



Ex Libris campusM Engagement Use Cases

SUMMARY

During the COVID-19 global outbreak, the campusM community has been using the app to ensure that students are up to date with the latest campus news and announcements and are able to receive contact details and any other information they need.

Most of the use cases below relate to the use of push notifications, proven to be an effective communication channel to increase open and click rates. In other cases, dedicated content pages and simple web links, provided through a single interface, allowed schools to stay in touch with their students.

ALERTS (PUSH NOTIFICATIONS)

campusM Engagement allows authorized staff to send push notifications (alerts) to users. This very simple task is done using the web-based administration tool, App Manager, where push notifications can be sent immediately or scheduled for a later time. In addition, staff users can view the open rates and resend additional notifications to those users who have not opened the message.

Push notifications will appear on users' devices in the same manner as do other app notifications such as WhatsApp, Facebook Messenger, etc.



GENERAL UPDATES

Many schools are using campusM to send ongoing general updates with a short summary of their latest news and links for more information.





HOMEPAGE TILE FOR COVID-19 INFORMATION

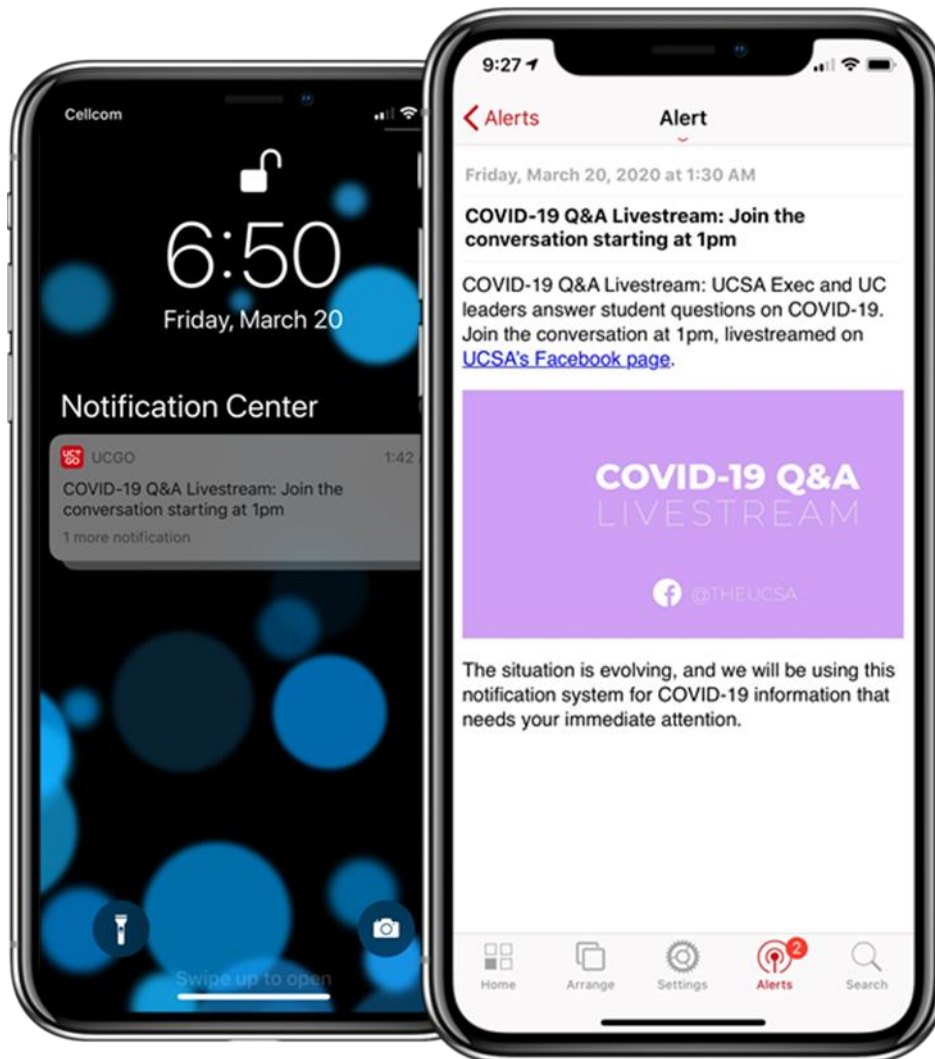
Within minutes you can have a new tile visible to students, without any need for an App Store update, providing information and news or linking to your COVID-19 webpage.





