

The logo for ExLibris campusM. It features the word "ExLibris" in a dark grey, sans-serif font. Above the "i" in "Libris" is a rainbow-colored arc. Below "ExLibris" is the word "campusM" in a red, lowercase, sans-serif font, where the "M" is larger and bolder than the other letters.

Transforming your campus services into
a personalized mobile experience.



campusM for Prospects and Applicants

A student's relationship with their college starts long before they begin their study, even before they arrive on campus.

This time can be highly stressful for prospects and applicants as they embark on a new phase of their life, and institutions need to make the process of moving from prospect to applicant and onto enrolled student as easy as possible.



The challenges

Schools want to attract the best students in a competitive global market place - to do this they need to stand out from the crowd.

Converting prospects to applicants is another challenge. For each applicant who does not convert, there are financial implications going forwards, with loss in revenue from fees, accommodation, on-campus spending, as well as the cost involved with recruiting new students to replace those who have not continued their study.

The campusM solution

campusM gives institutions the ideal platform to connect with prospects and applicants throughout this important part of the student life cycle, increasing satisfaction and conversion rates.

Key features include:

- Personalized Open House information and itinerary builder help applicants make the most of their campus visit



- Interactive campus maps, and iBeacon touch points help applicants find their way around and make for an informative, engaging first campus experience
- Analytics show engagement levels helping you to further develop the experience over time

- Push notifications and tailored content deliver an app experience as unique as the individual for prospects, applicants, new arrivals, international students, teachers and parents



campusM for Students

Your students expect a connected college experience, with access to important information at any time that is relevant to their specific needs.

They expect to move seamlessly from one device and one service to another without having to repeatedly log in to different systems or fill out personal details to get the information that applies to them.

The challenges

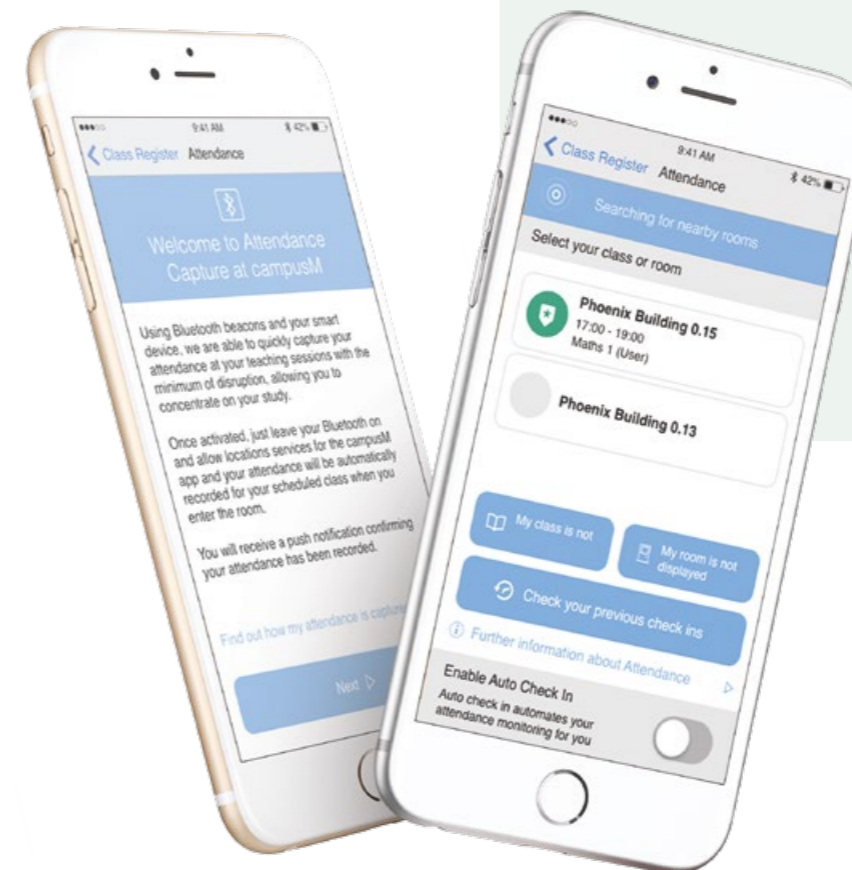
Universities have complex systems, spread between departments, buildings and campuses. Managing these systems is complicated and time consuming and providing students with access to them can be difficult. This results in a frustrating experience for the user and institutional inefficiency.

Students want school systems that know who they are, what they need to access, and for it to be delivered directly to them without them having to search for it.

The campusM solution

campusM engages students on a personal level, supporting and nurturing their digital relationship with the school giving a holistic, consolidated view of university systems that are, intelligent and engaging. The Platform encourages learning and attendance and identifying those students who may be falling behind with in-depth app analytics.

