



THE EPIC RISE OF THE DIGITAL CAMPUS

CONNECTING STUDENTS WITH THEIR UNIVERSITIES NO MATTER WHERE THEY ARE.

UCISA CISG-PCMG22



UNIVERSITY OF
STIRLING

ExLibris
Part of **Clarivate**

Introductions



James Blair

Director Development & Operations
Deputy Director of Information Services
University of Stirling

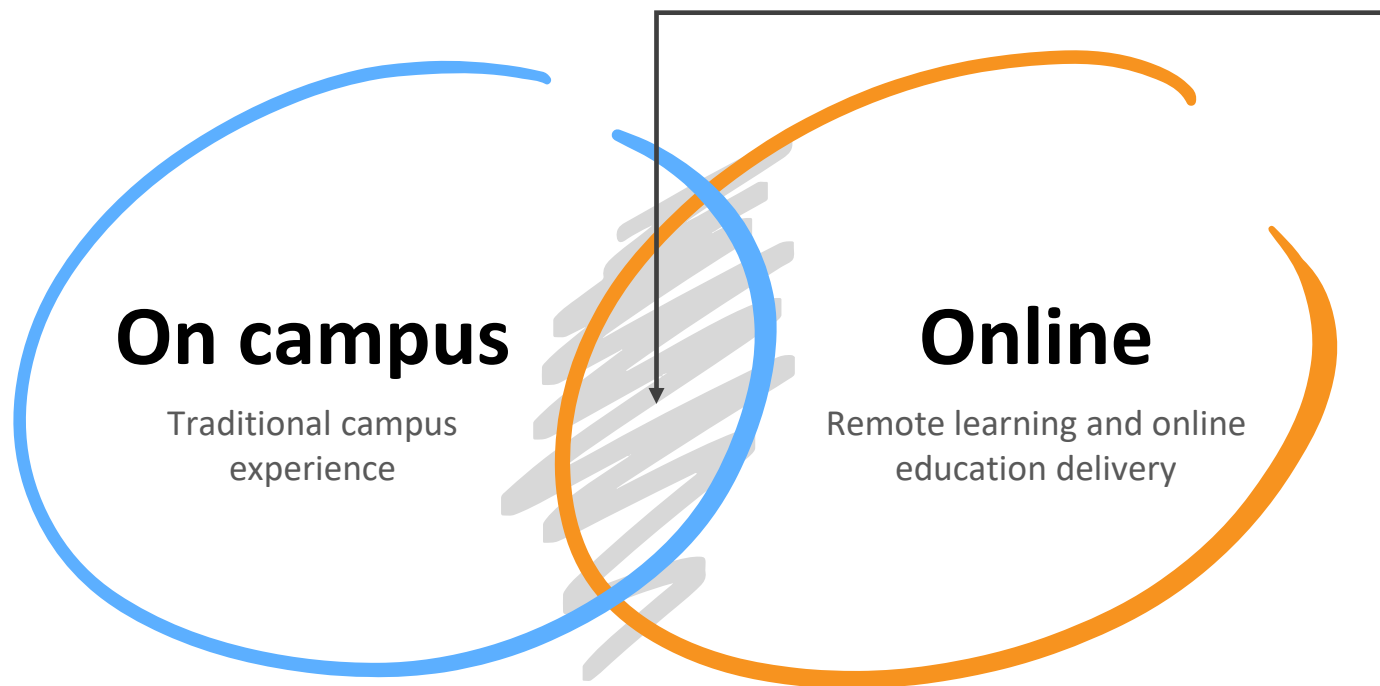


Matt Sherlock

Product Director, Strategy
Ex Libris campusM



The Student Experience is Changing



Hybrid

Hybrid, Hyflex, mixed-mode teaching

The Student Experience is Overwhelming



Data Silos

Higher education has a complex digital portfolio backdrop with lots of systems supporting lots of functions, all with different storage and interfaces

