

Transforming Mobile Engagement

Ex Libris campusM ▪ sales@campusM.com

ExLibris
a ProQuest Company



Trends

Ex Libris
The bridge to knowledge

University Apps Are In Need



Takeaways for Higher Education:



https://www2.deloitte.com/uk/en/pages/public-sector/articles/how-do-todays-students-use-mobiles.html

© 2017 Ex Libris | Confidential & Proprietary

Emerging Personalized Services

*"**Personalization strategies may also help improve student retention**… personalized technology can act as a tutor, guiding and instructing students as they progress through assignments. This personalized educational approach focuses on student needs"*



http://www.gettingsmart.com/2017/01/higher-education-learning-trends-in-2017/

Understanding the Power of Data

"predictive analytics fueled by student data have helped advisors to bring their retention rate up to 95 percent… It turns out students actually don't mind that universities are collecting more information on them than ever before"



http://www.edtechmagazine.com/higher/article/2016/12/5-biggest-higher-education-tech-trends-2016

© 2017 Ex Libris | Confidential & Proprietary

Secure, Reliable and Hosted Environment

"Cloud adoption is growing quickly in the higher education sector, and 81 percent of IT leaders in higher ed say they will be spending even more money on cloud services next year… **The next few years will see even more growth to the cloud**"



http://www.edtechmagazine.com/higher/article/2016/12/5-biggest-higher-education-tech-trends-2016

Differentiate or Die

"Many less-selective, four-year institutions are struggling with declining enrollments…This large swath of four-year institutions need to quickly find a solution to lackluster admissions numbers… ***is technology the answer?****"*



http://www.edtechmagazine.com/higher/article/2016/12/5-biggest-higher-education-tech-trends-2016

Mobile Apps Dominate Students' Life

*"It is **easier to communicate** with fellow colleagues that are within your course. It is an effective method of team and group work."*

*"It **connects me to people** across the world and gives me a platform to express opinions."*

*"I use it all the time, it allows me to communicate with my friends easily and to show them bits of my life that I **couldn't show them with text messages** only"*

*"It really helps to have a free messaging app that keeps me connected to my family and friends, **no matter where they are and what device they use.**"*



*"It's fun and a good way to connect with friends. The new filters have improved it massively and made it an **exciting app to use**."*

*"It is entertaining (watching videos, sharing photos) and **educational** (reading articles)."*

*"I can browse through photos of the people I follow and **get inspiration** for new places to go and new food dishes to try/cook."*

*"It allows me to **keep in touch with** friends and see what they're up to and also let other people know what I'm up to."*

Understanding the Digital Lives of University Students, campusM and Alterline Market Research, http://bit.ly/2nfZHFq

© 2017 Ex Libris | Confidential & Proprietary



Challenges

ExLibris
The bridge to knowledge

Complex Environment

Users	Departments	Services
Students Staff/Faculty Prospects Alumni Visitors/Guests	CIO Provost IT Student Affairs Alumni Services Communications Teaching and Learning Library	SIS LMS Library Email Directory Emergency News Timetable Grades Dining Bookstore PC Availability Athletics Events Maps Transportation Parking Guides

X X

© 2017 Ex Libris | Confidential & Proprietary

Functional Areas

What wasn't working

- Multiple apps
- Non-contextualized services
- Static content
- Limited engagement
- Generic engagement services
- Inconsistent user experience
- Lack of insights
- Onetime, snapshot effort
- Painful deployment, maintenance

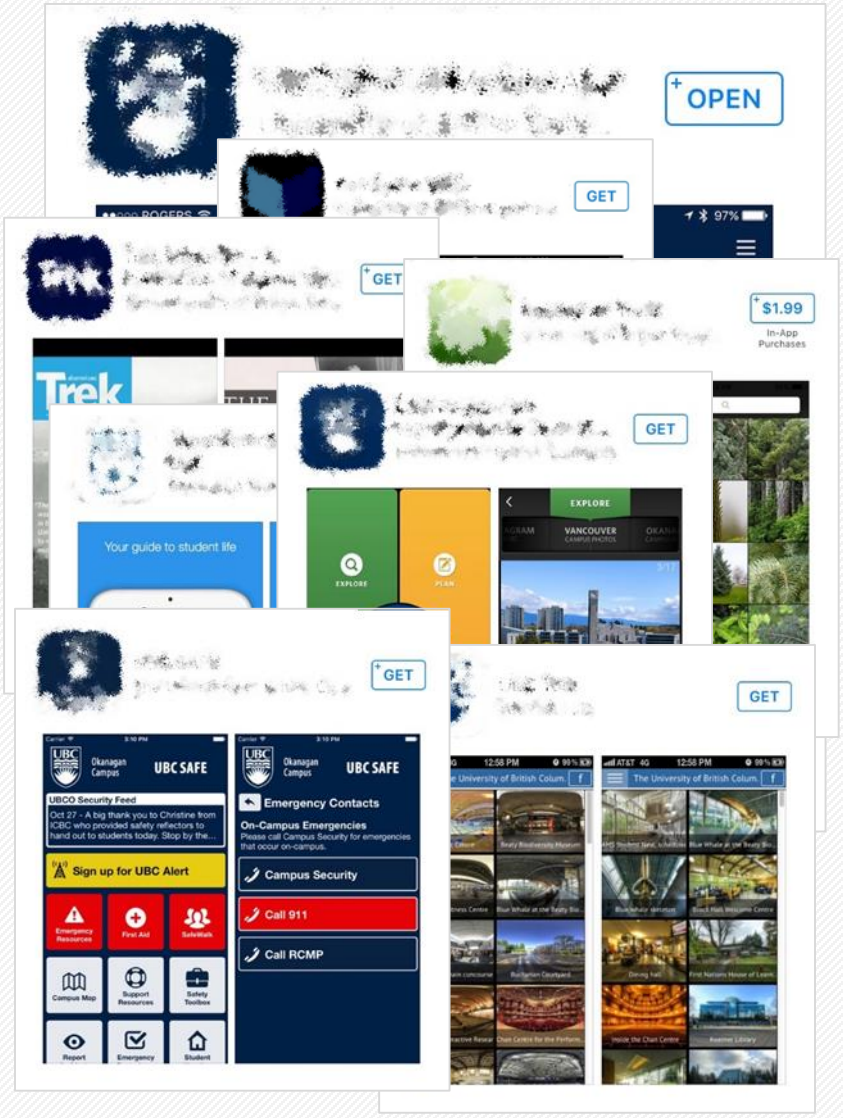
© 2017 Ex Libris | Confidential & Proprietary

