



EX LIBRIS DEVELOPED **campusM** TO DIRECTLY IMPACT THE FOLLOWING CORE BUSINESS CHALLENGES.

EACH UNIVERSITY HAS DIFFERENT PRIORITIES AND UNIQUE ROOT CAUSES FOR THESE, AND HAS EVOLVED OVER TIME **campusM** TO ADDRESS THEM.

INCREASING ENROLLMENT

The market that delivers new applicants. The community as well as future prospects, applicants and alumni will engage with the app because of personalized notifications and meaningful content. This increases mindshare, develops a sense of attachment and loyalty and keeps the university brand front and center in their minds.

Potential applicants. Potential applicants will use the app to browse courses, research departments and professors, evaluate campus life and view accommodation. They will register as potential applicants and so now the university has a direct link to the smart device of a candidate, through which they can offer targeted messages like financial aid, application deadlines and progress tracking, open house events and reservations etc.

Online courses. Having a cyber-strategy to increasing enrollment is also critical to those colleges considering expanding online learning. In these situations a student may never set foot on campus before, during or after their education, and so the mobile device becomes the lifeline of choice for interacting with all three groups.

The difference. While these notions may appear soft, it is useful to compare them to other initiatives currently in use. Does a good or poor prospectus make a difference? What about a good or bad, fast or slow, clear or confusing web site? Does the quality of the campus tours affect the enrollment figures? The bottom line is that campusM has been proven to be correlated with increased enrollment.

INCREASING RETENTION

Student engagement. Student engagement with the university is correlated with improved retention. campusM is the primary vehicle for that two-way engagement, ensuring that the student feels connected with all aspects of the university.

Personalization. Personalized interfaces and notifications from relevant organizations increases engagement, and reduces the likelihood of feelings of isolation, homesickness and detachment.

Attendance monitoring. Dwindling class attendance is an early indicator of a potential retention issue. campusM's iBeacon-based attendance monitoring solution automatically tracks class attendance campus wide, and serves as an early warning flag should attendance decline, at which point a caring university will employ a number of initiatives to try and improve the situation.

Classroom polling. Academically struggling students will also have a tendency to leave, and so campusM includes an internet-based classroom polling solution so that a professor may instantly assess the level of understanding (or confusion) on a specific topic. This anonymous solution ensures that even shy students, or remote online students, can express their confusion without feeling awkward.

The little things. There are many little things, which when combined can have a positive or negative influence on retention. Not being able to finish a project because the computer and printer aren't free. Standing in the snow waiting for a bus that may come in minutes, or in an hour. Not knowing how to get to an unfamiliar building – getting lost and being late. Coming to campus only to find that the room has been changed, or worse, the class cancelled. Forgetting that you have overdue books, or that your assignment is overdue.

INCREASING ALUMNI DONATIONS

Earning and cultivating loyalty. Fund raising is always a challenge, but some colleges have developed a tighter bond with their students and consequently alumni. This fondness and loyalty has to be cultivated throughout the student life through higher engagement with the university.

Generic requests for donations. Similarly to online shopping, requesting donations is personalized through campusM. Instead of a generic 'Give Back' tile, there is now a photo on a big tile showing a female student peering into a microscope with the associated announcement that they have decided to buy a special piece of lab equipment and that they are looking for donations from those who care. The relevance of the imagery and the confidence that the funds will be used in a way that is deeply meaningful to the donor, increases the likelihood that they will make a spontaneous donation.

INCREASING THE LEVEL OF SERVICE TO STUDENTS VIA IMPROVED COMMUNICATIONS WITH EXISTING SYSTEMS

Some campuses want to improve the level of service they offer to their students, and to an extent their staff and faculty. These campuses have well-developed back-end systems but they struggle with the communication aspect, typically relying on emails including links to web pages to use those systems.

In a world where most students use smart phones and other mobile devices, and where the typical interaction time is 30 seconds (mobile moments), emails are just not the preferred way for students. campusM is the bridge between college systems and the students and other users.

