

Amazon Alexa: A Tool to Compliment Teaching in Education Handout

Alexa Overview

- Created by Amazon – Artificial Intelligence
- Alexa devices: Amazon Echo, Amazon Echo Show
- Most common usage – listening to music, checking the weather, news updates

Park University Alexa Skill

- Launched in April 2018 – 4,000 users
- Over 400 Commands - Library Support, Prospective Military Students, Student Retention
- Departments: Athletics, Career Development, International Center for Music, Student Success

First-Year-Seminar Alexa Pilot

- Students received Echo Dots/Class received Echo Show
- Use cases – campus events, flipped classroom
- Campus scavenger hunt, schedule advising appointments, library research for core assessment

Alexa Academic Roadmap

- Greater access to student services – increased connectivity across the university
- Growth in Alexa devices and jobs – video streaming, Alexa app development positions
- Meet students where they are – Millennials and Generation Z

Alexa Staff Roadmap

- Automating processes – focus on higher level tasks, increase efficiency
- Greater responsiveness – provide student services faster, serve a new generation of students
- Machine learning – machine learns responses

Alexa Best Practices

- Identify early adopters who are willing to experiment with Alexa
- Partner with the information technology department
- Create a plan for future success – inform stakeholders, share results

Additional Resources

- Jenzabar, 2019, “The New Roommate on Campus”
- Laura Ascione, 2019, “Voice Technology: The Latest Technology Trend in Higher Education
- Lindsay McKenzine, 2018, “Alexa, What’s the Deal With You, Anyway?”