Data Fragmentation

Lots of systems lead to lots of silos leads to complexity, disconnection and confusion. The data becomes fragmented and difficult to consume

Information Overload

With many data sources and limited organization of the macro data, users become bombarded with generic and untailored information, with the onus on them to filter and prioritize



Supporting your Students' Journey



INTEGRATED

Create an integrated digital experience for students from prospect to alumni



PERSONALIZED

Deliver a personalized and contextualized experience that drives engagement



EMPOWERING

Empower your user communities to use digital services. Driving frictionless self-serve

Promoting a Quick, Easy and Powerful Student Digital Experience



Consolidated Experience

Aggregates all systems & services under 1-roof, creating a 1-stop-shop experience

Personalized and Engaging

A rearrangeable personalized dashboard allows users to have a say in which content is most important to them

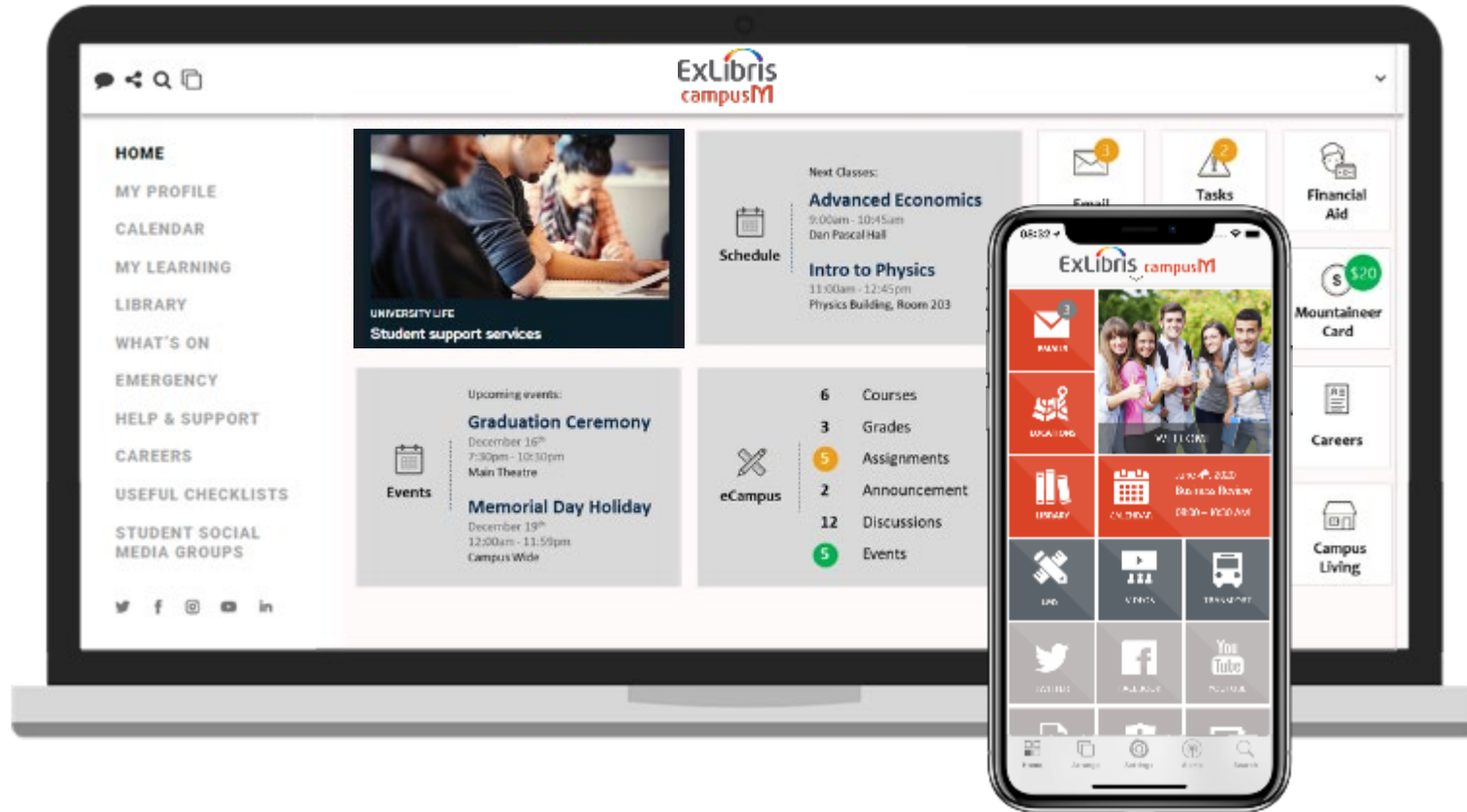
Integrated Solution

Out-of-the-box integrations into Moodle, Office365, Alma-Primo etc. including at-a-glance live information

Relevant and Contextualized

campusM gets rid of the noise and clutter and only presents relevant and useful information to each user

