen Library, Center for Teaching and Learning (CTL), Information Technology Services (ITS), and the Office of Student Affairs (OSA) is responsible for delivery platform(s) selection, content collection, and technical development.

The WDO maintains oversight and provides documentation that explains guidelines and procedures for developing mobile applications at SFA. These guidelines and procedures are updated by the working group as necessary and are available on the WDO website (www.sfasu.edu/web-dev/).

Definitions

SFA-related standalone app: a mobile device application that represents SFA or one of its colleges, departments, offices or other units. These applications are subject to guidelines established in the official university Identity Standards Manual.

Procedures

1. The official SFA mobile application (“SFA app”) is the primary mobile application that represents the university. It is designed for use by a wide range of audiences, including prospective students, alumni, and friends of the university. Adding new features to the SFA app is preferred over the creation of new, standalone mobile applications.
 - a. Updates and new features to the SFA app that are proposed by students are coordinated through the Office of Student Affairs with input from the Student Government Association (SGA). Updates and new features to the SFA app that are proposed by SFA faculty and staff members are coordinated through the CTL.

2. Requests for new apps must be submitted using the Standalone Mobile Application Request form. The WDO will review the proposal, determine whether a standalone app is appropriate, and contact the requesting unit. Requests for SFA-related standalone apps must be approved by the appropriate vice president.
3. To ensure consistency, SFA-related standalone apps must be distributed under SFA's official developer account in the appropriate mobile application delivery platform, e.g., iOS App Store, or Android Market. No other accounts may be created to develop or distribute SFA-related standalone apps.

Cross Reference: None

Responsible for Implementation: Vice President for University Advancement

Contact For Revision: Executive Director of Marketing Communications

Forms: Standalone Mobile Application Request

Board Committee Assignment: Academic and Student Affairs