

campusM Roadmap

January 2020

Product Development Areas



Engagement & User Experience

A personal, user-centered experience that engages and delights for all users on all devices



Development Platform

Rich PaaS functions enabling customers to develop and innovate their own unique app user experiences



Integrations and Services

Integrated, connected experience with value-add services that solve strategic challenges



App Administration

App administration toolset that enables customer to leverage their investment and devolve management



Insight & Analytics

Enable evidence-based, data driven decisions through usage analytics and user insight



Infrastructure

Secure platform built on innovation and resiliency that delivers class-leading user experiences



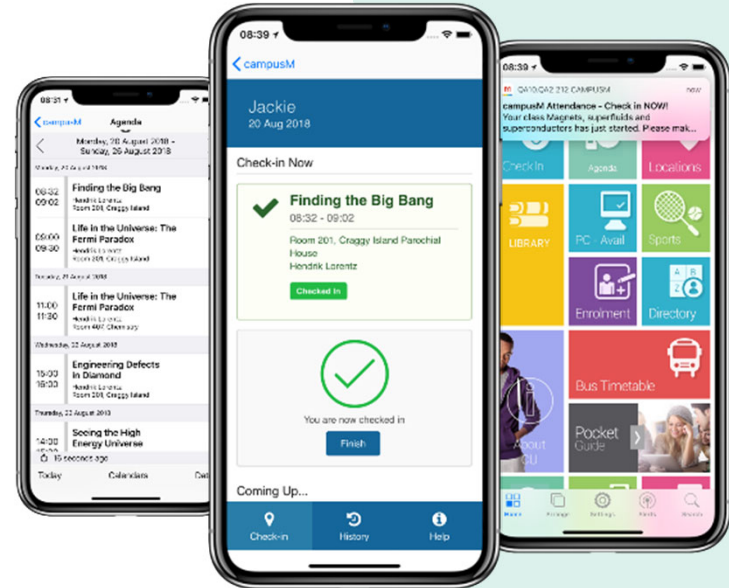
2019 DELIVERED

campusM Attendance



Easy but effective attendance capture for all customers using unique multifactor validation

- Easy to deploy
- Simple to use
- Integrated experience
- Cost effective



https://knowledge.exlibrisgroup.com/campusM/Product Documentation/04_01_Managing_campusM_Attendance

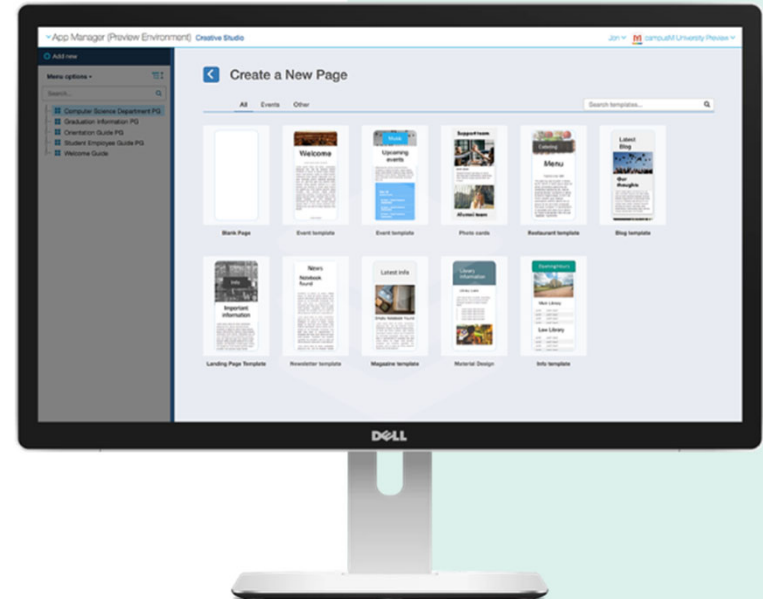
Creative Studio – Build Engaging Content in Minutes



Delivering class leading content creation tools enabling customers to grab and engage their users

- Drag and drop content creation with multiple components
- Templates
- HTML and CSS Code editing
- Import content from existing websites

<https://knowledge.exlibrisgroup.com/campusM/Product Documentation/Managing Creative Studio>



