



# The mobile app that converts applicants to alumni

Dynamic marketing across the whole student lifecycle

## INTRODUCTION

Ex Libris® campusM® provides your university with a powerful way to attract, recruit and retain today's net-native students and drive their educational success. A platform that publishes both a mobile app and a website portal, campusM supports your marketing and communications across today's most ubiquitous devices – the smartphone and the tablet - as well as on laptop and desktop.

Agile, customisable and adaptable, campusM allows you to tune your marketing communications and experience as precisely as you need to every step of the student-lifecycle. Plus, each potential applicant, student and alumni receives a personalised experience based on a profile that you can derive from their express and implied needs.

The logo for Ex Libris campusM. 'Ex Libris' is in a dark grey, sans-serif font. Above the 'i' in 'Libris' is a multi-colored arc (rainbow). 'campusM' is in a red, lowercase, sans-serif font.

## ENQUIRY CONVERSION

Potential applicants usually start to research your university via your website. campusM ensures that whether potential applicants use the browser on their smartphones or tablets, laptops or desktops they can be presented with precisely the content that will help them to make your university their first choice.

Its powerful write-once-publish-everywhere CMS interface ensures that your messages are delivered clearly across all platforms and that visitors will receive a consistent experience.

Once the potential applicant has decided to move from research to enquiry, their needs start to change. Encouraging a simple installation of your campusM app pre-configured with your unique "Enquirer" profile, will ensure that the potential applicant benefits from carefully targeted and personalised experience of your institution.

With campusM you can tailor the experience by showcasing relevant courses and faculty information and promoting academic staff and student profiles and engaging testimonials. campusM can also show potential applicants life on your campus, illustrate accommodation options and highlight support services while you can deliver targeted messages about important factors such as financial aid, application deadlines and Open-day events.

## Creating memorable open-day experiences

When a potential applicant registers for Open-day, your campusM app can adapt to their new level of interest. Assigning an "Open-day Visitor" profile to an individual opens up access to a range of new features that exploits the portability of smartphones and are designed to support their visit.

To help them arrive, campusM can access the mobile device's native apps such as maps and can connect with local traffic, rail and bus information services. With iBeacon interactions and location awareness you can create a campus tour with a virtual guide to display audio, video, text or graphic information that highlights key points of interest such as accommodation, library, lecture theatres and research labs. You could even provide a virtual canteen card pre-loaded with refreshment credits to encourage them to explore catering options.

And for detailed faculty tours and interview schedules, campusM can achieve a high-degree of segmentation ensuring that, for example, potential STEM students receive a different experience from Humanities applicants. You can even exploit native calendar apps to link appointments or scheduled events to profiles of departmental interviewers and student hosts.

## APPLICATION SUPPORT

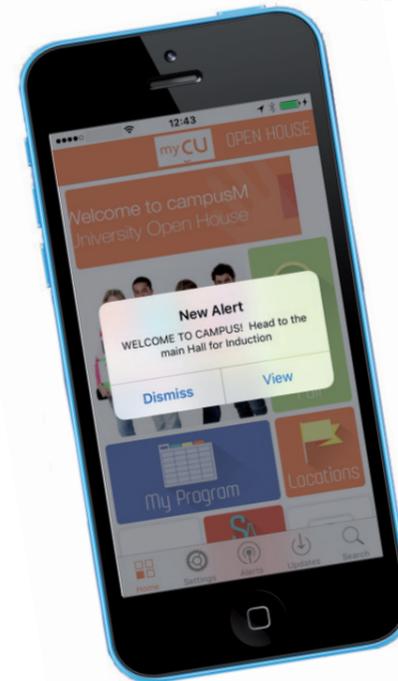
Once the prospective student has decided to apply to your institution campusM again adapts to their new profile. Applying for the right courses and selecting the correct modules are all important but so is understanding finances, accommodation, travel and a host of other factors that can cause concern to applicants and their families.

Your "Applicant" profile introduces new features to support and guide applicants through the process and allows you to encourage them to complete it. With campusM integrated with your application systems and support services, you can help applicants to see where they are in the process, what they need to do next and what deadlines are coming up.

## Registration and Enrolment

It is well known that students who feel part of the academic family, who blend in and who meet the right like-minded people successfully complete their course. campusM ensures that before admissions day new students have the opportunity to create social interactions with new classmates, to find new societies and groups to join and to begin to generate the support network that will help them to thrive.

On registration day your open-day app transforms itself to support a "Freshers" profile that is focused on completing the registration and enrolment process, becoming orientated and being in the right locations at the right times. Personalised communications can remind students, for example, that they need to be in a specific room for a meet and greet and show them how to get there, or invite them to a social event or guide them to the accommodation office and then to their hall of residence.

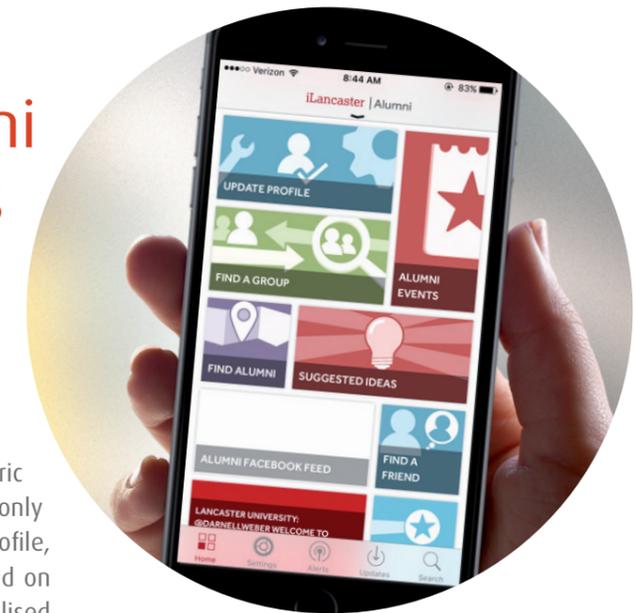


## Alumni Communications

Fund raising is always a challenge, but campusM can help you to maintain communication with alumni, turning the fondness and loyalty that you have cultivated throughout their student life into continuing engagement with your university.

With an "Alumni" profile assigned to a user, campusM makes generic requests for donations a thing of the past. Each alumni is shown only information about fund-raising initiatives that, based on their profile, are likely to appeal to them. Deeper custom segmentations, based on more detailed profiles enable your university to provide personalised news feeds about events, former teachers and classmates, donation day information and more.

The relevance and confidence that campusM helps you to create in your communications, reassures alumni that funds will be used in a way that is meaningful to them and improves the chances that they will donate.





Your messages, their mobiles

## More than marketing and communications

Successful students stay the course and student engagement with your university is known to be a factor in academic attainment. campusM provides myriad ways to support learning success.

Integrations with learning management systems, student records administration and tools to search library resources help students to work wherever and whenever they need accessing information on demand.

Advanced analytics show engagement with apps and with your university's communications and assist your learning and student support colleagues to identify students at risk of non-completion. campusM's attendance capture solution helps to monitor class attendance in order to provide early warning should it decline, allowing your student support team to engage.

For more information contact your local campusM expert via [emeainfo@exlibrisgroup.com](mailto:emeainfo@exlibrisgroup.com)

  
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