TFRE Recommendation Form Worksheet
Working Group: Co-curricular (the student experience)

TITLE

Creating a mobile app targeted for JMU student communities of color and commuter students to connect them more efficiently to resources and spaces on campus

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RATIONALE

In a recent meeting with the CAL Student Diversity Council, students of color have expressed that navigating the campus and the many resources available was not an easy process and many did not become aware of these resources until later in their undergraduate experience in their sophomore year. In a recent course titled, Black Spaces, led by Dr. Mollie Godfrey, students developed a project description to help students of color navigate our campus better. The initiative, *Navigate JMU*, offers an intervention on behalf of students of color who attend or plan to attend primarily white institutions (PWIs) in the state of Virginia, and whose unique needs and interests are being underserved in official campus recruitment and orientation materials. The project offers a means of improving the ability of JMU to meet the needs of these students as individuals and as a community. The *Navigate JMU* mobile app would not only lead new students to organizations, courses, events, archival material, and historical locations on campus, but would also act as a concise communication to parents of prospective students of the social, academic, and humanities-based resources available to their children at Virginia schools and can also be accessible to Spanish speakers. Through connecting students of color to one another, as well as to different academic, social, and service opportunities, the app's ability to promote events will extend its relevance beyond campus visits and orientation and throughout the student's experience in higher education. The addition of content from Dukes Weekly throughout the academic year could also be included making event messaging even more accessible for students that do not use email.

RECOMMENDATION

To support the development of this mobile app by:

- allocating funding to create app either by:
  - purchasing through CampusTours platforms with personalized features such as language choices for narration and student commentary during virtual tours (ex: tour.Milton.edu)
  - working with the assistant director at Gilliam Center for Entrepreneurship at JMU to create the app through JMU XLabs or other working group
  - expand Guidebook app to be more comprehensive for an ongoing navigation tool

- messaging support
  - senior leadership can encourage and support the Gilliam Center to move forward with project

SUCCESS

Successful outcomes include, but aren't limited to, the following:

- students will have access earlier in their undergraduate experience to important resources and agencies that help with academic success, and retention goals
- new students of color will feel empowered to find resources on their own as opposed to feeling like they need to ask for help when it comes to identifying safe spaces and personal resources

- using technologies to achieve diversity, equity, and inclusion goals, demonstrates an important investment in our students' experience on campus