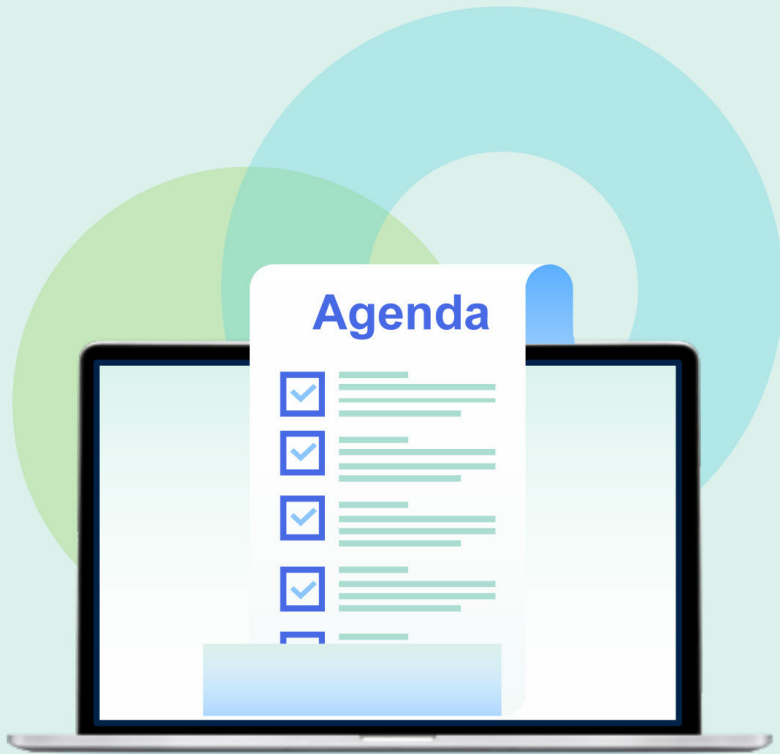


Ex Libris campusM and the Next Normal

Virtual campusM APAC User Group Meeting

Matt Sherlock | Director of Product Strategy





- **Research Methods**
- **Reflections On The Current Situation**
- **The Challenges Ahead**
- **How campusM Can Help**

Research Methods



**REGIONAL
FORUMS**



**CUSTOMER
SURVEYS**



**1-2-1
MEETINGS
(VIRTUAL)**



Reflections On The Current Situation

Reflecting On The Current Situation – General



Understanding the Situation

Students and staff have been generally understanding of the complexity of the situation



Centralized Comms

Majority of comms being managed by central team with senior oversight, mainly delivered through email



Remote Support

Transiting from traditional face to face support to virtual support has been a key challenge



Uncertain Mid-Term Future

Short-term challenges will be met but the next 6-12 months will bring greater challenges to overcome

Reflecting on Teaching, Learning & Assessment



Virtual Learning Environment



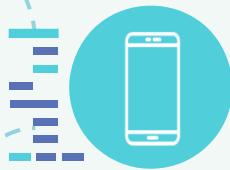
Changes In Teaching Strategies
& Pedagogy



