

Leading Higher Ed App Developers Join to Close Pervasive Campus Communication Gaps

OOHLALA Mobile and DubLabs join forces as Ready Education to help colleges cut through the email noise; connect students with important campus resources and support

MONTREAL ([PRWEB](#)) August 28, 2018 -- OOHLALA Mobile and DubLabs announced, today, their merger under a new brand – [Ready Education](#). Now the largest provider of mobile apps for higher education, the organization works with over 350 colleges and universities worldwide to more effectively communicate with students and connect them to critical on-campus resources.

Researchers [estimate](#) that 54% of college emails go unread by students, despite the fact that the average college student checks their mobile device over 150 times a day. In response, colleges and universities are increasingly turning to mobile to optimize and personalize communication, to ensure that students are better engaged and connected to resources and support services.

“Today’s college students are the most connected generation ever – but more than three-quarters of college students report feeling disconnected on campus,” said Danial Jameel, CEO of Ready Education. “Going mobile enables colleges and universities to deliver the right information to the right student at the right time – closing communication gaps and helping students engage in campus life.”

Ready Education brings together industry leaders in mobile student engagement to address persistent communications challenges in higher education. In a pilot study conducted at Lindsey Wilson College, first-year students who used their campus app were 17% more likely to return after the fall semester.

“As Generation Z arrives on campus, we’ve found that email is no longer an effective way to engage students in academics or out-of-class life,” said Sonja Daniels, Associate Vice President for Campus Life at San Jose State University. “Our campus app has helped us reach more students in a more timely way – and also given us greater insight into how we can improve the campus experience for students, faculty, and staff.”

Ready Education creates apps that use native mobile technology – including an AI-driven recommendation engine, targeted push notifications, smart calendars, and advanced engagement tracking – to centralize and streamline communication on campus. The platform, which integrates directly with colleges’ Learning Management Systems (LMS) and Student Information Systems (SIS), enables faculty and staff to gather and act upon real-time student feedback to improve campus resources and support services.

The Board of Directors of the new organization will include Troy Williams, Managing Director at University Ventures and former CEO of Macmillan Enterprise Solutions; Liz Murphy, former Chief Client Officer of Ellucian and CEO of CampusWorks; and Manoj Ramnani, founder of DubLabs, who now serves as CEO of CircleBack.

For more information, visit Ready Education’s new website at readyeducation.com.

About Ready Education

Ready Education helps colleges and universities redefine campus communications. We develop mobile apps



that transform the student experience by helping colleges deliver the right information to the right student at the right time. Over 350 institutions rely on Ready Education to seamlessly connect over 1.5 million students with their administrators, their campus, and most importantly, their peers.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).