Enhanced Portal Interface



Interface enhancements that provide easy navigational experience for the campusM Web App

- Configurable left hand side navigation element
- Navigational Bread Crumbs
- Full screen AEK
- All managed within App Manager



https://knowledge.exlibrisgroup.com/campusM/Product_Documentation/03_Managing_the_App_and_its_Services/Configuring_Portal_View

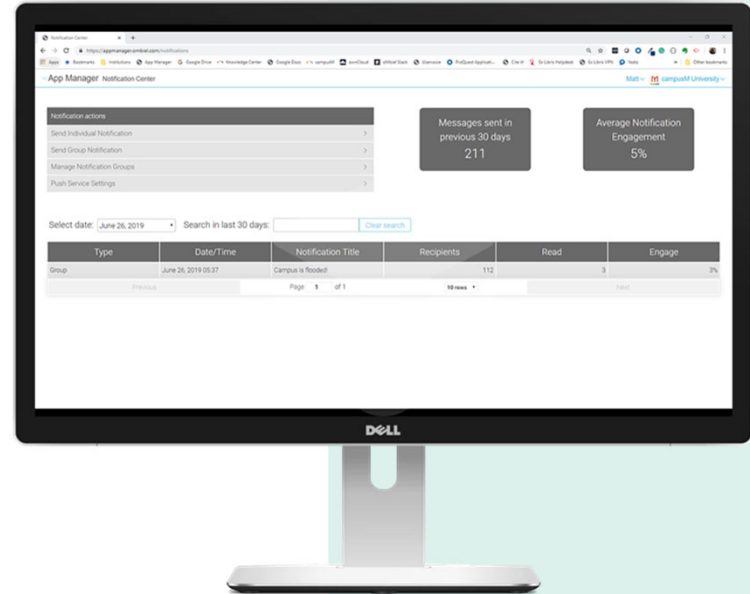
Notification Center



Deliver Engaging notifications to all your students with enhanced functionality to better understanding their impact and improve delivery

- Notification history with impact data notification engagement
- Scheduled notifications
- Alert Group and Role synchronization

<https://knowledge.exlibrisgroup.com/campusM/Product Documentation/03 Managing the App and its Services/08 01 Sending Notifications to End-Users>

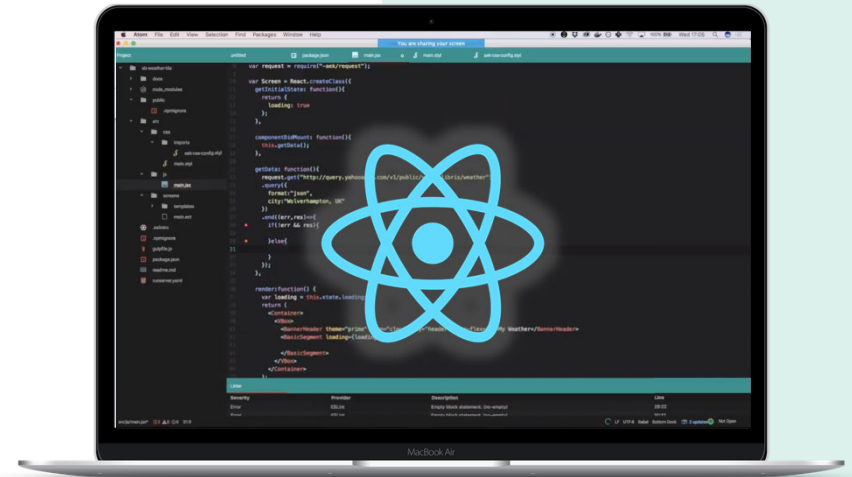


AEK Native



Use native functions and features to enhance your AEK experiences and open up new opportunities to engage students

- AEK – Native middleware layer
- Create interactions using native functions
- Access GPS, visible iBeacons, Bluetooth, Microphone, Camera