Limited, Static Services





Service-Specific Apps





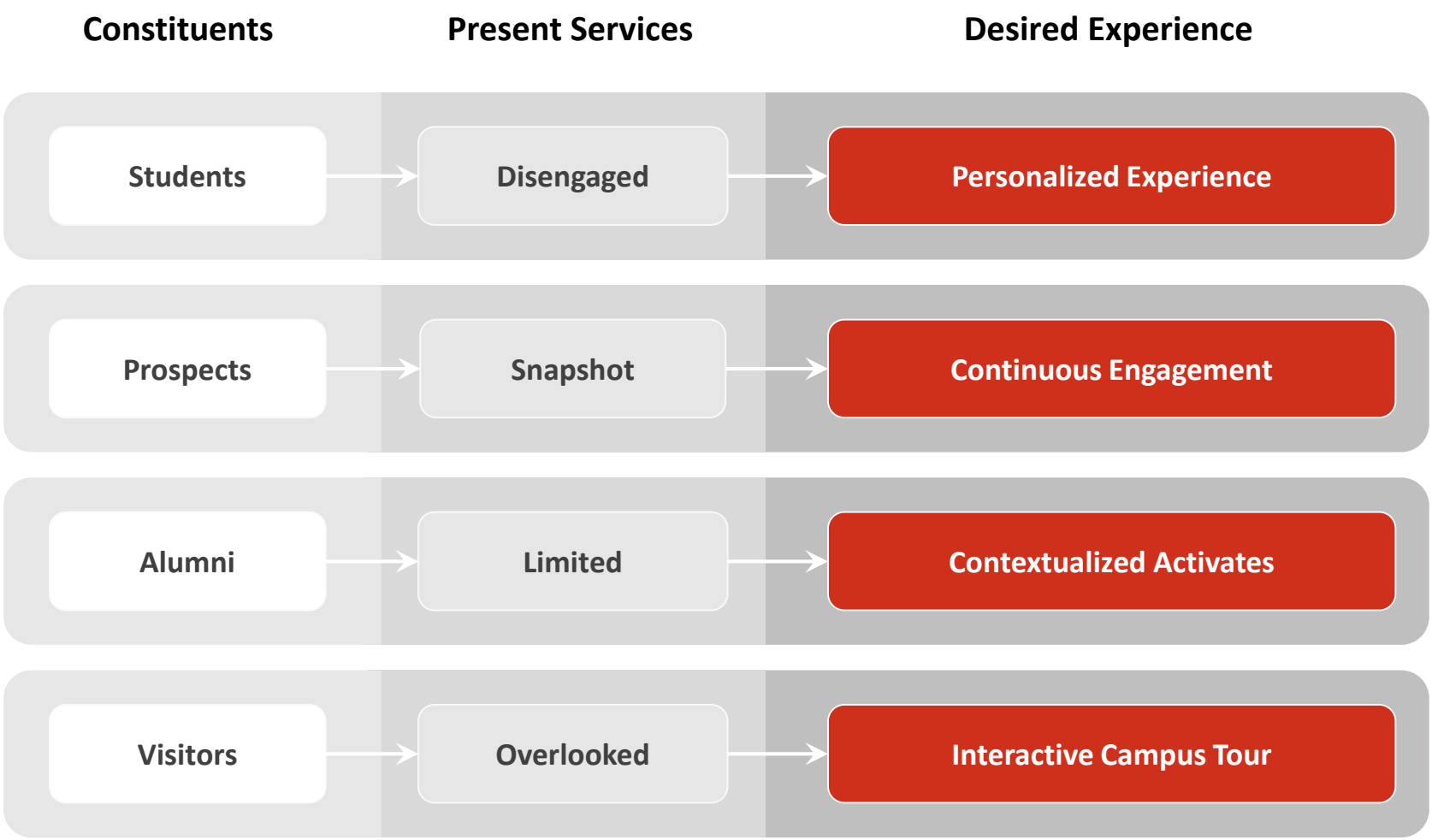


The Goal

ExLibris
The bridge to knowledge

Transform Your Campus Services Into a Personalized Mobile Experience

Road to a Consolidated Mobile Experience



© 2017 Ex Libris | Confidential & Proprietary



How To Get There?

ExLibris
The bridge to knowledge

Road to a Consolidated Mobile Experience

1. **Consolidation**
   Single app for all campus services
2. **Personalization**
   Unique experience for each campus user
3. **Consistency**
   One user experience across devices and access points
4. **Innovation**
   Cutting-edge technology leveraging mobile, personal devices
5. **Insights**
   Constant reiterations based on user engagement

© 2017 Ex Libris | Confidential & Proprietary



CONSOLIDATION

ExLibris
a ProQuest Company

Single App For All University Users

Personalized content and user experience university users throughout their academic life cycle (e.g. prospects, student, alumni)



Admissions



Open House



Alumni



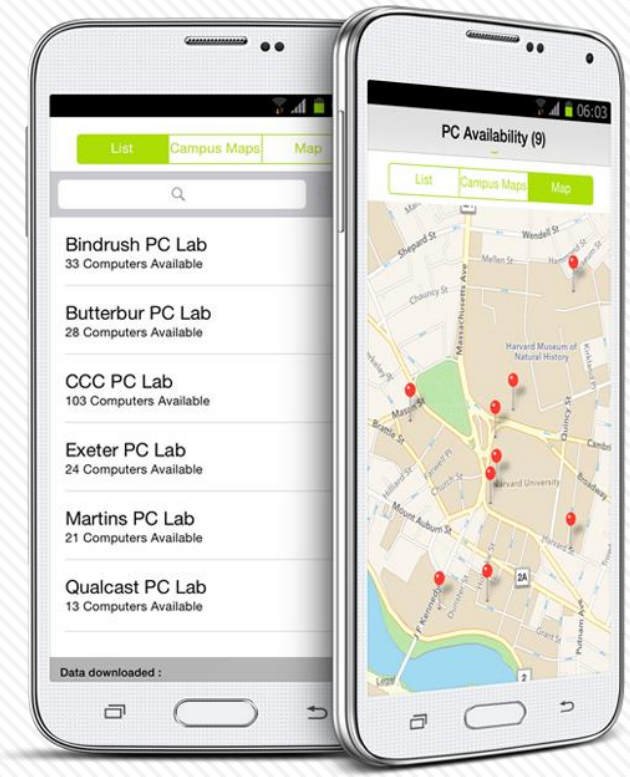
Students

© 2017 Ex Libris | Confidential & Proprietary

Single App For All Campus-wide Solutions

Delivering a single entry point to various sources of information, campusM provides a rich user experience, with more consistent in-platform functionality, increasing the student satisfaction

- Directory
- LMS
- Library
- Timetable
- Student Records
- Finance
- PC Availability
- Campus Maps



© 2017 Ex Libris | Confidential & Proprietary



PERSONALIZED

Personalized Recruiting & Enrollment

Create personalized itineraries for campus visits

Deliver targeted content and notifications throughout the pre-enrollment process

Send notifications at the start of campus sessions



© 2017 Ex Libris | Confidential & Proprietary

Personalized Information in a Moment

Live tiles enable important information to be consumed at a glance

Sport Scores

Todays Calendar

Course Announcements

Assignments Due

Bus Schedule

Library Renewals Due



© 2017 Ex Libris | Confidential & Proprietary

Personalized Information in a Moment

Smartphones allows us to send notifications alerting on important activities such as classes cancelled, books overdue, assignments to complete and more.



