campusM Product Update

IGeLU 2017 – St Petersburg

Andrew Taylor – Sales Manager, Mobile Solutions
Agenda

- campusM Business Update
- The Power of Mobile
- Alterline and campusM Research
- campusM Roadmap
- Q&A
campusM Countries (EMEA)
New campusM customers since IGeLU 2016

27
Total campusM Customers

76
New Customers (IGeLU 2017)
How do we manage more customers?

**Implementation**

1. Recruitment
2. Integration with Ex Libris EMEA Professional Services
3. Redefined Project Roles:
   1. Integration Consultant
   2. Implementation Consultant
   3. Project Manager

**Support**

1. Move to Salesforce
2. Implemented escalation procedures
3. Measure and survey customer responses
The Power of Mobile
“Smartphones are personal, but their usage impacts on those around them. As with most emerging technologies, consumers will need to learn how best to run their lives with smartphones.”

The campusM Impact Level

- **5 mins**: 32% check their phone within 5 mins of waking up
- **68%**: use smartphone while having dinner with family
- **80%**: use their smartphones while with friends
- **89%**: use their phone during work hours

https://www.deloitte.co.uk/mobileuk/

- **740,000,000**: Page Hits
- **25,274,840**: Push Notifications
- **1,500,000**: Active Daily Users
- **1,200,000**: Attendance Check-ins
Mobile and the Student Experience
Student Experience

- Academic
- Environmental
- Student Experience
- Pastoral
- Social
Student Experience

- Academic
- Environment
- Student Experience
- Pastoral
- Social
Student Feedback on Digital Experience

Alterline Report - 2017
Understanding the digital lives of university students

Findings from a multi-institutional study into the behaviour and preferences of users of university digital devices and services
Objectives and methodology

**Objectives**

The aim of the project was to investigate students’ digital lives and habits, help map their digital journeys, understand what frustrates them, and identify where their experiences can be improved.

The insight gathered will help participating universities improve their digital services on campus, as well as help campusM’s development, and ultimately improve the student experience.

**Methodology**

An online survey was sent out to students from three participating universities (Lancaster University, Aston University and Kings’ College London), via email, achieving 1033 completes.

Fieldwork took place during May and June 2016.
Technology is a vital part of students’ lives

How much do you agree or disagree with the following statements about technology?
Base: All respondents (1033)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>I’m not sure</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I find it easy to use new technology</td>
<td>4% 5%</td>
<td>35%</td>
<td></td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>I would struggle to complete my studies without the use of technology</td>
<td>4% 5%</td>
<td>20%</td>
<td></td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>I am confident using new technology</td>
<td>4% 5% 4%</td>
<td>28%</td>
<td></td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Technology is ingrained into my life</td>
<td>5% 6%</td>
<td>39%</td>
<td></td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>My social life would be ruined if I didn’t have my digital devices</td>
<td>9% 24%</td>
<td>21%</td>
<td>32%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>
The majority of students own both a smartphone and a laptop.

Which of the following devices do you own or regularly use?
Base: All respondents (1033)

- Smartphone: 98%
- Laptop: 93%
- Tablet: 40%
- Desktop PC: 20%
- eBook reader: 10%
- Wearable tech (i.e. smartwatch): 5%
- None of these: 0%
Laptops and smartphones are used by most students multiple times each day

<table>
<thead>
<tr>
<th>Device</th>
<th>Base</th>
<th>Never</th>
<th>Less than once a week</th>
<th>Around once a week</th>
<th>A few times a week</th>
<th>Once or twice a day</th>
<th>Multiple times a day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop (Base: 963)</td>
<td></td>
<td>12%</td>
<td>20%</td>
<td>64%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smartphone (Base: 1014)</td>
<td></td>
<td>8%</td>
<td>24%</td>
<td>62%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop PC (Base: 210)</td>
<td></td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>22%</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Wearable tech (i.e. smartwatch) (Base: 48)</td>
<td></td>
<td>44%</td>
<td>10%</td>
<td>2%</td>
<td>8%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Tablet (Base: 411)</td>
<td></td>
<td>7%</td>
<td>17%</td>
<td>13%</td>
<td>24%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>eBook reader (Base: 105)</td>
<td></td>
<td>49%</td>
<td>21%</td>
<td>10%</td>
<td>15%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