2019 Delivered!

Q1	Q2	Q3	Q4
<ul style="list-style-type: none">✓ Calendar Data Refresh Fix and Enhancement✓ campusM Creative Studio✓ Android Back Button Behaviour✓ iOS 12 SDK Update✓ App Manager Homepage Update✓ AEK 2018 SDK Update - React16	<ul style="list-style-type: none">✓ AEK Native – Microphone Access✓ Smart App Banners✓ Biometric Lock✓ Notification Center✓ iOS Webview Upgrade✓ Creative Studio HTML & CSS Editor✓ Creative Studio templates	<ul style="list-style-type: none">✓ Token-based authentication✓ Alert Group/Role Synchronization✓ Automated App Submission✓ AEK Native – iBeacon Access✓ Native Timetable Display Enhancements✓ Notification Center Enhancements✓ Portal View	<ul style="list-style-type: none">✓ iOS 13 Fixes✓ Enhanced App Sharing on iOS✓ campusM Attendance✓ Accessibility Enhancements✓ Bulk Export and Import of Positions✓ Creative Studio - New Templates, Editor Permissions and Content import



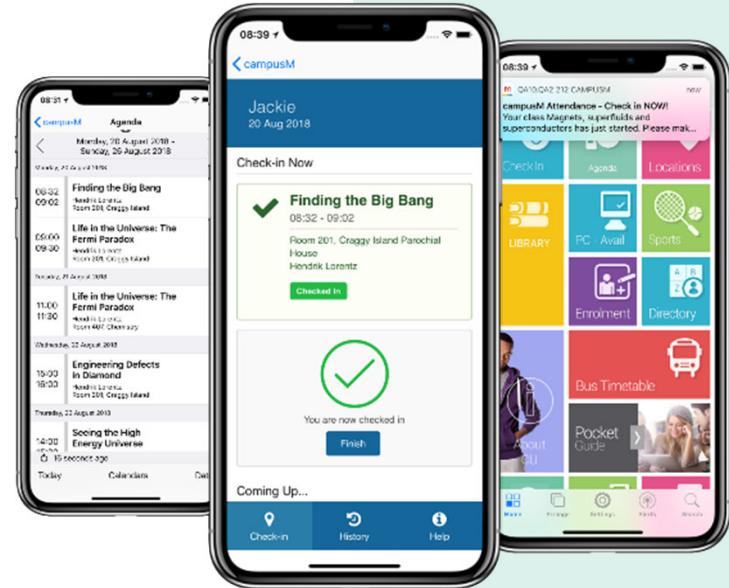
2020 KEY INITIATIVES

campusM Attendance



Building on the early success of campusM Attendance, we continue to enhance our attendance offering with feedback directly from the user community

- Additional validation mechanism
- Ad hoc event creation and check-in
- Administrator check-in
- Enhanced absence check-ins



Development Roadmap



Alternative Session Check-in

Student can search for alt offerings

Ad-hoc Attendance Sessions

teaching sessions on the fly,
capturing students on demand and
in the field



Validation Technologies

IP Based Validation

Absence Duration Check-in

allow students and staff to
indicate duration of
absences

Admin Check-ins

enable broader range of
staff to view and check
students in

Outlook, Moodle, Primo VE and More



The collage features three main components:

- Moodle:** A desktop view of a course page for "Sound Physics" with a video player and a list of topics. A mobile view of the same course is shown below it. A dark blue overlay box displays "Moodle" and "Next Activity" with "No Activities Due". At the bottom are icons for Courses, Assignments, Events, and Messages.
- Primo VE:** A desktop view of a search results page for "history" with a list of items including "Medical history. Supplement (Online)", "Forest & conservation history (Online)", and "Black history bulletin (Online)". A mobile view of the same search results is shown below it.
- Library Dashboard:** A vertical white box on the right with a "Library" icon and a list of statistics: "Charges 50.00", "To Pick Up 5", "Overdue 0", and "Due Soon 0".

Development Roadmap



Moodle | Primo VE | O365
Laundry | Event Planner
RoleSync | Timetable

Blackboard | Canvas
Leganto | StudentID (Phase 2)



Print Credits | Banner
Colleague | StudentID (Phase 1)



campusM UX Transformation

Current campusM Interface



Design Principles

The key objectives of the change and principles that will be expressed in the redevelopment of the interface



Communication Partnership



Development Partners

Help refine objectives and attributes
Active engagement
Testing and rollout commitment



Student Groups

Ongoing student testing committees
Agile feedback procedures
Publication of key findings



2020 DEVELOPMENT PLAN

Cross-platform Personalization (Q2 2020)