Key features include:



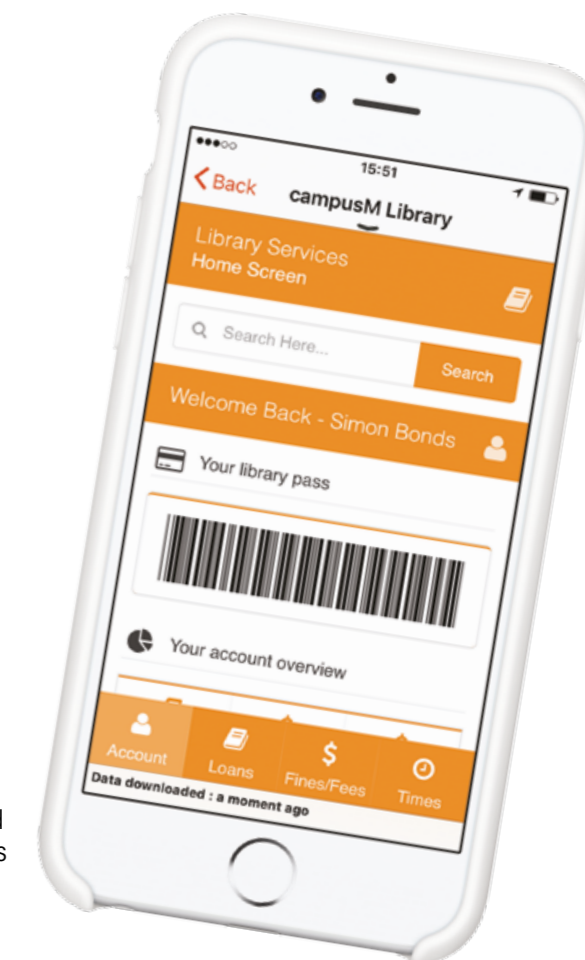
- Cost effective attendance monitoring and innovative interactive touch points with iBeacon technology



- Make student life easier with integrations with timetables, Learning Management, Library and email systems

- Create and adapt custom app screens quickly and easily with our unique App Extension Kit (AEK)

- Personalized push notifications keep students up to date with course and study information as well as campus news and events



- Off-line access to learning resources enable students to study wherever they are, even without an internet connection

- Live tiles give students instant information about their study and other aspects of their student life

campusM for Life

Alumni are an essential part of the university community. Establishing and maintaining close relationships with alumni is important for both institutional reputation and ongoing financial stability.

Alumni can be ambassadors, benefactors, and even business partners. The stronger the link you can forge with them, the better it is for both the institution and the alumni themselves who can take advantage of the ongoing connection with their alma mater.



Key features include:

- Personalized mobile experience that provides news and services that are with the alumni's areas of interest and career
- Data capture forms ensure you retain up to date information about your alumni, effortlessly updating their contact details, career progress and interests
- In depth analytics to understand app usage and identify points of interest for alumni, to further enhance engagement ensuring the content you publish is relevant

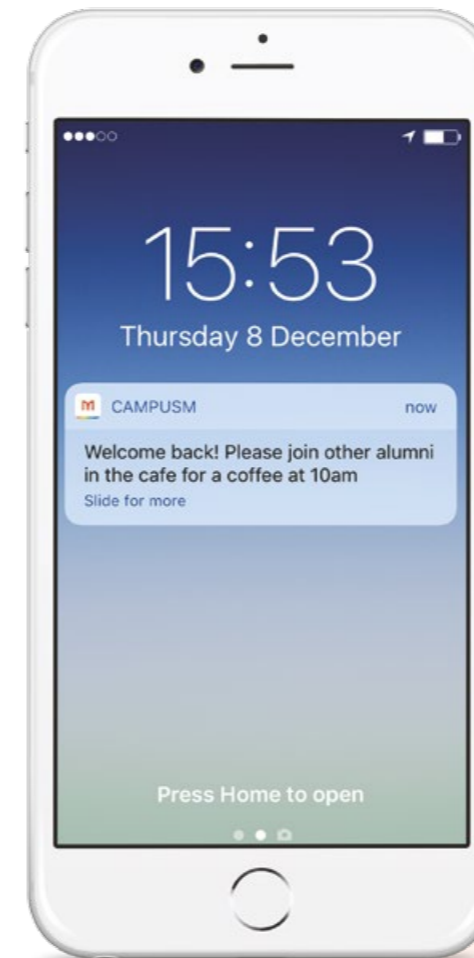


The challenges

When students graduate and move on to the next phase of their life, how can you maintain and evolve your engagement with them wherever they are?

The campusM solution

Mobile is a key communication and engagement tool. Providing your alumni community with access to services, news and updates, etc., which are specifically tailored for them and sent directly to their mobile device dramatically improves their connection with your institution.



- Targeted fundraising campaigns reaching out to specific groups of alumni and seamlessly encourage donations, directly from the campusM app

- When alumni visit campus personalized push notifications make them still feel part of the community and institutions can get notifications telling them a VIP has arrived on campus thanks to iBeacon technology


campusM for you


Whether you want to increase engagement with prospects, students, alumni or any other member of the university community, in just 12 weeks campusM can deliver an app to help you meet your strategic goals through consolidation of services into a single mobile experience available across all channels.


Get in touch to find out more.



CONTACT US

 www.campusM.com

 [@_campusm_](https://twitter.com/_campusm_)

 sales@campusM.com


ExLibris
campusM

Ex Libris is a leading global provider of cloud-based solutions for the management, discovery, and delivery of the full spectrum of library materials, as well as mobile campus solutions for driving student engagement and success.

Ex Libris solutions are in use by over 5,600 institutions in 90 countries, including 43 of the top 50 universities worldwide and more than 40 national libraries.