How often do you use these devices for university?  
Base: Respondents who said that they own or regularly use each device (Varies - see chart labels)
Three quarters of student smartphone owners couldn't live without it

How important are the devices you own, or regularly use, to you?
Base: Respondents who said that they own or regularly use each device (Varies - see chart labels)

<table>
<thead>
<tr>
<th>Device</th>
<th>I don't use it currently</th>
<th>I could stop using it and wouldn't notice</th>
<th>I use it, but don't rely on it</th>
<th>I couldn't live without it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone (Base: 1014)</td>
<td>25%</td>
<td>74%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laptop (Base: 963)</td>
<td>4%</td>
<td>34%</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Desktop PC (Base: 210)</td>
<td>4%</td>
<td>15%</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Tablet (Base: 411)</td>
<td>6%</td>
<td>28%</td>
<td>49%</td>
<td>16%</td>
</tr>
<tr>
<td>Wearable tech (i.e. smartwatch) (Base: 48)</td>
<td>4%</td>
<td>25%</td>
<td>56%</td>
<td>15%</td>
</tr>
<tr>
<td>eBook reader (Base: 105)</td>
<td>8%</td>
<td>30%</td>
<td>54%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Apps are most preferred to check timetables and library loans

For the following university activities, what would be your most preferred method of contact?
Base: All respondents (1033)

- **Checking your timetable**: 65% An app, 15% Online portal, 8% University website, 7% Telephone, 7% Face to face, 10% Email, 6% SMS/Push notifications
- **Seeing library loans**: 45% An app, 26% Online portal, 7% University website, 16% Telephone, 7% Face to face, 10% Email, 5% SMS/Push notifications
- **Checking assessment deadlines**: 34% An app, 47% Online portal, 6% University website, 7% Telephone, 7% Face to face, 10% Email, 5% SMS/Push notifications
- **Accessing your reading list(s)**: 27% An app, 53% Online portal, 10% University website, 7% Telephone, 7% Face to face, 10% Email, 6% SMS/Push notifications
- **Hearing about events, services and news**: 24% An app, 6% Online portal, 7% University website, 53% Telephone, 7% Face to face, 10% Email, 7% SMS/Push notifications
- **Hearing about changes to scheduled events/lectures/etc**: 18% An app, 5% Online portal, 47% University website, 25% Telephone, 7% Face to face, 10% Email, 6% SMS/Push notifications
- **Enquiring about finances/fees**: 13% An app, 22% Online portal, 12% University website, 10% Telephone, 12% Face to face, 31% Email, 5% SMS/Push notifications
- **Accessing course materials**: 12% An app, 74% Online portal, 10% University website, 10% Telephone, 6% Face to face, 6% Email, 5% SMS/Push notifications
- **Submitting coursework/an essay**: 76% An app, 10% Online portal, 6% University website, 6% Telephone, 5% Face to face, 10% Email, 5% SMS/Push notifications
Commonly a smartphone is the most preferred device to use

And if you could only do those activities digitally, which device would you most prefer to use for...?
Base: All respondents (1033)

- Accessing course materials: Smartphone 73%, Desktop PC 11%, Laptop 10%, Tablet 6%
- Checking assessment deadlines: Smartphone 50%, Desktop PC 5%, Laptop 41%
- Hearing about changes to scheduled events/lectures/etc: Smartphone 82%, Desktop PC 2%, Laptop 13%
- Hearing about events, services and news: Smartphone 72%, Desktop PC 3%, Laptop 21%
- Submitting coursework/an essay: Smartphone 6%, Desktop PC 11%, Laptop 81%
- Accessing your reading list(s): Smartphone 31%, Desktop PC 7%, Laptop 55%
- Enquiring about finances/fees: Smartphone 29%, Desktop PC 7%, Laptop 60%
- Seeing library loans: Smartphone 60%, Desktop PC 5%, Laptop 32%
- Checking your timetable: Smartphone 86%, Desktop PC 8%, Laptop 8%
A single app is by far preferable to having different apps for different aspects of study.