Synchronize students personalization preferences across devices and platform

- Cloud-based personalization preferences
- Cross platform synchronization

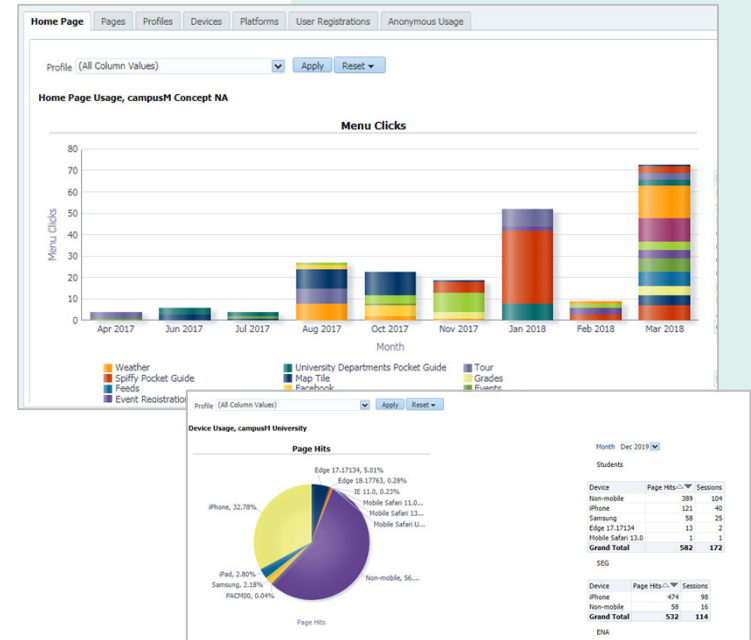


Enhanced Analytics (Q2 & H2 2020)



Provide enhanced insight into how students use the app and their levels of engagement, all through our powerful Oracle Business Objects analytics platform

- Personalization Insights (Q2)
- Role-based analytics (H2)
- Session time feedback (H2)
- Active and inactive segmentation (H2)

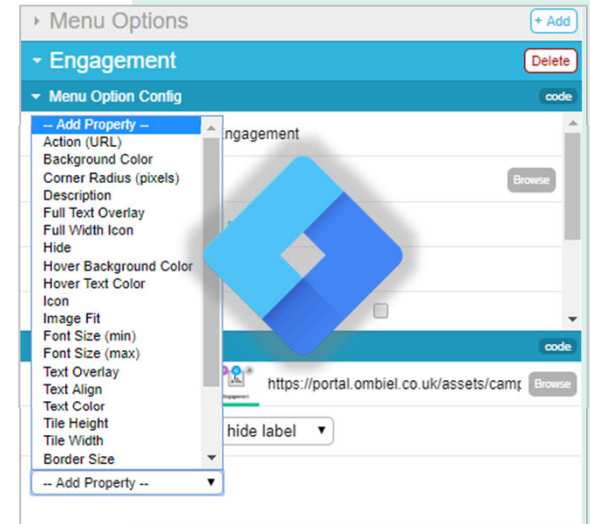


Google Tag Analytics Support (H2 2020)



Provide support for Google Tags aligned against menu options and content pages through App Manager

- Custom tracking of app usage as part of institutional Google Analytics
- Management incorporated within App Manager

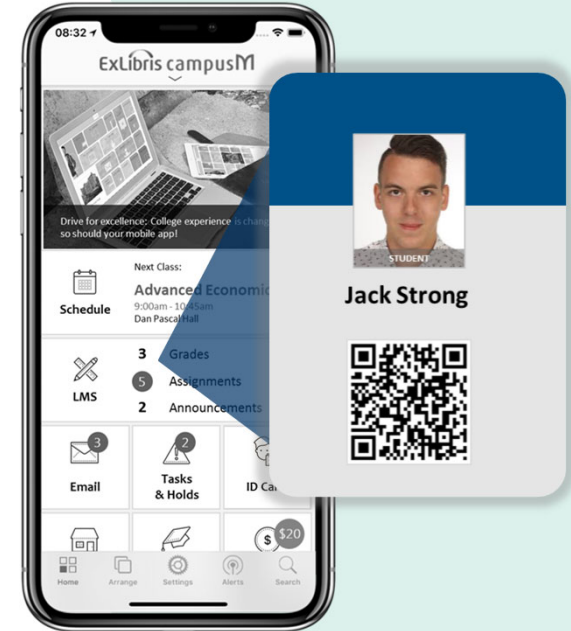


Digital ID Card (H2 2020)