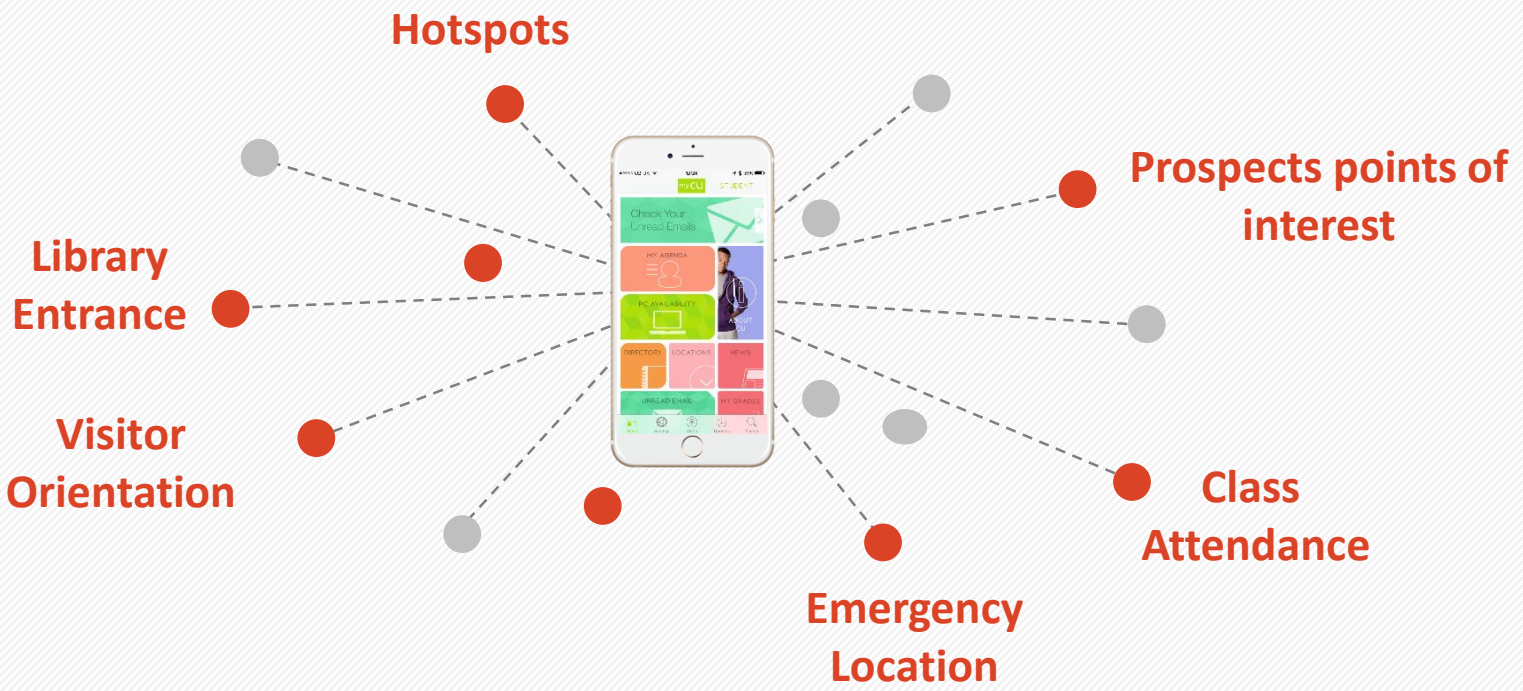
"When we can interact with our data in short bursts via notifications… Apps will become more about information and communications; we're going to think of them as services instead of as windows onto our data"

Mat Honan, WIRED

http://www.wired.com/2014/06/smartphone-notifications/

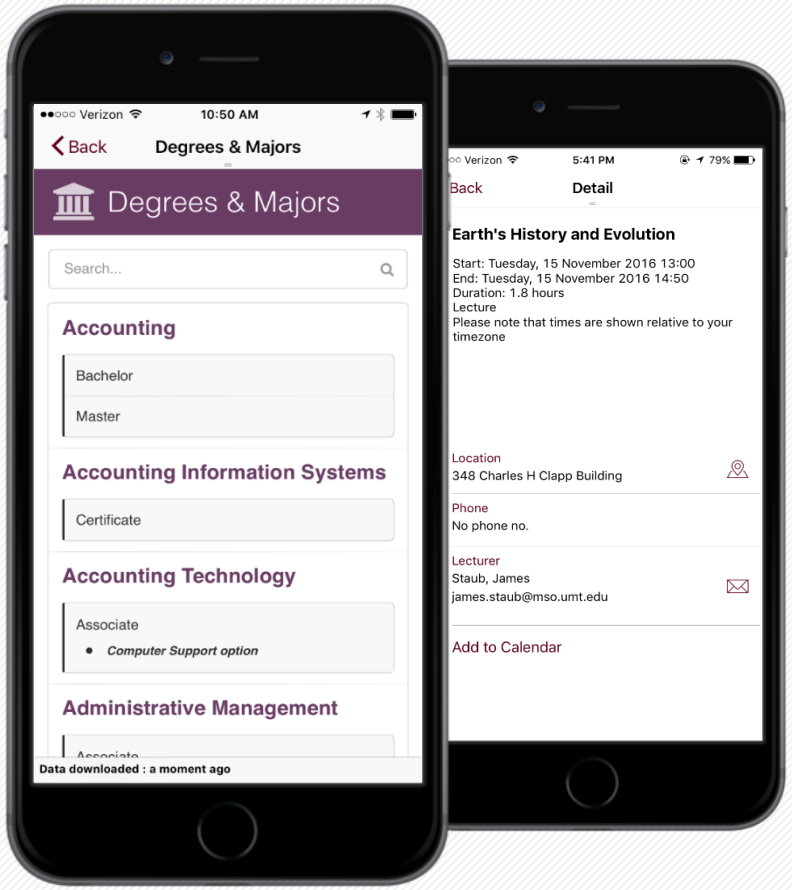
Personalized Contextual Moments

campusM and iBeacons understand users position on a micro-local scale, and delivers hyper-contextual personalized content to users based on location.



Personalized Student Information

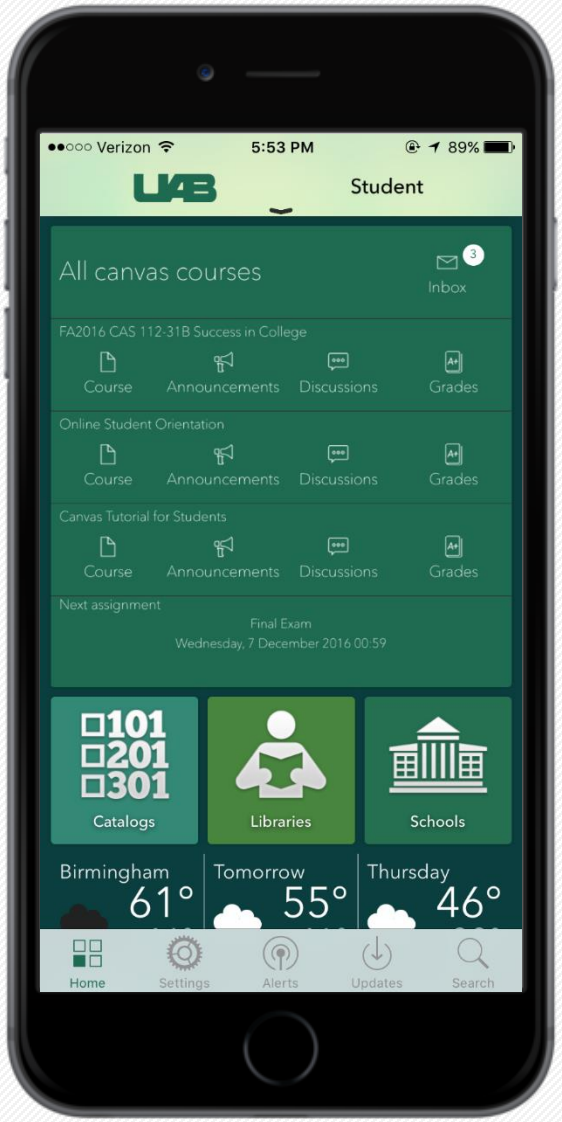
The University of Montana is using campusM to provide its students with information from Ellucian Banner, its student information system, showing degrees, courses and upcoming schedule



© 2017 Ex Libris | Confidential & Proprietary

Course Data in a Single Glance

The University of Alabama at Birmingham delivers student-specific information from Canvas through the campusM app. This allows student to look at their courses data and deep link into the Canvas app with one click only





