



# Ex Libris campusM Engagement FAQ

## FUNCTIONALITY

### What features are included with campusM Engagement?

There are many features included, including the key features below.

You will be able to:

- Provide a branded app that students and staff can use on their iOS and Android phones and tablets as well as on web browsers on their computers [\[show me\]](#)
- Make the app available for students, staff, and faculty, as well as prospective students, incoming students, and parents, so that they can all stay current with the rapidly evolving situation
- Send important push notifications
- Link to existing websites so you can reuse accurate, up-to-date content [\[show me\]](#)
- Create your own tiles that contain valuable information [\[show me\]](#)
- Create and maintain a rotating banner tile that highlights a key piece of campus news and then moves on to the next one [\[show me\]](#)
- Provide any campus news that you have available as an RSS feed
- Link to important dates
- Link to your online library services
- Link to your learning management system
- Link to your student information system
- Link to your existing student portal
- Link to Housing, Advising, Financial Aid, Campus and Public transport, Dining and other services. [\[show me\] – Montana COVID Updates tile](#)
- Link to IT support for help with things like connecting to live online classes and remote access to campus systems
- Consolidate all your services in a one-stop-shop
- Track the open rates of the push notifications you are sending out
- Track app usage so you can see what is most heavily used and plan for modifications



### **How do I send a message through the mobile app to students?**

You will use a web-based tool called App Manager to create and send push notifications to students. These appear as in-app notifications just like any other mobile app, such as WhatsApp or Facebook Messenger. The notifications are saved so students can see previous notifications and take action if necessary.

### **How difficult is it to send a message to students through the app?**

It takes less than one minute to create and send a message. Watch how to do it [here](#).

### **Will this app support iOS and Android? How I do get my app in the app store?**

Yes, the native app supports both iOS and Android. The content you create for one platform is automatically made available for the other, as well as in the web portal version of your app. The app will be published in Google Play and Apple's App Store using your account credentials.

### **Is this app only for students or can others use it as well?**

The app is for everyone you need to reach. You will find that students, staff, and faculty will use it to stay in touch with the ongoing crisis and to facilitate remote learning and teaching. Prospective students and especially those who have just accepted will also use it to keep up-to-date with the continuing uncertainty around events like orientation, selecting classes, applying for financial aid, choosing housing and meal plans, and moving in dates.



## CREATING THE APP

### How long will it take to create my app?

The web portal version will be ready within a couple of days. The Android version and iOS versions will be ready for testing at the same time, and available for roll out as soon as they are approved by the respective app stores.

### Who will create my app?

Ex Libris Professional Services will set up the basic branded app, and online training is available so that you can easily add content, send push notifications and more.

### How many app system administrators can share the workload?

The app requires minimal maintenance. To utilize the engagement features, you can create multiple system administrators with varying roles and responsibilities and associated privileges. For example, you might identify one person from each of Housing, Orientation, and Student Health Services to each maintain accurate content for their part of the app. Another group might have permission to send push notifications.

### We have strict branding guidelines. Will we be able to stick to those?

Yes. The app will be branded according to your guidelines, including colors, fonts, and logos.

### Who at my institution needs to be involved?

There are three main areas of involvement:

- Someone will need to provide your branding guidelines.
- Someone will need to provide your app store account details so we can publish the Android and iOS apps.
- Depending on the content you want to share in the app, someone will need to take responsibility for creating it or pointing to existing content. This responsibility is often shared by Student Affairs, Academic Affairs, Marketing Communications, and IT.



## OFFERING

### **For how long will the campusM Engagement offering be free?**

You will be able to use the app free of charge until August 31<sup>st</sup>, 2020. After that, you may cancel at no charge and are under no obligation to continue using the app.

### **What are my expected costs and cancellation fee?**

None. This is part of a larger initiative by Ex Libris and its parent company, ProQuest, to serve its customer community and others in higher education during this difficult time, when so many students suddenly find themselves far from campus. There is no charge to start, no charge to build or deploy the app, and no charge to terminate the app. Depending on your type of app developer account, you may or may not be liable for a small fee for publishing your app on the Apple App Store and Google Play Store.

### **What if we want to continue to use the campusM app to communicate with our students and others after August 31<sup>st</sup>, 2020?**

Your account manager will help you with the process of setting up a standard subscription contract. They will also help you explore expanding the scope of the app to include integrations to systems such as single sign-on (SSO) authentication, your student information system, and your learning management system.

### **What do I do next if I want to move forward?**

You can get started by completing the online form here:  
[https://page.exlibrisgroup.com/campusm\\_offering\\_in\\_light\\_of\\_covid19](https://page.exlibrisgroup.com/campusm_offering_in_light_of_covid19).



## Operation, Security, and Privacy

### **Do I have to worry about software updates and patches?**

No. campusM is 100% cloud-based so you have no software to download or maintain. Ex Libris maintains the entire infrastructure in secure data centers and offers campusM as a true multi-tenant SaaS solution.

### **What student/staff data is collected by the app?**

This implementation of campusM does not include any integrations to your student information systems such as Banner, Colleague, or PeopleSoft, so none of that information is related to the app. To enable targeted and user-specific push notifications, the app must know the first and last name and an email address for the user, and these are stored securely and in accordance with GDPR guidelines.

### **What is the best way to get students to download the app?**

The best way to ensure that students download the app is to make it a valuable source of information and functionality. This means keeping the information in it current and accurate. Analysis shows that students are statistically more likely to engage with the app and with push notifications than with emails.

### **Where can I find more information?**

The Ex Libris Trust Center provides complete security, privacy and compliance details:  
<https://trust.exlibrisgroup.com/>