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**ABSTRACT:**

**This bulletin examines the University of Cincinnati’s (UC) strategy for addressing a fundamental shift in communication technologies in higher education and for addressing community expectations for productivity tools on campus. Reviews decision factors, and the business and service models utilized for the introduction of the university’s “UC Mobile” telecommunications program. It describes how an academic institution may link and provide campus applications to an increasingly mobile, electronically oriented constituency which contracts for voice, data, e-mail, and Internet services from commercial providers. \* Note, however, that the author does not explicitly consider the specific implications for academic library applications.\***

- **UC is an urban, research university with approximately 35,000 students and a faculty and staff populations of 14,000: the cell phone, not the laptop, is observed as the “connectivity” device on campus and may offer a transformative technology. IT explores the continued viability of campus corded phones and landlines in comparison to the reallocation of funds to “on-demand” services to serve the mobile community.**
- **A university-managed service is designed for maximum coverage in order to provide tangible and immediate added value: enabled to port existing landline numbers, utilize integrated voice mail, supported by an IT Help Desk, priced below prevailing market rates and linked to a national service so that it functions as a typical cell phone outside the campus and metropolitan perimeter.**
- **As mobile connectivity becomes increasingly desirous and the demand for wireless appliances grows (i.e., “smart phones”), institutions may utilize the emergence of wireless technologies to enhance services to students, faculty and staff, and alumni.**
- **The age of mobility requires higher education to examine certain assumptions about IT infrastructure (e.g., wireless data services, telephone systems). An institutional mobile technology strategy is based on applications faculty, staff and students actually need and that can be delivered on mobile devices. These applications will differentiate the institution and provide a platform to enhance learning and convenience within the campus community.**