CONSISTENCY

ExLibris
a ProQuest Company

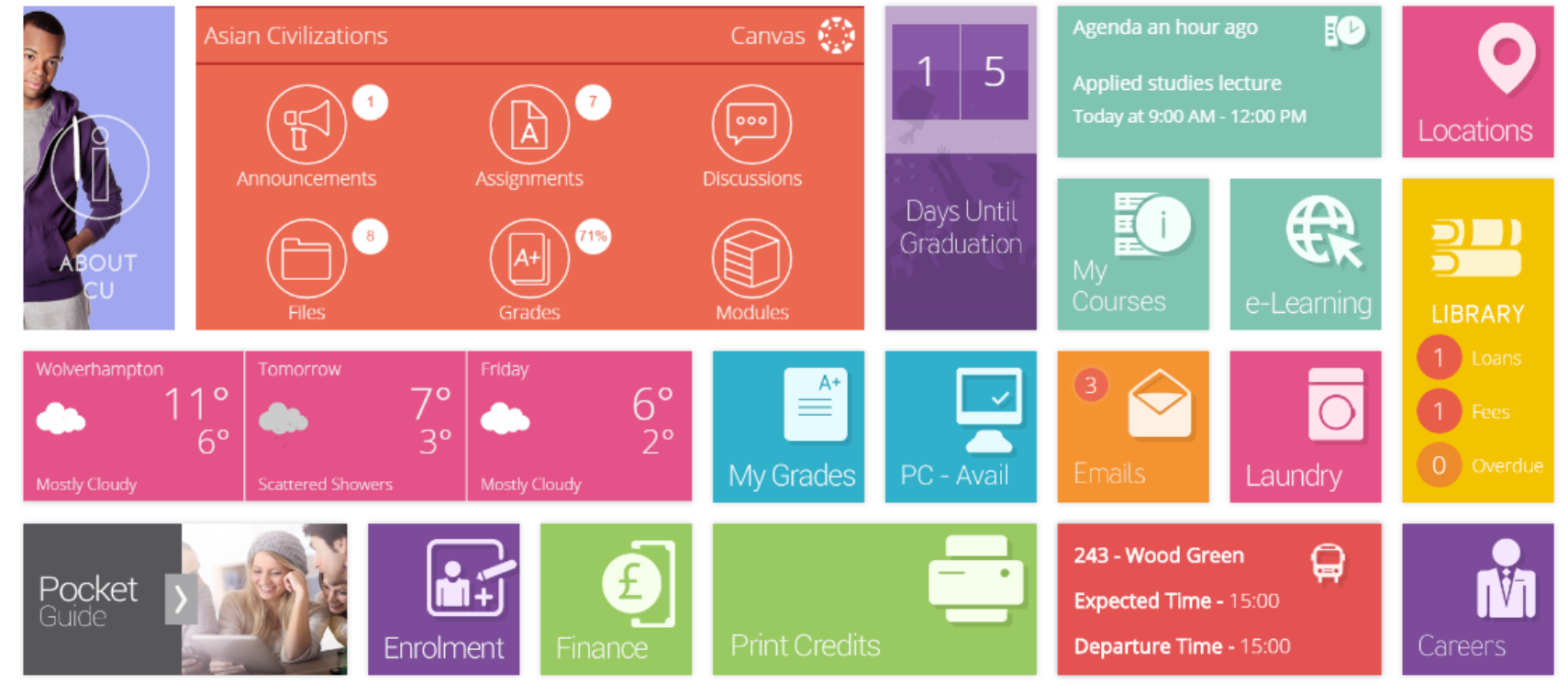
One Experience Across All Devices

Providing a consistent user experience through a mobile app and a matching responsive web interface



Information at a Glance

campusM live tiles will bring students dynamic real-time information within the tiles on their interactive app homepage, reducing their time to get to all university-related information

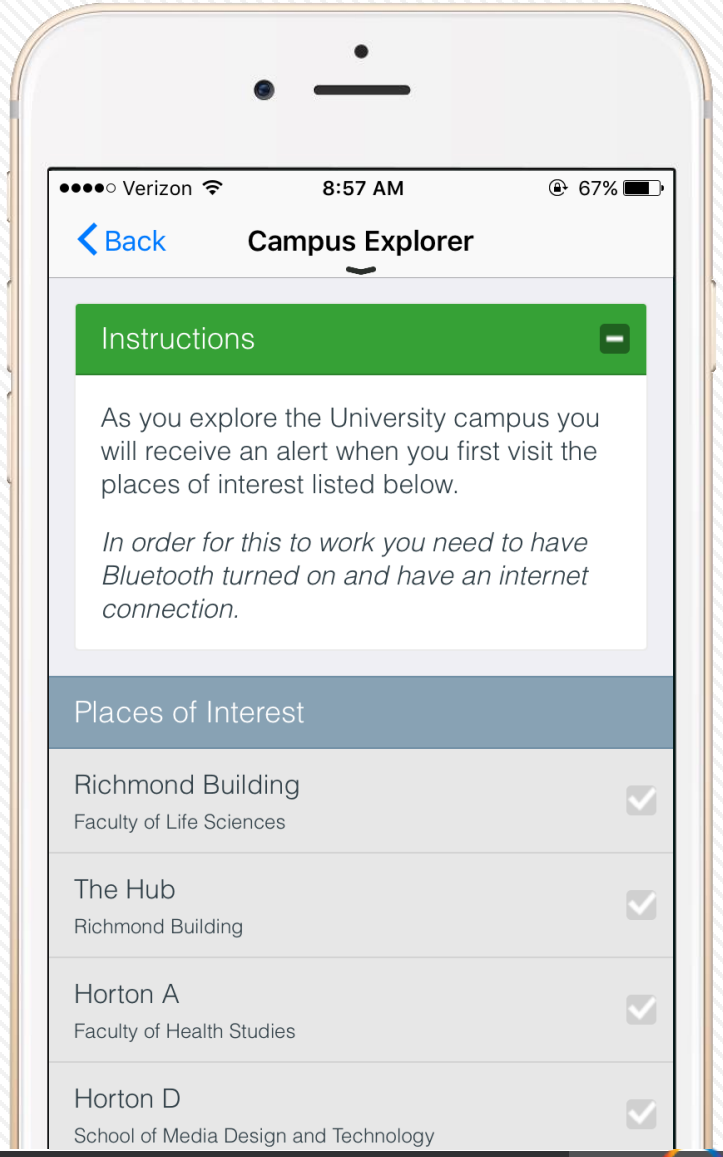



myCU
MY AGENDA
DIRECTORY
ALERTS
LIBRARY
NEWS
E-LEARNING
FINANCE
PC AVAILABILITY
CONNECT TO CU
YOUTUBE
UNREAD EMAIL
TRANSPORT
LAUNDRY
HOUSING
PRINT CREDIT
ABOUT CU
CU Flickr Feed

INNOVATION

Location Based Services

Bradford University is using iBeacons technology to offer prospective students push notifications and additional information as they complete their campus open-day tour



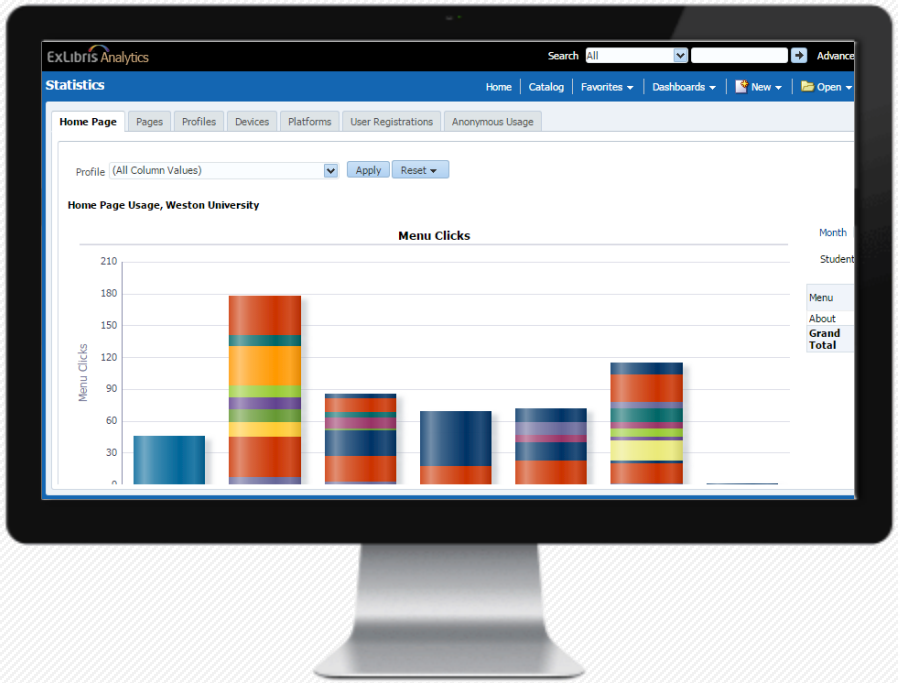
© 2017 Ex Libris | Confidential & Proprietary


myCU
DIRECTORY
ALERTS
LIBRARY
MY AGENDA
NEWS
E-LEARNING
FINANCE
PC AVAILABILITY
CONNECT TO CU
YOUTUBE
UNREAD EMAIL
TRANSPORT
LAUNDRY
HOUSING
PRINT CREDIT
ABOUT CU
CU Flickr Feed