Which of the two options below would you prefer?
Base: All respondents (1033)

- **89%** Having a single app covering everything to do with my studies
- **11%** Different apps, each specialising in one aspect of my studies
Several additional features are felt to be important

For a mobile app, how important would the following additional features be?  
Base: All respondents (1033)

<table>
<thead>
<tr>
<th>Feature</th>
<th>I would never use</th>
<th>I could live without</th>
<th>Nice to have</th>
<th>Absolutely vital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing assessment deadlines</td>
<td>22%</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grades and performance information</td>
<td>30%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency contact (i.e. campus security)</td>
<td>7%</td>
<td>36%</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Booking study spaces</td>
<td>8%</td>
<td>45%</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Registering contact time attendance and absence (i.e. for lectures, tutorials, etc.)</td>
<td>5%</td>
<td>15%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>Viewing a reading list</td>
<td>5%</td>
<td>19%</td>
<td>51%</td>
<td>26%</td>
</tr>
<tr>
<td>Tracking your campus activity (i.e. study time in the library, lectures, group study, etc.)</td>
<td>10%</td>
<td>22%</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>In class voting (i.e. clickers)</td>
<td>9%</td>
<td>28%</td>
<td>50%</td>
<td>13%</td>
</tr>
<tr>
<td>Activity feed for events across campus</td>
<td>5%</td>
<td>21%</td>
<td>63%</td>
<td>11%</td>
</tr>
<tr>
<td>Being able to see how friends/coursemates are progressing with their studies</td>
<td>33%</td>
<td>34%</td>
<td>28%</td>
<td>5%</td>
</tr>
</tbody>
</table>
What next?
This document contains confidential and proprietary information or data belonging exclusively to Ex Libris® Group. The use of this information is provided under the specific undertaking that the information and data will be kept in strict confidence. The information cannot be copied or provided to any third party for any purpose without the prior written approval of Ex Libris. The information contained in this document is subject to any modification or amendment by Ex Libris without notice and does not represent a commitment on the part of Ex Libris. This document shall in no way be construed as implying any obligation on Ex Libris Group. By reading this document you agree to the above terms and conditions.
Strategic Roadmap Directions

- User Experience
- App Manager
- AEK
- Integrations
- Insights
- Infrastructure
2017 Developments
User Interface Technology Refresh

Description

The reengineering of the technologies used on the home screen will upgrade the existing web portal and native interface. The upgrade will pave the way for Ex Libris to develop new features for campusM.

Benefits

- This reengineering paves the way for a number of exciting upcoming developments including: App Personalization, Live-Tile SDK, Smart Alerts
- Foundation to bring in more engaging, personal experience, whilst enhancing resilience and performance
App Personalization

Description

Providing users the ability to personalize their campusM experience. Each user will have the option to decide which tiles will be shown or hidden and also be able to define the tiles locations and order.

Institutions will be able to define personalization by profile and set tiles that cannot be hidden.

Benefits

✓ Similar experience to their smartphones, users can make tailor their homepage by their needs, promoting their most used tiles to the top

✓ Users can hide those tiles irrelevant to them, while still permitting the institution to block certain tiles from being hidden
Web Portal Personalization

Description

Similar to the App Personalization options, users will also be able to define their tiles location, and hide tiles irrelevant to them. While the App Personalization is determined per device, the web-portal personalization will be persistent across different PCs.

Benefits

- Users’ choices are kept between devices, allowing them a consistent experience when using their personal PC and campus available computers. This will also be kept when using the responsive we interface on tablets (but not in the apps).
- Institutions can still use overrides to promote tiles in specific devices.
App Personalisation
As iBeacons are becoming more and more popular, institutions will be able to manage their iBeacons, their association to positions and activations from within the App Manager.

The development will reduce the time to utilization of iBeacons, and allow institutions to independently deploy and manage them for use in campusM.

**Description**

**Benefits**

- Similar experience to their smartphones, users can make tailor their homepage by their needs, promoting their most used tiles to the top
- Users can hide those tiles irrelevant to them, while still permitting the institution to block certain tiles from being hidden
Live Tile SDK

**Description**

Enhance the App Extension Kit (AEK) to support the development of Live Tiles. This will empower AEK developers to take full advantage of the campusM live tile methods, delivering more at-a-glance information to engage their users.

**Benefits**

- AEK developers can write highly engaging live tiles, surfacing information right in the homepage
- Institution can present more information at-a-glance to their users for their custom-created tiles and services
Timetable Refresh

Description

Provides the ability to configure refresh periods to update calendars/timetables on the native devices, to ensure they have the latest events data.

This enhancement is of particular interest for customers who have deploy attendance, to ensure the local timetable cache is present and updated regularly.

