

ExLibris  
campusM



UNIVERSITAT DE  
BARCELONA

## The University of Barcelona transforms the student experience

### Creating a personalised mobile experience

The University of Barcelona (UB) were looking for a new, streamlined way to communicate with all their students, regardless of their location. They wanted students to see a range of information from different campus sources in one place – their mobile device, naturally. And, of course, including UB's own SocUB app and Virtual Campus was essential.

To make it happen, UB chose campusM by Ex Libris. UB students now benefit from a single entry point to a range of University resources and Departments, as well as receiving personalised push-notifications that enhance and streamline the UB experience. Now the student really does carry UB "in their pocket".

### The University of Barcelona

Founded in 1450, the University of Barcelona (UB) is one of the oldest and most prestigious higher education institutions in Europe. According to the QS World University Ranking 2020, UB remains the top university in Spain.

It offers 73 bachelor degrees across all subject areas, more than 150 university master's degrees, nearly 600 UB-specific master and postgraduate courses and 48 doctoral programmes for more than 65,000 students from all over the world.



### The University in your pocket

Presented through the campusM platform, The University's SocUB app ensures that students receive relevant and personalised communications and alerts in the form of pop-up notifications. Multiple contributors from UB's six campuses provide input personalised to the individual based on their profile, and messages go straight to their device about - for example - a lecture cancellation, an upcoming live event, their progress in a grant application or the need to return a book to the library. They can of course access the Virtual Campus and their UB email and connect directly to their wifi too using one button - a single entry point on their mobile device.

## Ongoing digital transformation

With the adoption of campusM UB has established an extensive real-time communication channel for its students that can be extended and tailored according to UB's communication strategies.

UB's ideas for campusM and the SocUB app include extending it to target audiences beyond current students – these could include prospective students, teaching staff, administrative staff and alumni. Cloud-hosted and with a range of analytic functions available to the institution, campusM not only communicates but it listens too. Its 7,000 existing customers have access to Ex Libris' Ideas Exchange, a platform for posting their own ideas or suggestions for future developments.



*“With campusM, we hope to offer students the latest in mobile technology. Staying in touch with our students and making sure they feel part of the University even from afar, is an important part of student engagement.*

*campusM allows us to stay connected and maintain an engaging and unique experience. The decision to adopt this new technology could not have come at a better time”.*

Francisco Esteban, Vice Rector for  
Communication at the  
University of Barcelona



## The campusM solution

**campusM** is a mobile application and web portal that supports more than 2.5 million students worldwide, allowing quick and easy access to all the information they need for an informed and enriched student experience.

Web-based administration makes it easy for the University to create, edit and publish content via the application.

Helping institutions and students communicate since 2009 campusM now includes more features – such as offering the student options to keep up to date with news and events, to take part in competitions, to find out about companies collaborating with their institution - or even to start their own opinion poll.



## ABOUT EX LIBRIS

Ex Libris, a ProQuest company, is a world-leading provider of cloud-based solutions for education.

Offering SaaS solutions for the management and discovery of the full range of library and scholarly materials, as well as on-campus mobile solutions that foster student engagement and success, Ex Libris serves thousands of users in 90 countries. For more information about Ex Libris, visit our website, and join us on YouTube, LinkedIn, and Twitter.

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