



ExLibris
campusM

New Academic Year 2018-19

campus mobile app promotional package

Easily deploy a mobile campus solution to engage with new and returning students, providing them the information and services to succeed, and to make the most of their time at university

Enjoy the
promotion by
the end of June

Native apps and web portal

Simplified pricing

Ready for the 2018/19 Academic Year

The Challenge

Drop out rates are at their highest during the first few terms of an Academic Year.

Reasons for high drop out rates include:

- Lack of preparedness for university
- Concerns around “value for money”
- Difficulty accessing support services
- Lack of engagement with the institution

Each drop out has a reputational and financial consequences.

<https://www.timeshighereducation.com/news/dropout-rate-young-uk-students-rises-again>

*“... in mass higher education systems there is a need for more **tailored and individualised follow-up of students** to provide them with a sense of belonging and increase their engagement with their studies. “*

European Commission Dropout and Completion in HE in Europe Report:

http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2015/dropout-completion-he_en.pdf

Why mobile?

“no other device has had the same commercial and societal impact as the smartphone”

Deloitte Global Mobile Consumer Survey 2016

<http://www.deloitte.co.uk/mobileuk2016/>

Why campusM?

By giving new and returning students a campusM mobile app designed for your university you could:

- Start their registration and enrolment early with **reminder to complete actions**
- Create **positive engagement** with them from the very start
- Give them **access to core academic systems**, virtual learning environment, timetables, campus maps and student records
- Provide a **wealth of information** about student and learning support services to help them succeed
- **Minimize the risks** that they will drop out

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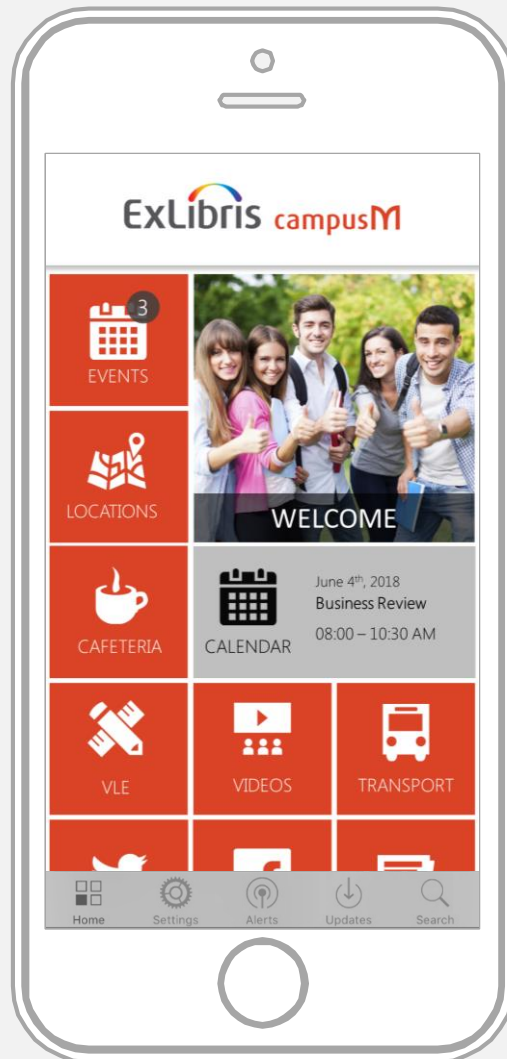
campus mobile app promotional package

Branded iOS
and Android
Apps

Campus
Maps

VLE

Events



Push
Notifications

Timetable

Information
Pages

Analytics

Order before the **end of June** to have your university campusM app ready by the start of the new academic year:

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