Synchronous And
Asynchronous Delivery



Challenges Of Summative
Assessment





THE CHALLENGES AHEAD

THE CHALLENGES AHEAD

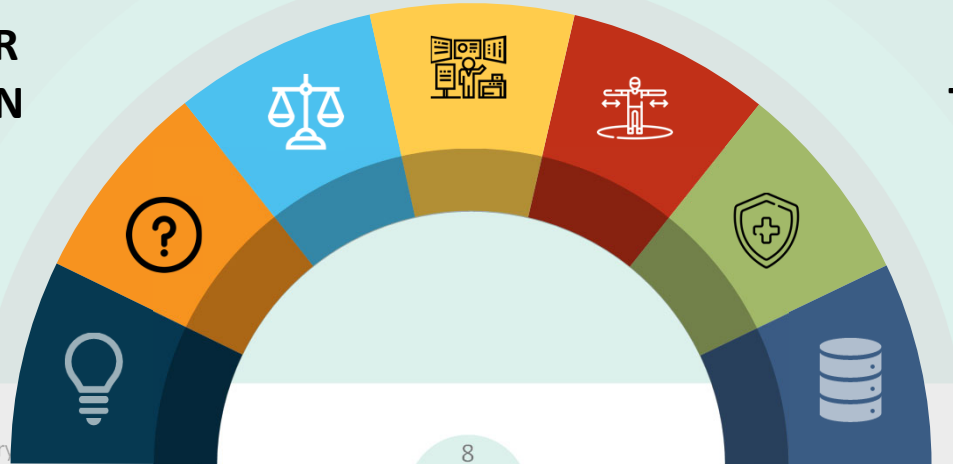
**EFFECTIVE
TEACHING
AND LEARNING**

**SUSTAINING
THE BUSINESS**

**SOCIALLY
DISTANCED
CAMPUS**

**PLANNING FOR
THE UNKNOWN**

**SUPPORTING
THE STUDENT**



Planning For The Unknown



Uncertainty is Biggest Challenge

Uncertainty with regards to government requirements and the global spread of the virus



Hybridized teaching

Hybridised teaching with both physical and virtual teaching likely to be in operation



18+ months 'New Normal'

Planning for 18-24 months of disruption before a new "normal" normal returns



Technology Supports Strategy

Technology and the ability to adapt to the situation will be a key component of a successful strategy

How Can campusM Help?



✓ One Stop Shop
Providing An
Integrated
Experience

✓ Personalised And
Contextualised
Comms

✓ Cross Channel
Offering On The
Device Of Choice

✓ Agile Development
Of Covid19 Focused
Features

Delivering Effective Teaching and Learning



Adopt Different Pedagogies

Hybridised teaching with both physical and virtual teaching will require different pedagogies



Higher Attrition Rates

Attrition rates for online or blended learning is likely to be higher than face to face learning



Measuring Engagement

Measuring engagement is a challenge
Interactions with digital services provides new opportunities



Changes to Space Portfolio

Space portfolio likely to need to adapt to new modes of delivery, different technologies and Pedagogies used

How Can campusM Help?



✓ **Integration With Teaching & Learning Sys**

✓ **Features To Understand Student Engagement**

✓ **Make Sense Of Hybrid Teaching Arrangements**

✓ **Deliver Constructive Interventions To Student**

Sustaining the Business



Long Term Consequences

Long-term consequences due to current crisis. Assume student numbers will decrease over next 12-24 months



Budgetary Impacts

Significant impact of university budgets and difficult decisions are going to need to be made



International Student Challenge

International students numbers likely to decrease. Institutions are looking at other more sustainable funding models



3-5 Year Recovery

Institutions are realistically looking at a 3-5 year financial plan to recover from the pandemic

How Can campusM Help?



✓ Support Retention
By Understanding
Engagement

✓ Support
Recruitment
Through Custom
Profiles

✓ Exploit System
Portfolio Through
Integrations

✓ Cost Effective
Platform Continual
Enhancements

Socially Distanced Campus



Phased Return to Campus

Phased return for all stakeholders:
Students
Researchers
academic staff
support staff



Importance of Digital Environment

Digital environment of the university will be as, if not more, important than the physical environment



Restricted Space Capacities

Venue capacities and flow through facilities need to be considered
Bookings, access control and one-way systems



Social Distancing on Campus

Adjusting to accommodate social distancing.
Exploring ways to enable a “touchless campus”

How Can campusM Help?



✓ **Digital Experience vs. Physical Experience**

✓ **Deliver Guidance To Support New Normal**

✓ **View Resource Availability Before Coming To Campus**

✓ **Deliver Touchless Services To Reduce Risk On Campus**

Supporting the Student



Supporting Welcome

Phased return for all stakeholders:
Students
Researchers
academic staff
support staff



Alternative to Face to face

Digital environment of the university will be as, if not more, important than the physical environment



Collaboration Challenge

Venue capacities and flow through facilities need to be considered
Bookings, access control and one-way systems



Student Empowerment

Adjusting to accommodate social distancing.
Exploring ways to enable a “touchless campus”

How Can campusM Help?



✓ **One Stop Shop
Providing An
Integrated
Experience**

✓ **Deliver Targeted
And Contextualised
Services**

✓ **Features To
Understand Student
Engagement**

✓ **Enable Contact
Trace To Support
Students In Need**

campusM Is Ready For The Next Normal

**Support Contact
Trace Mechanics**

**Signposting to
your Services**

**Smart Resource
Management**



**Integrated Approach
with Product
Integrations**

**Targeted &
Contextualized Comms**

**Engagement Insight in
the New Normal**



Questions?