Multichannel, Personalized Engagement



Integrated and Empowering – Product Integrations



Product Integrations Empowering Students



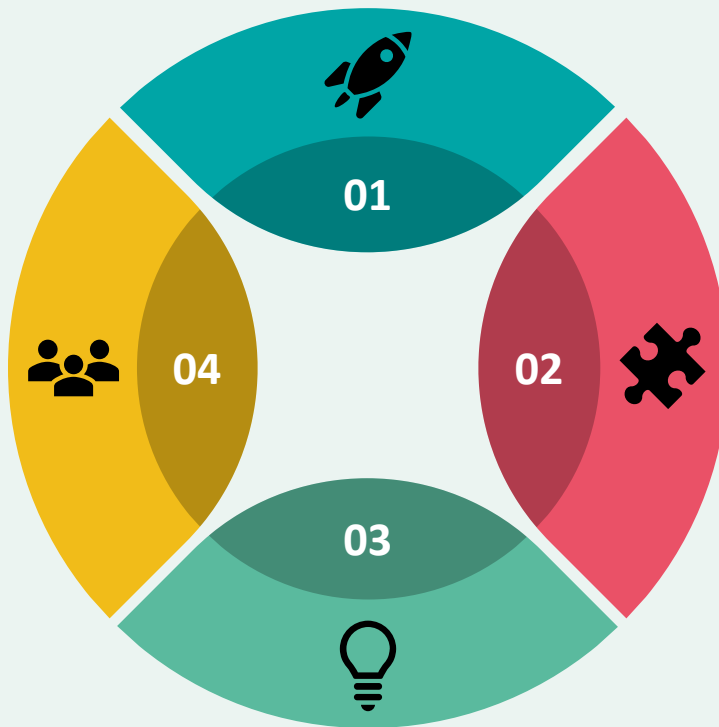
Great for You

No additional costs
Quicker, simpler deployments
Agile ongoing enhancements



Low Maintenance

Always up to date
