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PEPPERDINE UNIVERSITY

Pepperdine Graziadio School of Business uses Yammer to enhance the teaching and learning process, achieving numerous benefits.

Benefits:

> Improve communication and social learning

> Better unite five campuses, programs, and a diverse student body while building a community-wide knowledge base

> Students and faculty discuss coursework, collaborate, and ask questions through Yammer Groups, which greatly enrich classroom discussion

> Users get more out of existing tools, making them more accessible and mobile

Enhancing Learning and Connections In and Out of the Classroom

Pepperdine University's Graziadio School of Business and Management enrolls approximately 2,000 students, many of whom work full time. Connecting and engaging busy students can be challenging, so the business school took a page from Fortune 500 companies: it uses Yammer to foster collaboration, enhance learning, and forge tighter relationships among students, faculty, staff, and increasingly, alumni.

The Yammer Solution

In 2010, the school integrated Yammer into Graziadio's Learning Environment and Network (GLEAN). Since then, Yammer has been virally adopted by most business school students, faculty, and staff.

"We knew students wanted broader engagement, but we did not anticipate how much they'd help each other with logistical questions, IT support, business contacts, professional advice, and moral support," says Director of eLearning Susan Gautsch. "We also didn't anticipate the social power of Yammer, which psychologically bridges online and face-to-face experiences. It creates a strong sense of community, regardless of students' schedules or where they're studying."

Students from Graziadio's Master of Science in Organizational Development program, who come from six countries and only meet five times over two years, stay engaged using Yammer: one class of 35 students has collectively posted 6,000 messages over an eight-month period.

One popular Yammer implementation is what the business school calls Peer Connection. "It's student driven," Gautsch explains. "They use it to get to know each

Susan Gautsch
Director of eLearning
Pepperdine

" Yammer enhances student engagement, the number-one predictor of success. Students come into the classroom better prepared and ready to delve into the meat of their courses. "

Industry
Education & Public Sector

Employees
5,000

Founded
1969

Region
North America

other and set up affinity groups." For instance, students join the Marketing group to network and swap ideas about industry news and course topics.

The school's faculty also put Yammer to good use. Many have set up private Yammer groups to facilitate and deepen class discussions. Another popular program is Classrooms Across Borders, a way for faculty to share their expertise. Students can follow topics or professors, who post open questions or share articles to generate online discussion. "It's a great way for faculty to have more of a presence, to get what they do out there to the wider student body," Gautsch observes.

Yammer is also popular with staff. Academic advisors use it to communicate broadly, answering questions and sending out updates on everything from upcoming meetings to traffic snarls that may make it hard to get to campus. "Our deans are getting online more and more to engage with students and alumni, which they appreciate," Gautsch observes. She adds that, "Alumni are a growing part of our network, since students who use Yammer want to keep using it to stay engaged with the university after they graduate."

THE RESULTS

> **An end to communication silos.** Yammer allows faculty, staff, and students to communicate across departments and campuses.

> **Deeper connections.** Professors and staff use Yammer to expand on classroom discussions and tighten ties with students and each other.

> **New networking opportunities.** Full- and part-time students make cross-program connections and network with alumni through topic-driven conversations.

> **An ever-growing data repository.** Due to its search functionality and ease of contributing content, Yammer is a valuable living knowledge base.

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Susan Gautsch
Director of eLearning
Pepperdine

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We conducted a thorough evaluation of the best collaboration tools, and Yammer made the most sense. Simply put, it's an exceptional tool for connecting students, faculty, and staff.

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ABOUT YAMMER

Yammer (https://about.yammer.com) is a best-in-class Enterprise Social Network (ESN) used by more than 500,000 organizations worldwide – including approximately 85 percent of the Fortune 500 – to connect and communicate. Yammer brings together employees, content, conversations, and business data in a single location. Founded in 2008, Yammer was acquired by Microsoft and is available with Office 365, to deliver a comprehensive, seamless social experience across the applications people already use.

For more information about Pepperdine: bschool.pepperdine.edu
For more information about Yammer: https://about.yammer.com

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