campusM Product Update

Matt Sherlock, Director of Product Strategy
Mobile Campus Solutions
Transforming Your Campus Services Into a Personalized Mobile Experience
Personalized Experience
Multi-Layer Personalization Approach

APP
- University

PROFILE
- Student
- Staff
- Alumni
- Prospects

ROLE
- Freshman
- On-Campus
- Dormitory
- Athletics
- International
- Graduate

USER
- Mike
- Cindy
- John
- Melanie
- Ronald
- Kimberly
- Joey
- James
- Beverly
Homescreen Personalization

- **Arrange**: info-at-a-glance based on your individual roles
- **Campus Driven**: Can be made available by profile and include mandatory tiles
- **User Oriented**: Easy, simple and familiar arrangement options
- **Regret-Free**: Option to reset and search for new and hidden tiles
Information at-a-Glance
Information at a Glance, Personal to your Students
For all Points of the Journey
Supports Student Cycle End-to-End
More than an App
Student Portal – One solution for student interactions
Configurable Portal – campusM as a Platform
Development Platform
Platform for Development – campusM AEK

SHARE

DEVELOP

DEPLOY

TEST

AEK 2.0
Agile Development, Regular Releases
### Monthly Releases, Agile Development

<table>
<thead>
<tr>
<th>Monthly Release</th>
<th>Preview Release (automatically)</th>
<th>Production Release (by request)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2018 Release</td>
<td>December 11, 2017*</td>
<td>January 8, 2018</td>
</tr>
<tr>
<td>February 2018 Release</td>
<td>January 15, 2018*</td>
<td>February 5, 2018</td>
</tr>
<tr>
<td>March 2018 Release</td>
<td>February 19, 2018*</td>
<td>March 5, 2018</td>
</tr>
<tr>
<td>April 2018 Release</td>
<td>March 26, 2018*</td>
<td>April 9, 2018</td>
</tr>
<tr>
<td>May 2018 Release</td>
<td>April 9, 2018</td>
<td>May 8, 2018</td>
</tr>
<tr>
<td>June 2018 Release</td>
<td>May 8, 2018</td>
<td>June 4, 2018</td>
</tr>
<tr>
<td>July 2018 Release</td>
<td>June 04, 2018</td>
<td>July 2, 2018</td>
</tr>
<tr>
<td>August 2018 Release</td>
<td>July 02, 2018</td>
<td>August 6, 2018</td>
</tr>
<tr>
<td>September 2018 Release</td>
<td>August 06, 2018</td>
<td>September 3, 2018</td>
</tr>
<tr>
<td>October 2018 Release</td>
<td>September 03, 2018</td>
<td>October 1, 2018</td>
</tr>
<tr>
<td>November 2018 Release</td>
<td>October 01, 2018</td>
<td>November 5, 2018</td>
</tr>
<tr>
<td>December 2018 Release</td>
<td>November 05, 2018</td>
<td>December 3, 2018</td>
</tr>
</tbody>
</table>
Born in the Clouds
Ex Libris Cloud

Security

Reliability

Capacity
Always Insightful
Enterprise-Level Analytics
Bringing Us Together
Single App For All Campus-wide Solutions

- Directory
- VLE
- LMS
- Library
- Timetable
- Class Schedule
- Student
- Records
- Finance
- PC Availability
- Campus
- Maps
Adding Value
Feature-Rich Platform

Integrations
Notifications
Navigation
Content
Banners
Feeds
Development
Offline
Beacons
Attendance
campusM Product
Going Forward
PRODUCT VISION

PERSONAL, STUDENT-CENTERED EXPERIENCE

SCALABLE, INTEGRATED EXPERIENCE

COMMUNICATION & ENGAGEMENT PLATFORM

RESILIENT & SECURE

SIMPLE & EMPOWERING TO USE

RELEVANT & SIGNIFICANT
Product Vision Themes

- User Experience
- Engagement
- Product Features

- Integrations
- App Management
- PaaS/AEK
2019 Product Development Themes

1. **Notification Center**
   - Notification History
   - Delivery & Read Stats
   - Unread users
   - Personalization Parameters

2. **Creative Studio**
   - Transformational content
   - True drag and drop
   - Content templates
   - Preformatted components

3. **Actionable Analytics**
   - Role-based analytics
   - Tag-based analytics
   - Session time
   - Active/inactive students
   - Actionable Analytics
   - AEK Analytics Framework

4. **Product Integrations**
   - Focus on cloud-to-cloud
   - Product integrations
   - Speedy deployment
   - Ongoing deployable enhancements
   - Simple configuration

5. **Smart Tags**
   - Creation and management
   - Tag actions
   - Student View
   - AEK attributable
   - Extensible – Change and extract
campusM Attendance
simplifying classroom attendance tracking
Research Lab Areas

**1. CLASSROOM POLLS**
- In-class questions and answers driven by the app
- Engaged active learning helps to drive educational improvements
- Integrated experience
- Response analytics

**2. SURVEYS**
- Simple to deploy surveys provide powerful insight
- Student targeting
- Integrated experience
- Response analytics

**3. ACTIVITY FEED**
- Chronologically ordered professional activity feed
- Targeted engagement
- Alternative interface

**4. AUGMENTED REALITY**
- Cutting edge technology deployed in useful scenarios
- Visual engagement with campus resources
- Virtual noticeboards and information advertisements

**5. CAMPUSM COACH**
- Interactive engagement coach to steer success
- Constructive interventions
- AI driven
- Informative dashboards and reward
- Integrated experience