Benefits

- Configurable refresh rate to ensure end users have the latest calendar information with minimal intervention
- Specifically ensures that end users have timetable data for attendance capture
Maps Enhancements

Description

Map functionality in campusM will be enhanced to allow institutions to use Google Maps as the default map, set the default campus within maps, allow users to search all position fields in all devices and redesign the map pins to be clearly visible across the different map layouts.

Benefits

- Institutions can use the map service that provide the most accurate display of their campus and other points of interest
- User experience is enhanced by better position indication and search capabilities
RoleSync Enhancement

**Description**

Student Life and Enterprise institutions, using campusM will enjoy a more resilient RoleSync process. In addition to existing functionality, in case of service unavailability, the RoleSync service will rollback to the previous used set of roles.

**Benefits**

- Consistent user experience even in cases of high volume RoleSync activity
- Service interruptions on campus services won’t disrupt or hide users’ role specific tiles
- The new API will allow institutions to retrieve the last known campusM user roles
The new campusM Insights Analytics platform (Oracle Business Intelligence Enterprise Edition) will be enhanced to allow authorized staff users to create new analysis.

Authorized users will be able to use the different data dimensions (use by platforms, pages, etc.) to slice-n-dice, visualize and export the data for their usage.

**Benefits**

- Allow users to analyze campusM usage by their selected criteria
- Allow users to save analysis (reports) for later use
- Define favorite reports and dashboards for easy access
Insights Analytics: Custom Analysis (Reports)

Analysis and Interactive Reporting

- Analysis
- Dashboard
- Filter
- Dashboard Prompt
- Condition

Select Subject Area
- campusM Anonymous Usage
- campusM Attendance
- campusM Devices
- campusM Home Page
- campusM Pages
- campusM User Registration

Criteria | Results | Prompts | Advanced

Subject Areas
- campusM Devices
  - Dates
  - Profiles
    - Profile
    - Profile Group
    - Profile Hierarchy
- Institutions
- Device Usage
  - Device
  - Device Model
  - Browser
  - OS Version
  - Platform Code
- Page Hits
- Sessions

Selected Columns
- Double click on column names in the Subject Areas pane to add them to the analysis. Once added, drag-and-drop columns to re-sorting, or delete by clicking or hovering over the button next to its name.

Profiles | Device Usage
- Device
- Platform Code
- Page Hits

Filters
- Filter

Add filters to clicking on a column name in the catalog pane.
The new campusM Insights Analytics platform (Oracle Business Intelligence Enterprise Edition) will be enhanced to allow authorized staff users to share reports with other members of the campusM community.

The enhanced functionality will also allow running and editing a community analysis (report) structure with local institution data.

**Benefits**

- Increase the analytics platform to provide additional custom reports created by other community members
- Utilize and build from reports created by other community members
- Collaborate with other institutions to create standard reports for various areas of campusM
AEK Caching Enhancements

Description

Deployment of the campusM AEK AssetStore method to enable reliable localized caching of AEK assets to the native apps, for offline functionality.

Benefits

- Fixes a caching issue present within iOS9
- Enhances offline performance of AEK Screens
- Enhances end user experience by caching assets and enhancing performance, both offline and online
- Provides granular method to manage assets for AEK developer
Project Integrations
As part of an upcoming project, campusM will be integrated with Oracle’s PeopleSoft Campus Solutions. The integrations will provide students several services, including: notices, class schedule, grades, finances, holds, cart, profile and more.

In addition, campusM will be integrated to support student enrollment features such as add and drop classes and managing the courses cart.

**Benefits**

- Extend the current class schedule integration
- Allow student to use campusM to interact with more PeopleSoft data points
- Provide self-service enrollment from both smartphones and responsive web portal
As part of an running project, campusM will be integrated with Ellucian Banner XE. The integrations will provide students several services, including: grades, finances, financial aid awards, to do, academic holds, my advisor and more and more.

In addition, campusM will be integrated to support student enrollment features such as add and drop classes and managing the courses cart.

**Description**

- Extend the current class schedule integration
- Allow student to use campusM to interact with more Banner XE data points
- Provide self-service enrollment from both smartphones and responsive web portal

**Benefits**
Description

As part of several running projects, campusM will be integrated with Ellucian Colleague. The integrations will provide students several services, including: grades, finances, financial aid awards, to do, academic holds, my advisor and more and more.