Provide a app-based solution for Student ID card

- Enable access to locations and services
- Identification on challenge
- Utilize access to NFC for Apple Devices
- Provide Challenge and Response for ID on demand

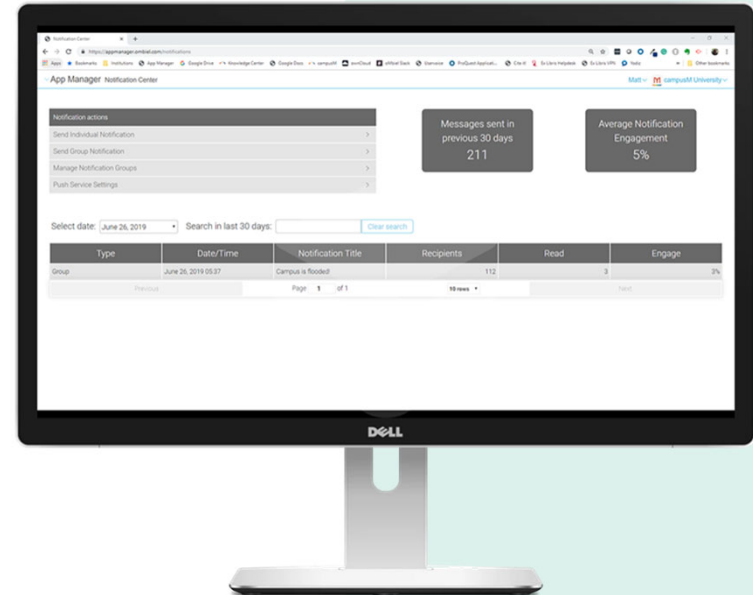


Notification Center Enhancements (H2 2020)



Enhancements to the Notification Center to improve engagement with your students.

- Start-up notifications
- Notification Categories
- Bulk upload of notification recipients

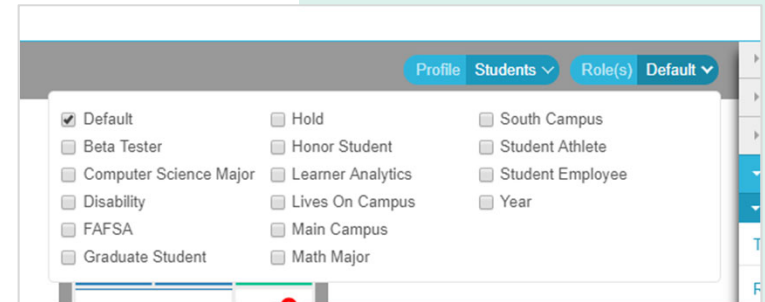


Smart Tags (H2 2020)



User and customer definable tags to help target users with personalized, relevant service sand information

- Tag driven actions
- Student Profile View
- AEK attributable
- Extensible
- Extract and modify through API





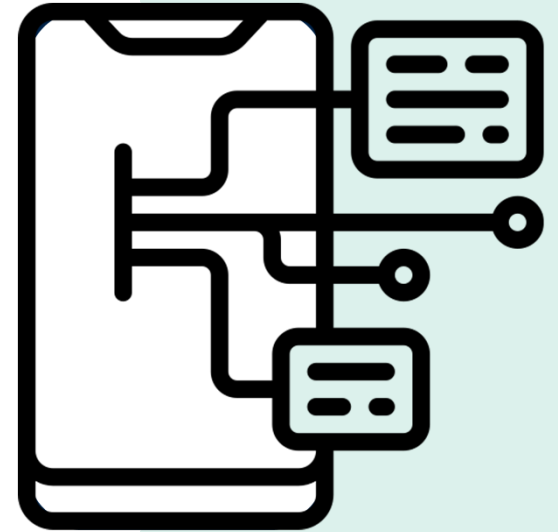
RESEARCH LAB

campusM Task View



Focused, data driven task view that provides a dynamic dashboard focused on tasks and objectives your students need to complete