INSIGHTS

Gain Insights

Utilizing campusM Insights, an Oracle Business Intelligence based analytics tool and its extensive interactive reports, universities are able to constantly innovate and adjust to students behavioral changes and ever-growing needs





campusM

ExLibris
The bridge to knowledge

Introducing Ex Libris campusM

Transforming Your Campus Services Into a Personalized Mobile Experience



campusM

1. **Consolidation**

Integrating multiple campus-wide systems and providing maps, directory and more…

2. **Personalization**

Displaying role-specific information and delivering personalized notifications

3. **Consistency**

Delivering iOS, Android apps and a web portal, all with the same look-n-feel

4. **Innovation**

Utilizing technology such as iBeacons to deliver location-based services

5. **Insights**

Providing meaningful information to support engagement initiatives

© 2017 Ex Libris | Confidential & Proprietary

Worldwide Community



Ex Libris campusM – Benefits for your Institution

Support for the Complete Academic Lifecycle	**Integrated Activities Enablement**	**Greater Opportunities for Student Engagement**
Integration With Campus-wide Systems	**Easy App Management**	**Advanced Analytics**
Short Deployment Timescales	**Flexible Framework (AEK)**	**Write-Once, Deploy-Instantly**

© 2017 Ex Libris | Confidential & Proprietary



Getting You There!

ExLibris
The bridge to knowledge

campusM Implementation Flow

Getting Started

1. Transition from Sales to dedicated implementation team
2. Define delivery and success goals
3. Identify institutional challenges and opportunities
4. Identify key stakeholders and customer groups
5. Kick-off meeting to initiate implementation

Implementation

Design

1. Identify & engage key technical resources
2. Explore & define system integrations
3. Explore implementation risks
4. Identify key milestones
5. Develop an implementation plan
6. Define the campusM Statement of Work
7. Connect Layer infrastructure provisioned locally

Build

1. Implement the Connect Layer
2. Implement authentication & access control protocols
3. Develop and deploy the app designs and branding
4. Develop and deploy the static content for the app
5. Develop and deploy the integrations with university systems
6. Define and implement maps and location information
7. Build the native and web apps
8. Key knowledge transfer to customer
9. Testing and signoff by customer

Deploy

1. Native app store submission for approval
2. App release to platform app stores
3. Local marketing of app to students
4. Solution handover to customer
5. Implementation signoff
6. Review and evaluate design & implementation

Life in Production

1. A focus on customer success and return on investment
2. Ongoing support and maintenance
3. Iterative app enhancements
4. Annual health check
5. Access with Central Knowledge center for product information
6. Sharing best practice through a supportive community
7. New releases and product roadmap insight

Documents

campusM Welcome Kit
- Implementation Methodology
- Installation guide
- Implementation Form
- App Store Document

Technical Configuration form
- Maps
- 3rd party integration configurations

Statement of work
- Final Project plan
- Final Integration list

Content
- Brand guidelines
- Static Content

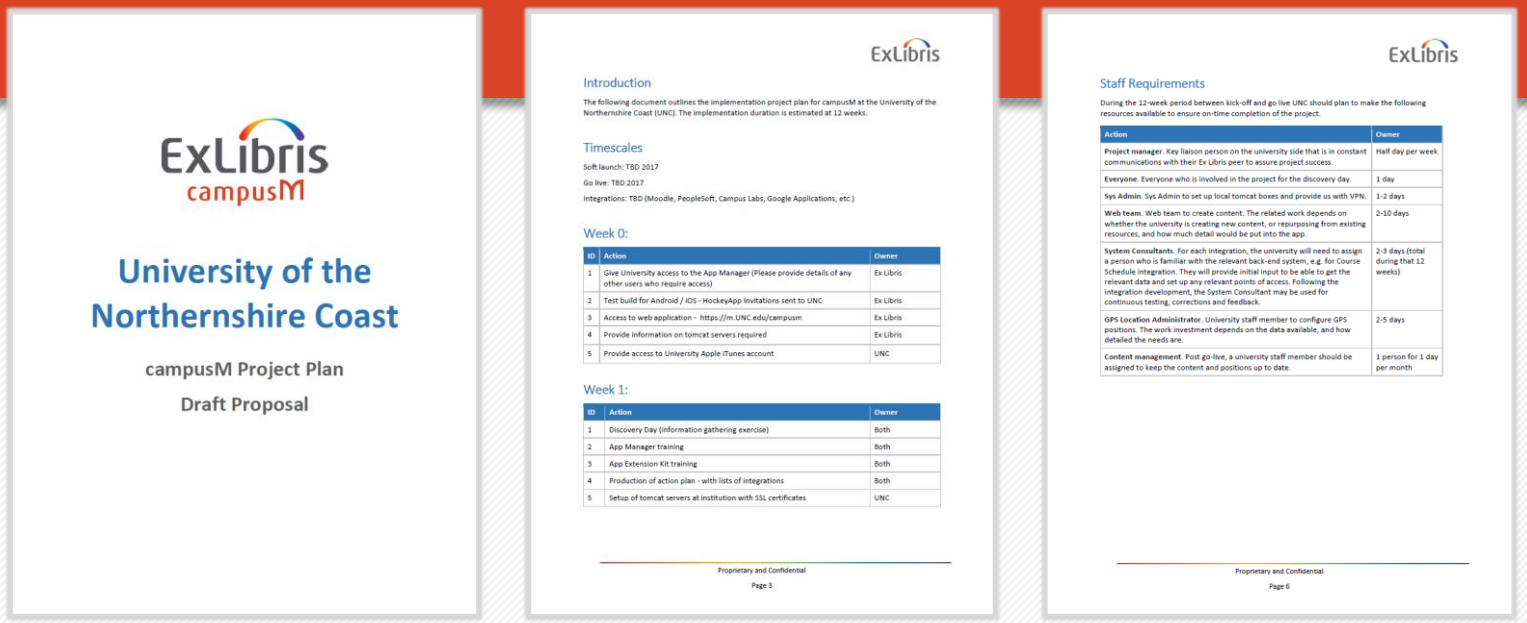
Implementation signoff
- Health check list

- Health check outcomes
- Quarterly uptime reports

©2016 Ex Libris | Confidential & Proprietary

Project Plan Overview

Standard campusM projects are completed within 3 months (from Discovery Day to App Deployment)



ExLibris campusM

University of the Northernshire Coast

campusM Project Plan

Draft Proposal

ExLibris

Introduction

The following document outlines the implementation project plan for campusM at the University of the Northernshire Coast (UNC). The implementation duration is estimated at 12 weeks.

Timescales

Soft launch: TBD 2017

Go live: TBD 2017

Integrations: TBD (Moodle, PeopleSoft, Campus Labs, Google Applications, etc.)