NOTIFICATION OF LIVE, REAL-TIME EVENTS

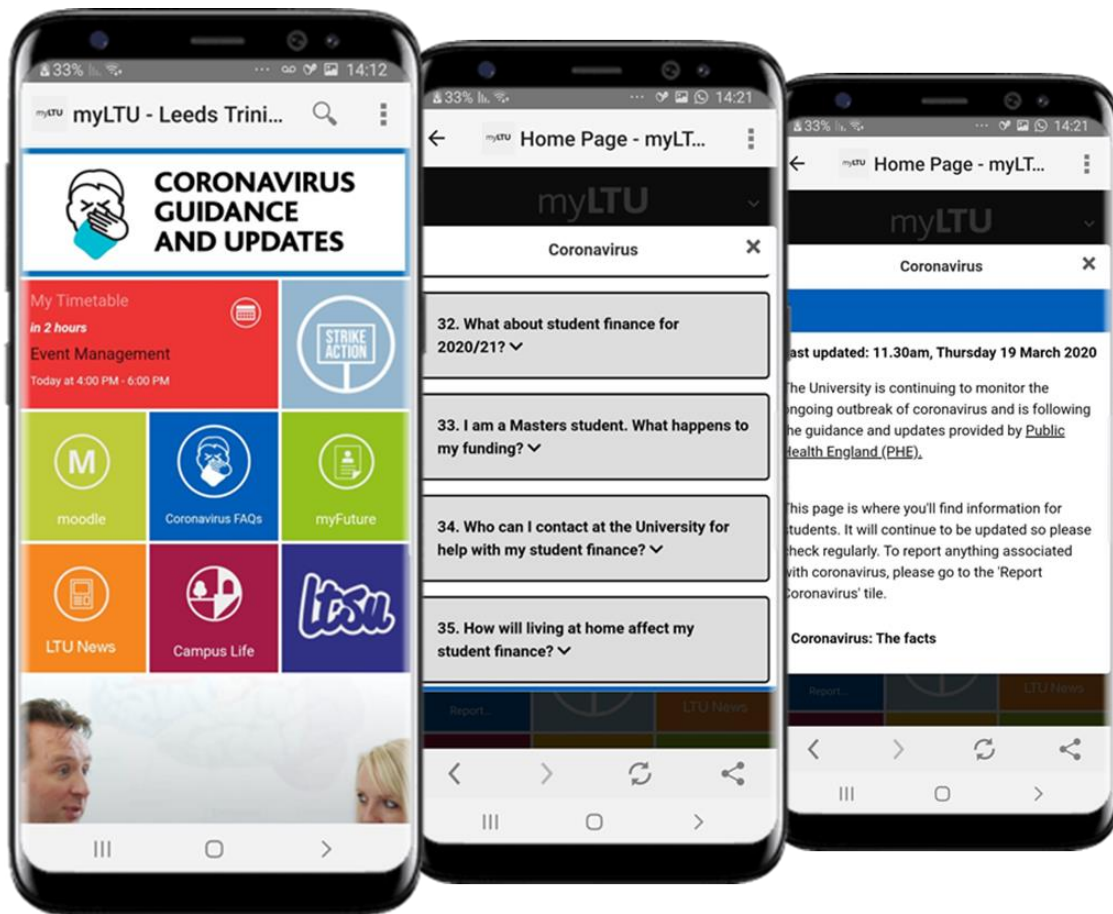
With more and more activities being streamed online, in real-time, sending push notifications can increase attendance and information-sharing as shown below.





