Bridging Solutions and Patron Engagement

Ex Libris campusM Update

Ido Peled, Corp VP. Mobile Campus Solutions
Patron Engagement Gap
The Inevitable Patron Engagement Gap

- **Student Information**: Grades, Finances, Class Schedule, Financial Aid
- **LMS**: Assignments, Forums, Messages
- **Library**: Discovery, Reading Lists, LibGuides, My Account
- **Email**: Room Availability, Maps, Laundry, Social Activities
- **And many more...**
Delivering a Single, Consolidated Mobile App and Web Portal

- Student Information
- LMS
- Library
- Email
- And many more...
Mobile App and Web Portal

- PUSH NOTIFICATION
- EVENTS
- MAPS
- ATTENDANCE
- NEWS
- RESOURCES
For Example: Special New Collection at the Library
1,400,000,000
x3 seconds per page view

4,200,000,000 seconds
70,000,000 minutes
1,166,666 hours
48,611 days

133 years
Understanding the Digital Lives of University Students

2017/18 Research Findings

Top 3 important digital services:
- Lecture recordings and notes: 53%
- Institutional mobile app: 48%
- Accessing the course schedule: 45%
Understanding the Digital Lives of University Students

2017/18 Research Findings

- 83% would recommend the app to a friend or coursemate
- 84% agree that it saves them time
- 82% say that the app allows them to easily find information
- 71% say it helps them with their studies
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THANK YOU!