Week 0:

ID	Action	Owner
1	Give University access to the App Manager (Please provide details of any other users who require access)	Ex Libris
2	Test build for Android / iOS - HockeyApp invitations sent to UNC	Ex Libris
3	Access to web application - https://m.UNC.edu/campusm	Ex Libris
4	Provide information on tomcat servers required	Ex Libris
5	Provide access to University Apple iTunes account	UNC

Week 1:

ID	Action	Owner
1	Discovery Day (information gathering exercise)	Both
2	App Manager training	Both
3	App Extension Kit training	Both
4	Production of action plan - with lists of integrations	Both
5	Setup of tomcat servers at institution with SSL certificates	UNC

Proprietary and Confidential

Page 3

ExLibris

Staff Requirements

During the 12-week period between kick-off and go live UNC should plan to make the following resources available to ensure on-time completion of the project.

Action	Owner
Project manager. Key liaison person on the university side that is in constant communications with their Ex Libris peer to assure project success.	Half day per week
Everyone. Everyone who is involved in the project for the discovery day.	1 day
Sys Admin. Sys Admin to set up local tomcat boxes and provide us with VPN.	1-2 days
Web team. Web team to create content. The related work depends on whether the university is creating new content, or repurposing from existing resources, and how much detail would be put into the app.	2-10 days
System Consultants. For each integration, the university will need to assign a person who is familiar with the relevant back-end system, e.g. for Course Schedule integration. They will provide initial input to be able to get the relevant data and set up any relevant points of access. Following the integration development, the System Consultant may be used for continuous testing, corrections and feedback.	2-3 days (total during that 12 weeks)
GPS Location Administrator. University staff member to configure GPS positions. The work investment depends on the data available, and how detailed the needs are.	2-5 days
Content management. Post go-live, a university staff member should be assigned to keep the content and positions up to date.	1 person for 1 day per month

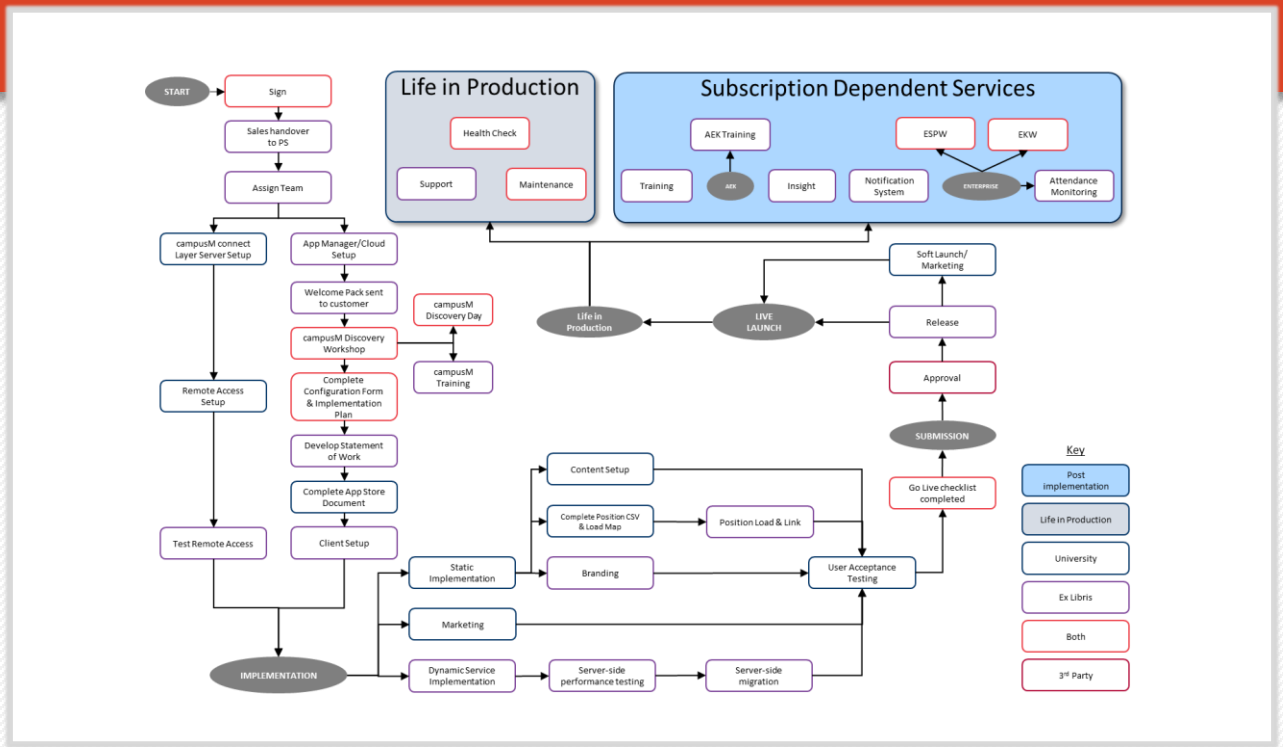
Proprietary and Confidential

Page 6

ExLibris_ImplementationPlan.pdf

Detailed Project Flow

The implementation workflows describe the specific steps from project start, through implementation and deployment, all the way to life in production



ExLibris_ImplementationMethodology.pdf

Training

Two types of training to assure university admins and developers have a complete understanding of the product and can independently apply changes

APP MANAGER

Learn how to use the campusM App Manager portal.

Recommended that all members of the University's staff who will have responsibility for content and/or configuration of the App

AEK

Introduce the concept of the AEK NPM framework.

Explore components and libraries available to support development.

Explain how to install and operate the development environment and how to deploy and publish AEK screens

© 2017 Ex Libris | Confidential & Proprietary

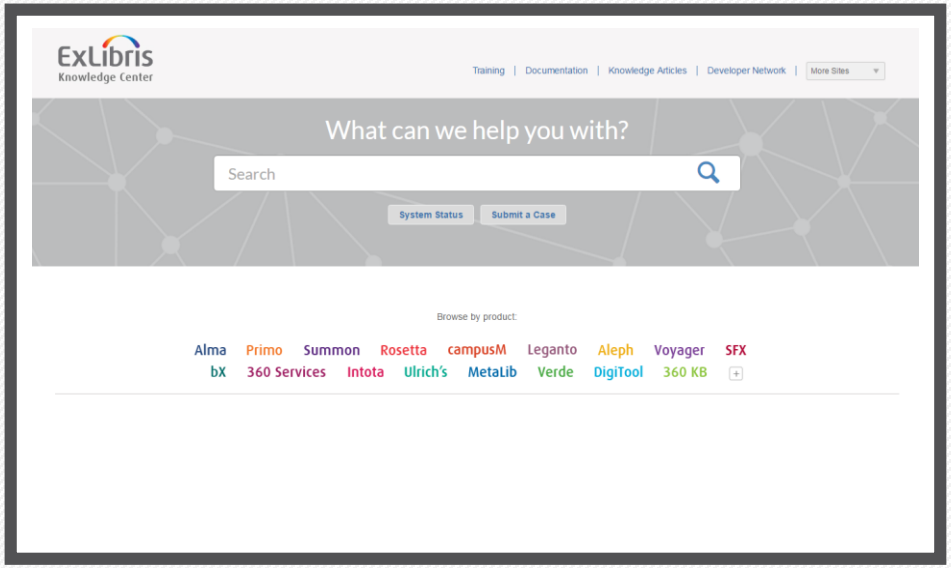
Support

Open to all
(no authentication needed)

Product documentation

Knowledgebase articles

Popular support articles



http://knowledge.exlibrisgroup.com/

Multi-Tiered Support (including 24x7)