In addition, we are actively exploring the ability to support student enrollment features such as add and drop classes and managing the courses cart.

Benefits

- Extend the current class schedule integration
- Allow student to use campusM to interact with more Colleague data points
The Ex Libris Reading List solution, Leganto, will be integrated to provide students an seamless access to their reading resources, direct from campusM. This builds on the existing integrations with the broader Ex Libris product portfolio including: Alma, Primo, Aleph and now Leganto.

**Description**

- Exposure of reading list information within the campusM interface
- Can be combined with existing library service ‘mash up’, creating a single holistic library interface to search, discovery, loans and reservations, library account and reading lists.

**Benefits**
Short-Term Roadmap
Blended Calendar

Description

Provides the ability to combine various calendars and schedules into one blended view within the Calendar screens. Allows the end user to select which calendars to show on screen or to hide. Provides intuitive color coding to enable source calendar to be easily identified by the end user.

Benefits

✓ Single calendar view with selectable feeds enables the end user to have holistic overview of their scheduled activities
✓ Flexibility to personalize the experience, to show or hide selected calendars
✓ Intuitive color coding interface to ensure the user knows where the events originate from
Additional Insights Data Dimensions

**Description**

Extend the current set of data dimensions and data points available in the campusM Insights Analytics, such as user role, in-tile activities and more. With more data points, institutions will be able to gain more insightful understanding of their users’ use of campusM, whether through the mobile native apps or the web portal.

**Benefits**

- Allow institutions to analyze additional campusM collected data
- Take actions in the App Manager based on analytical insights
When entering campusM, and under institution-specific criteria, users will be presented with an alert page instructing them to take certain action.

Institutions will be able to block/interrupt users’ use of campusM according to their criteria and in relevant cases (unpaid fees, class attendance issues, etc.)

**Description**

**Benefits**

- Students and other users are presented with the most up-to-date information that is critical to their campus experience
- Institutions are able to engage students with critical communications through the app and web portal
Smart Alerts

Description

Allow institutions to push notifications of various types (alert, confirmation, notification, etc.). The alerts will be presented on the campusM homepage, each alert type easily identifiable by their color, with users able to dismiss or take action as needed.

Benefits

- Provide students a more clear understanding of the notifications
- Embed the notifications as part of the campusM homepage experience, both in the apps and in the responsive web interface
- Enable institutions to send clear alerts to users for more scenarios (acceptance, fees, change in schedule and more)
Long-Term Roadmap
Activity Feed Based Interface

Description

Allow students to view activities in a chronological order similar to social networks. The activities will be collected from all campusM services and be provided in a single feed.

Institutions will be able to add activities, push events, messages, ads and more.

Benefits

✓ Enable student to consume institutional information in a familiar interface
✓ Create more opportunities for institutions to surface special activities and get the user attention to key events
User Selected Tags

Description

Allow users to select their preferred topics (Athletics, Evening Events, etc.) and enable institutions to and surface information accordingly. The development will also be connected to the AEK, Notifications, and App Manager, permitting tiles and services to be promoted according to user selected tags.

Benefits

- Create a more personalized experience for every user
- Provide institutions a better way to communicate with a specific target audience (based on the user selection)
- Support notifications for users by selected tags
Enhanced Insights

**Description**

Allow institutions to create reports based on additional data points such as user tags, user roles, etc. In addition, allowing developers to trigger registered events from AEK pages for better user-analysis within each campusM service.

**Benefits**

- Greater insights into user engagement via campusM
- Action specific analytics
- UI changes based on role and user driven data
**Description**

Leverage iBeacons and activities to trigger personal services. For example: trigger a survey alert the day after a student walks into the library or dining hall.

In addition, allow App Manager interface for managing iBeacon services and enable AEK-triggered activities.

**Benefits**

- Deliver more personalized, experience-based services to users
- Create and leverage iBeacons from within institution created services
Sponsorship and Advertisement

Description

Collaborate with campus and external vendors to present ads within the campusM interface. Ads can be connected to roles and user tags, iBeacon and other campusM features. For example: at the beginning of the semester a collaboration with the campus bookstore to promote textbooks based on users’ classes.

Benefits

- Deliver more personalized services to users based on their preferences and campus needs
- Extend funding opportunities for the institution
- Bring more collaborations opportunities to campus and external partners
Questions
Thank you
andrew.taylor@exlibrisgroup.com