

A young woman with dark hair, wearing a white sweater and a backpack, is looking down at her smartphone. She is standing on a college campus with other students in the background. The scene is bright and sunny, with trees and buildings visible. A semi-transparent dark grey box is overlaid on the bottom left of the image, containing text.

A New App Ready for the New Academic Year 2018-19

Branded, Integrated and Personalized

April 2018


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Challenges

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



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

University Apps Are In Need

People **aged 18–24** are more likely to **watch video, check social networks and use instant messaging** on mobiles

56% vs **33%**
watch video on mobile devices vs of people over 25



67% vs **42%**
use instant messaging apps regularly vs of people over 25



74% vs **47%**
communicate over social networks regularly on mobiles vs of people over 25



Takeaways for Higher Education:

Make sure **mobile is central** to the institution's digital interaction

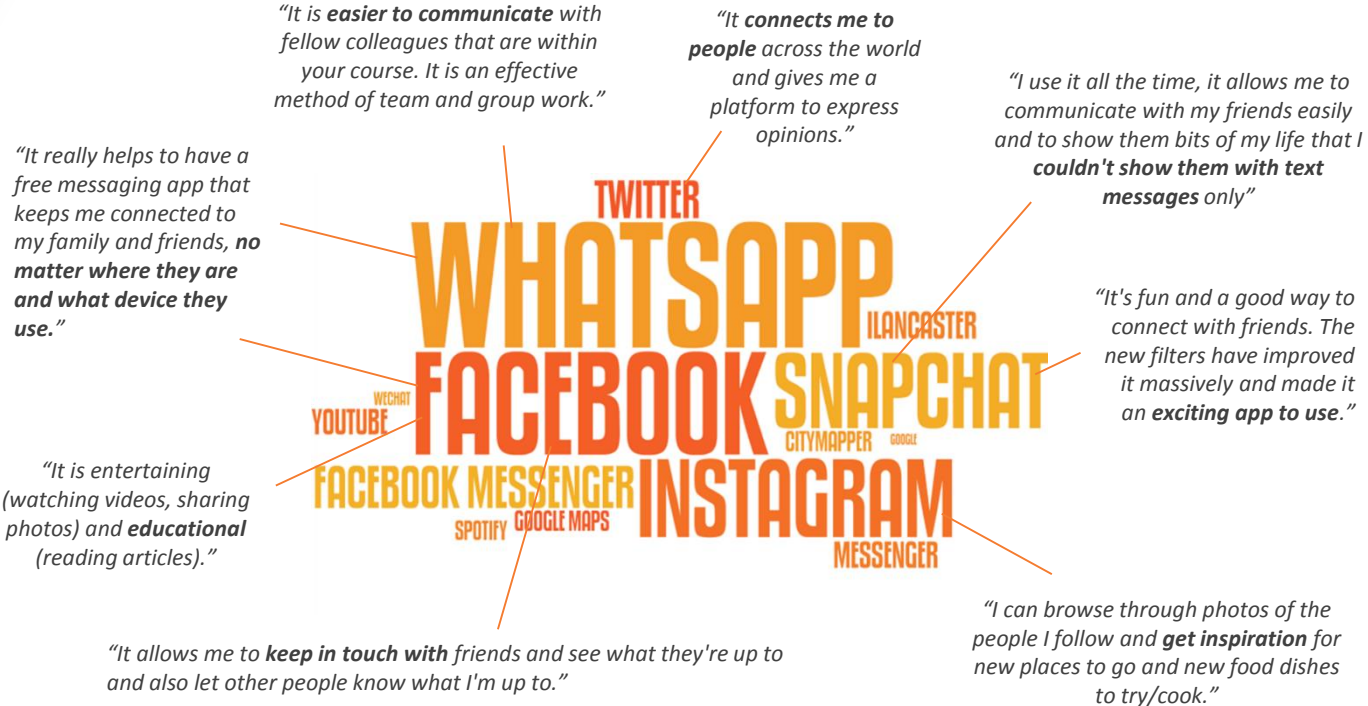
Look ahead to **mobile transactions and ID authentication**



Embrace **video, social media and leading-edge applications** as part of the student digital experience

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

Mobile Apps Dominate Students' Life



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

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/>

Why campusM?

Consolidated

Consistent
User Experience

Simple
to Admin



Personalized

Innovative

Analytics
Driven

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 reminders 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

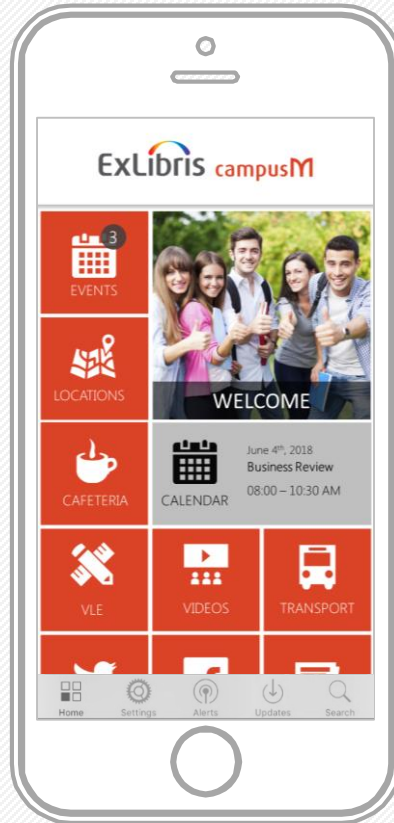
Package Offering

Branded iOS and
Android Apps

Campus Maps with
directions

Interactive Events
Schedule

Push Notifications



Rich Information Pages

Personalized
Timetable

VLE Integration

Insight Analytics

Start of Term Examples

- Providing a **interactive schedule of events** for welcome week, to support initial transition
- Guide the student to the **teaching venues direct form their personalized timetable**
- Provide **key transitional learning points** direct from the institutions VLE
- Instantly **notify the students** of events, offers and support available to them
- Understand what **content your students are interacting** with in the app



Timely Implementation

Experienced professional
implementation service

Process designed to take the pain
out of going live

Dedicate technical project
manager

Swift and agile delivery

Our Commitment:
**Take up the promotion by the end of June to
be live by September!**



Join by June for a New Academic Year Go-Live!

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