- Alternative homescreen view for students
- Use existing integrations to surface time dependent events and tasks
- Live Tiles and Personalization to enable customization for the individual
- Prelude to campusM Coach

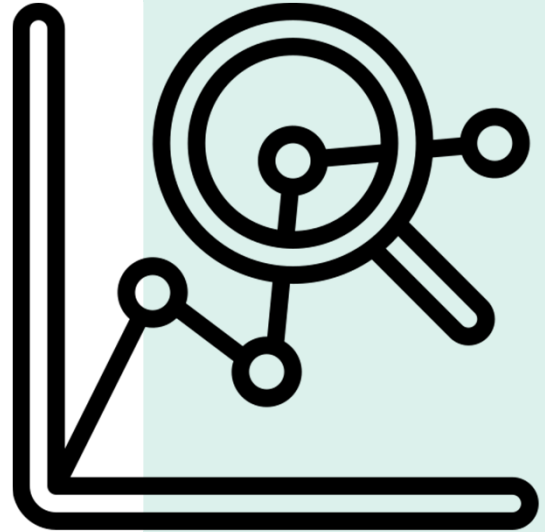


App Impact Dashboard



Easy to consume dashboard to show the value and impact of your campusM App all within App Manager

- General app usage
- Engagement overview
- Actions and recommendations
- Community integrations

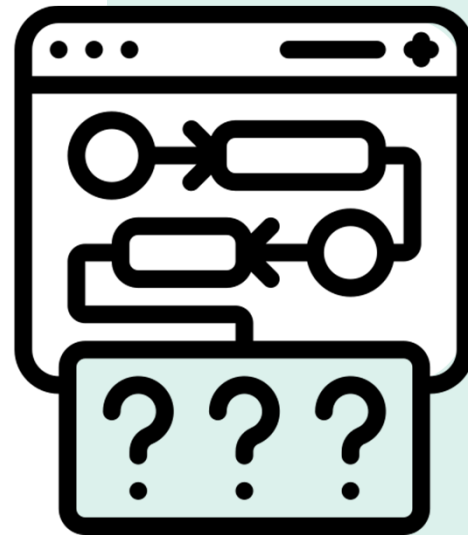


Surveys And Polling



Design and distribute surveys and polls through campusM to explicate knowledge and understanding from your end users

- Multi question surveys and poll delivered through App
- Easy to use interface for both creators and end users
- Targeted through profiles and roles, applicable for prospects, current students, visitors and alumni

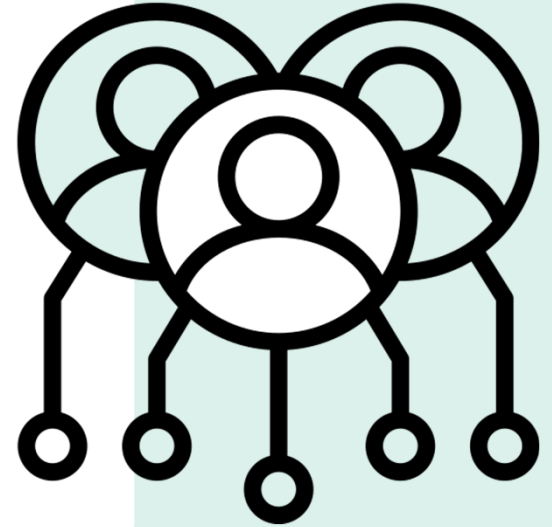


Engagement Toolset



Features and tools to further engage your end users

- Activity feed interface for students
- Social Media Integrations
- Student Profile and App Introduction 'Wizard'
- In-app marketing and Ad campaigns



Additional Research Areas

Engagement Engine

business rule based workflow for automating engagements based on interactions, tags and analytics



campusM Coach

AI and Machine learning technologies used to intelligently drive app interactions and encouraging interventions



campusM Data Model

unified data model that provides the ability to create experiences aligned to workflow rather than system silos



Drag-n-Drop AEK

create powerful AEK interactions using drag and drop components
Creative studio for AEK



AI App Manager

intelligent encouragement of app manager features to support app administrators to make the most of campusM





Thank you!

matthew.sherlock@exlibrisgroup.com