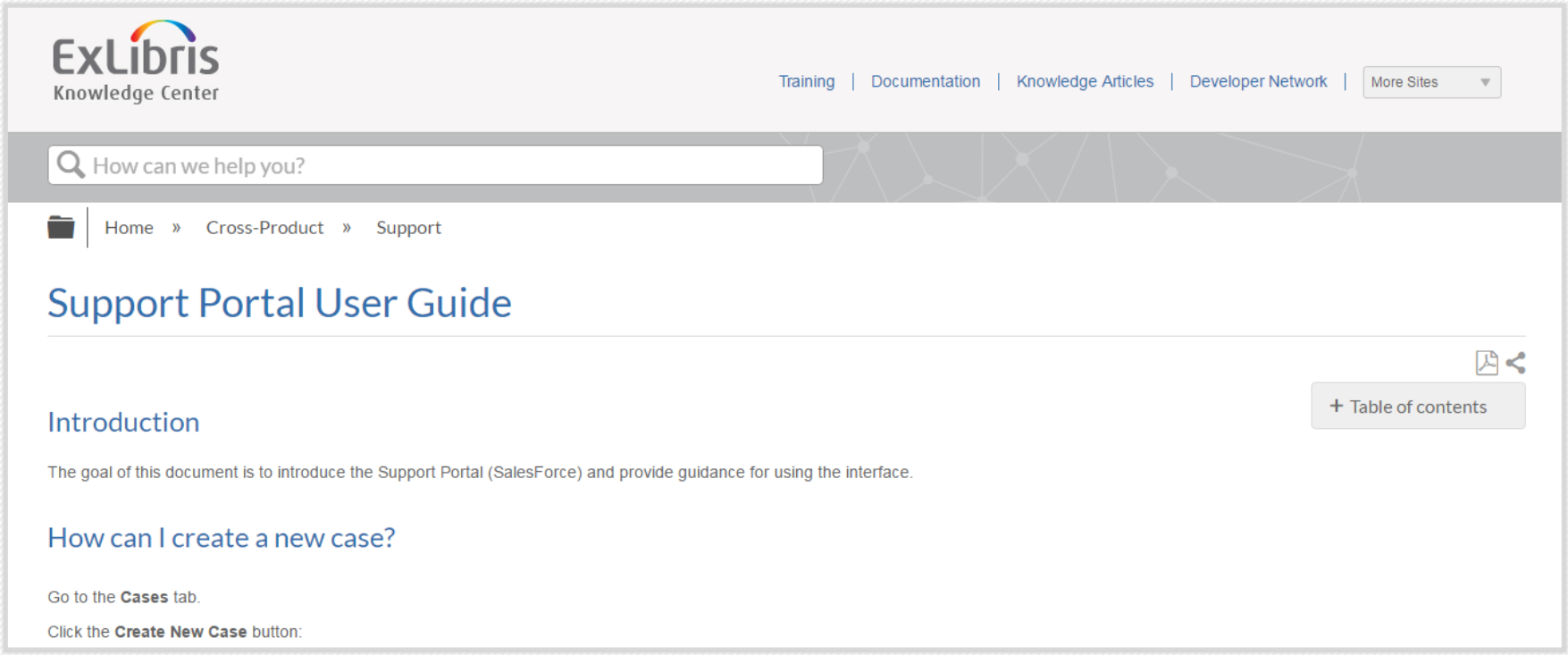
Assist clients in all areas of functioning so that clients can reduce critical issues, obtain product knowledge, and develop in-house skills to manage their campusM environment

LOCAL	HQ	24x7
North America support is available during normal business hours and acts as a customer helpdesk	Supporting IT technical issues which could not have been resolved by tier 1 (local) support	Monitoring the data centers and can be used for system down and urgent issues

3 escalation emails to senior Ex Libris staff are available to use at any time

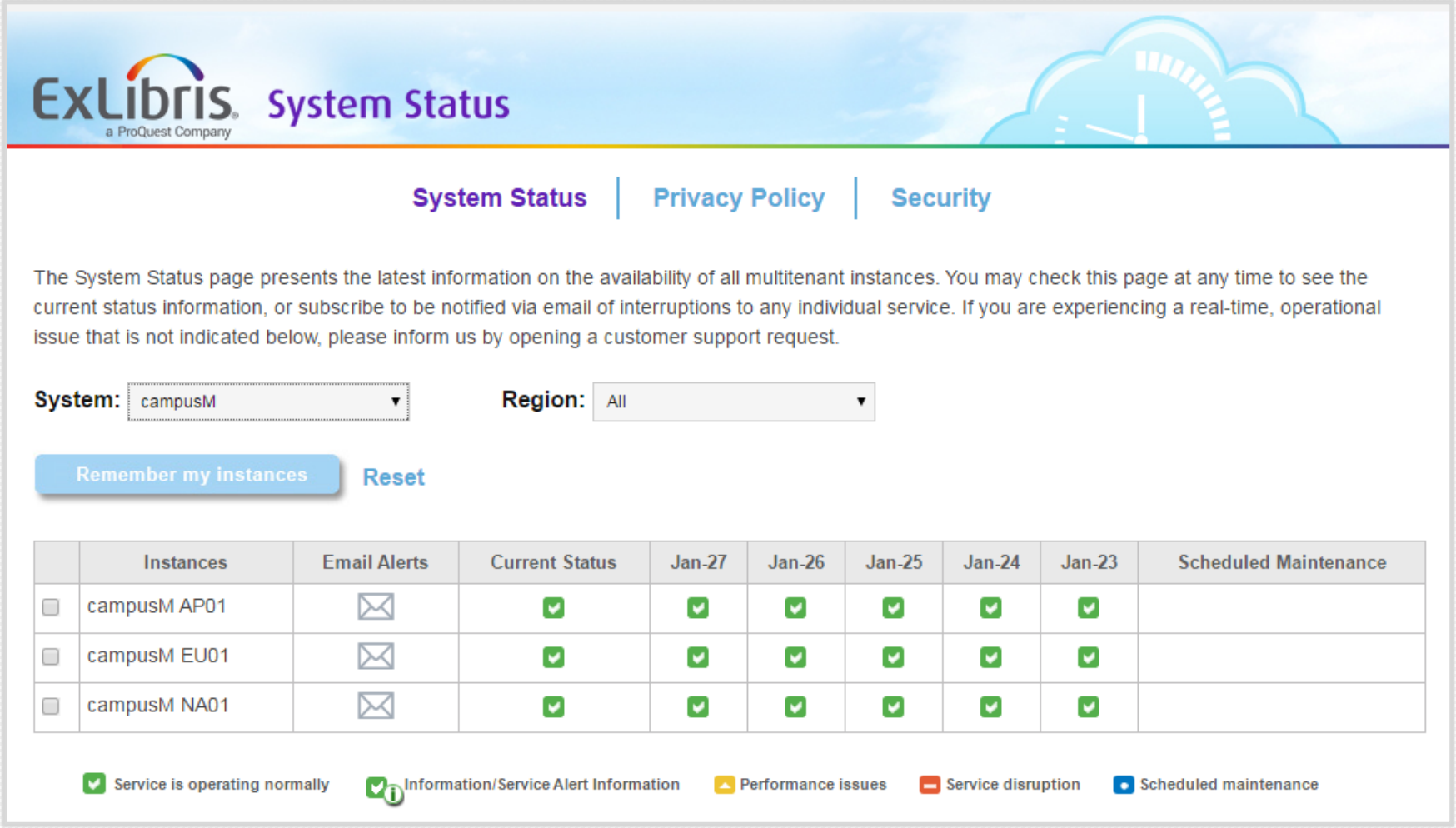
© 2017 Ex Libris | Confidential & Proprietary