INFORMATION PAGES ON-THE-GO

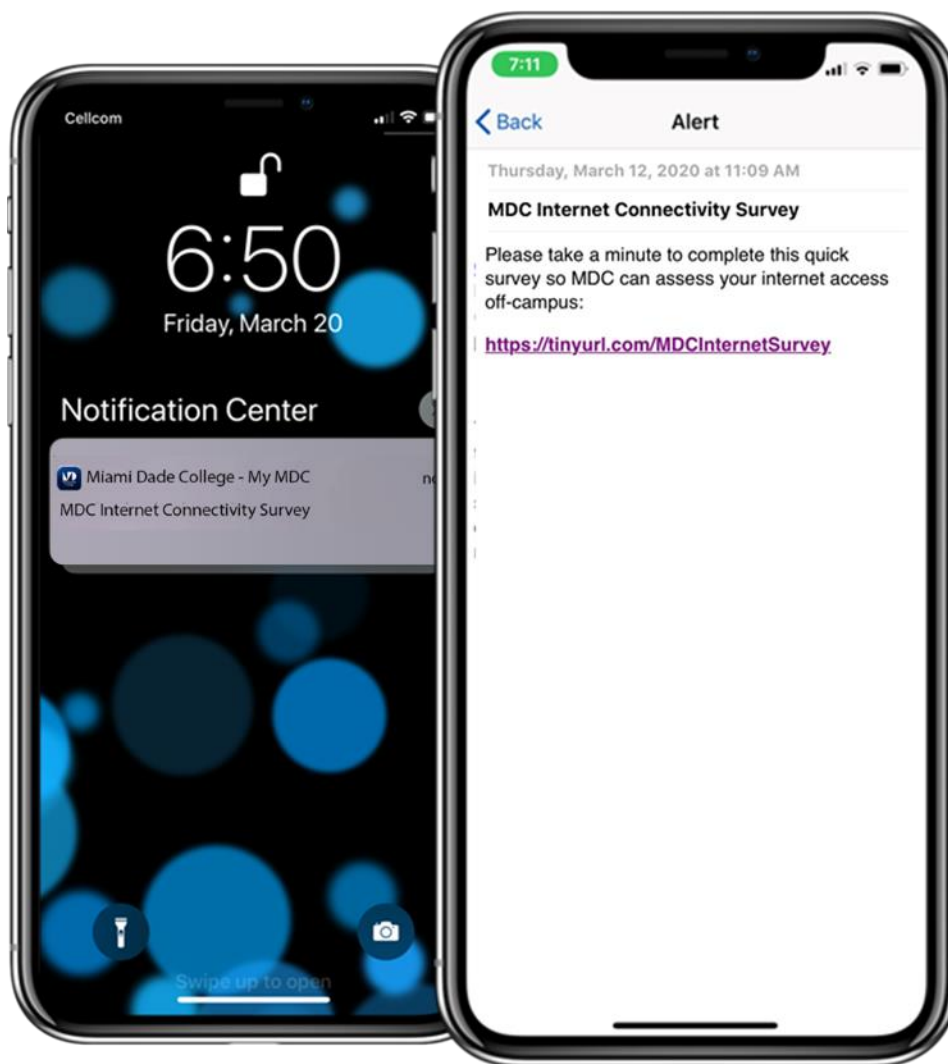
Using campusM to power a mobile app enables institutions to disseminate relevant and important content to students and staff through their mobile devices, available for review and reading anytime and anywhere. The content pages are cached as part of the app and can be viewed even without internet connectivity.





STUDENT READINESS

With the transition to online, off-campus teaching, schools are verifying that students can successfully attend classes and have the right infrastructure and supporting systems at home to continue their academic studies. campusM is used to send surveys using push notifications to achieve higher click and open rates.





CONTACT DETAILS AND HELPLINES

Ensuring students have all the contact information they need and that they know who to contact for different inquiries is critical, as it reduces misuse of staff time as well as minimizing student frustration.