Salesforce.com CRM



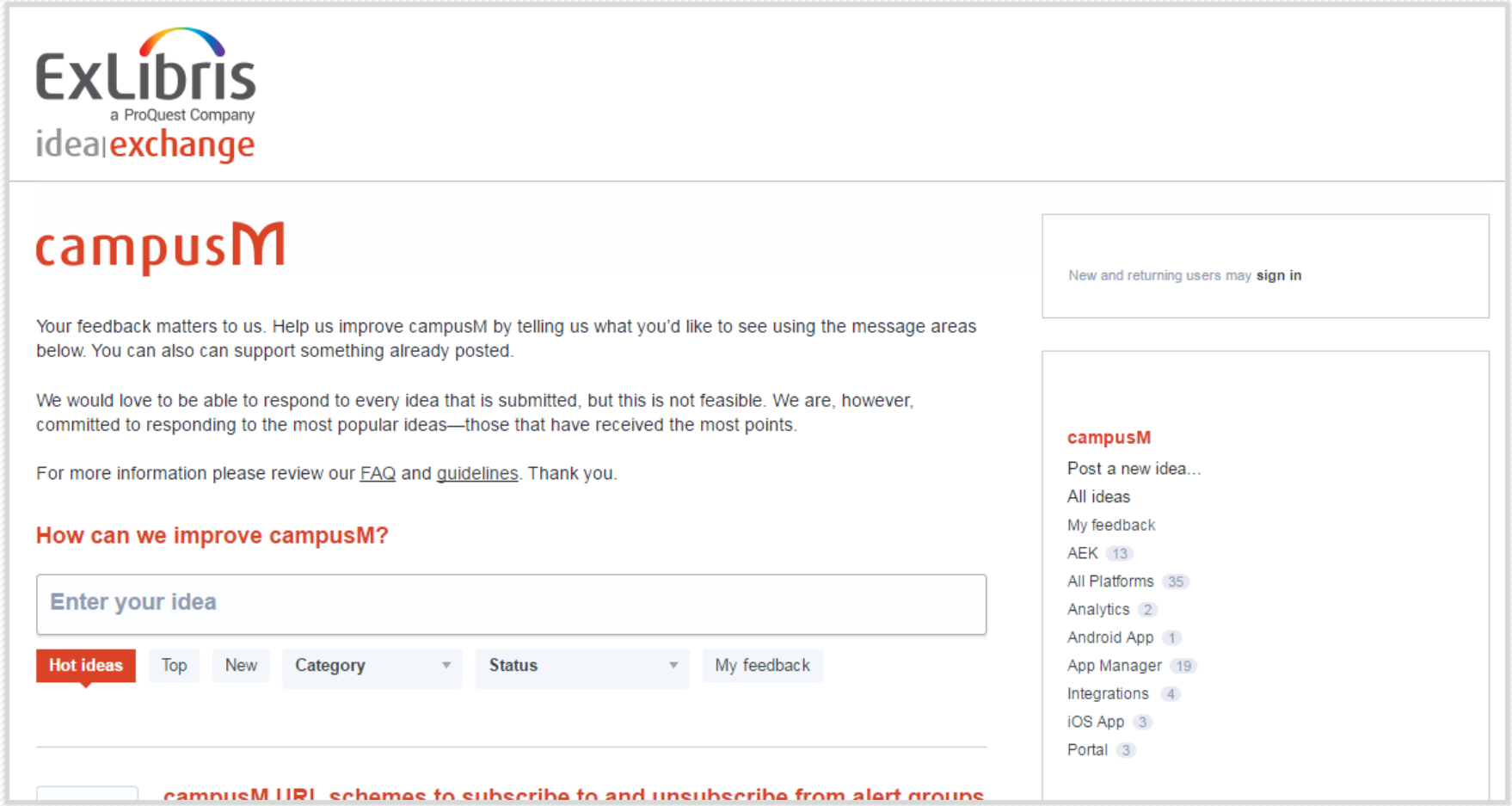
https://exlidp.exlibrisgroup.com/adfs/ls/

Cloud Environment Status



http://status.exlibrisgroup.com/

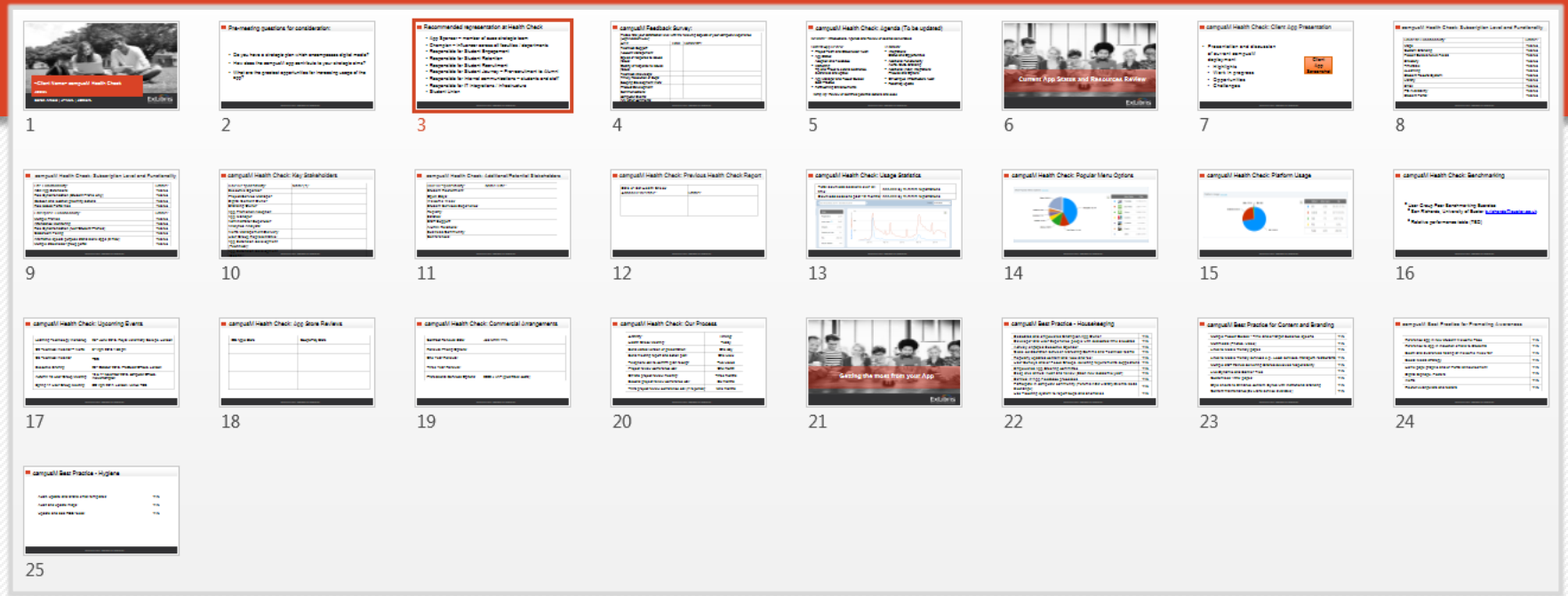
Collaborative Roadmap Development



http://ideas.exlibrisgroup.com/

Customer Success and Ongoing Support

Conducting health-check meetings on a regular basis, including solution usage, current issues, ideas and suggestions for improvement and more



Summary

1. Well Defined Implementation and Training Processes
2. Global and Customer-Specific Support Avenues
3. 24x7 Hub
4. Customer Success Initiatives
5. Stable, Scalable, Secure and Reliable Hosted Environment

© 2017 Ex Libris | Confidential & Proprietary

Ex Libris campusM

Support for the Complete Academic Lifecycle	**Integrated Activities Enablement**	**Greater Opportunities for Student Engagement**
Integration With Campus-wide Systems	**Easy App Management**	**Advanced Analytics**
Short Deployment Timescales	**Flexible Framework (AEK)**	**Write-Once, Deploy-Instantly**

© 2017 Ex Libris | Confidential & Proprietary