Write once deploy all
No app left behind



Plug and Play

Out of the box integrations
Range of university systems
Easy to add/change

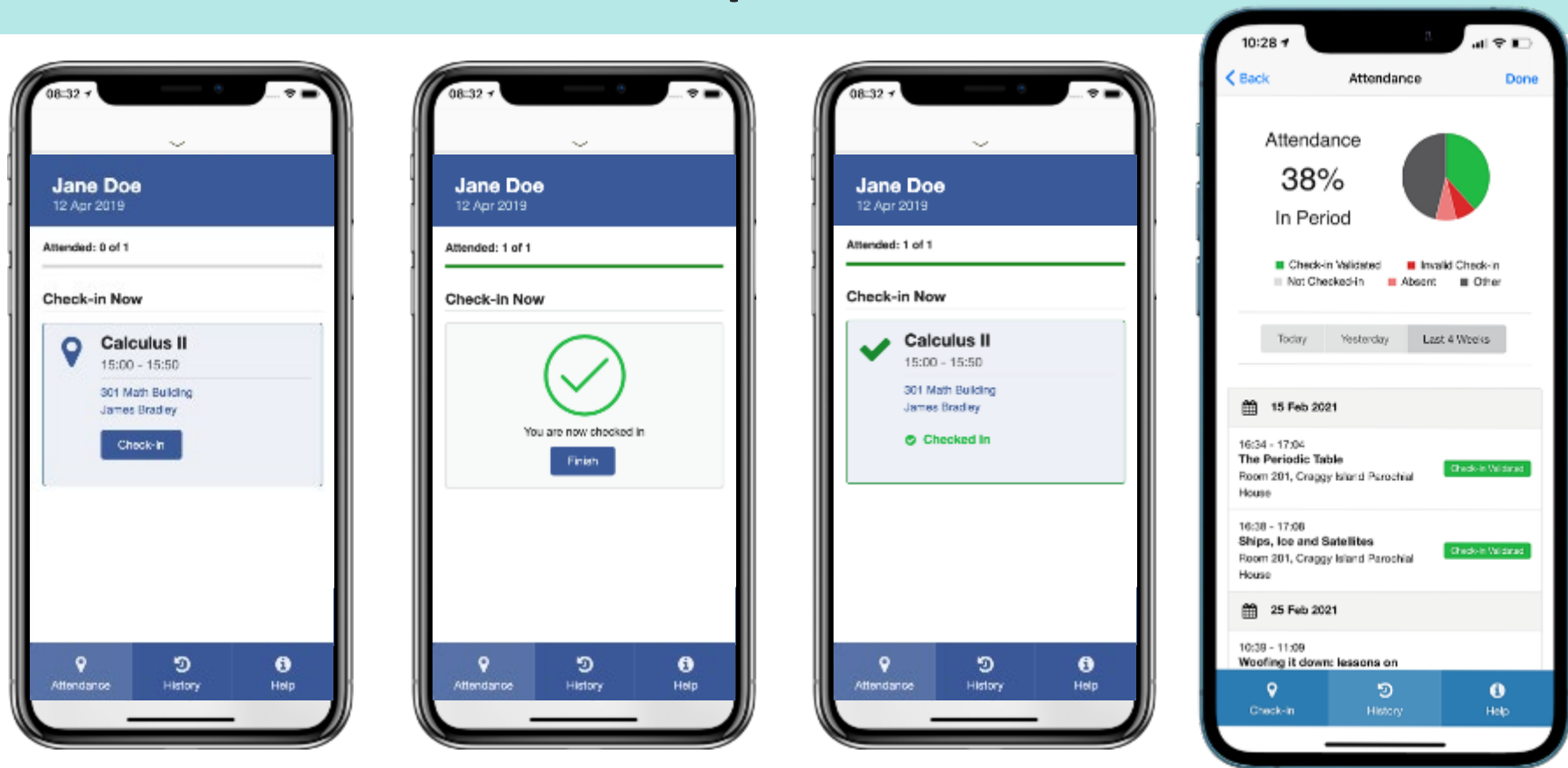


Simple Config

Self-service
Customizable text/colors
Realtime change & publish

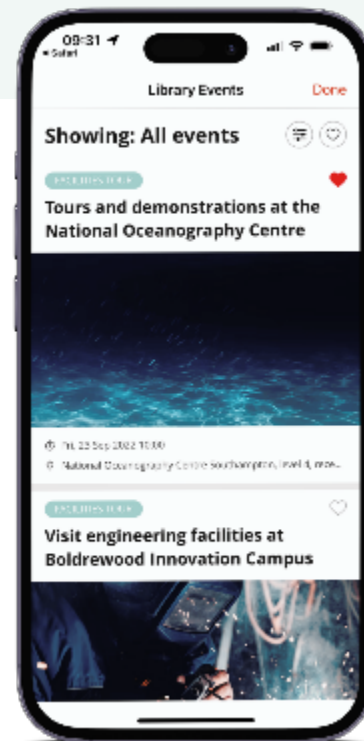
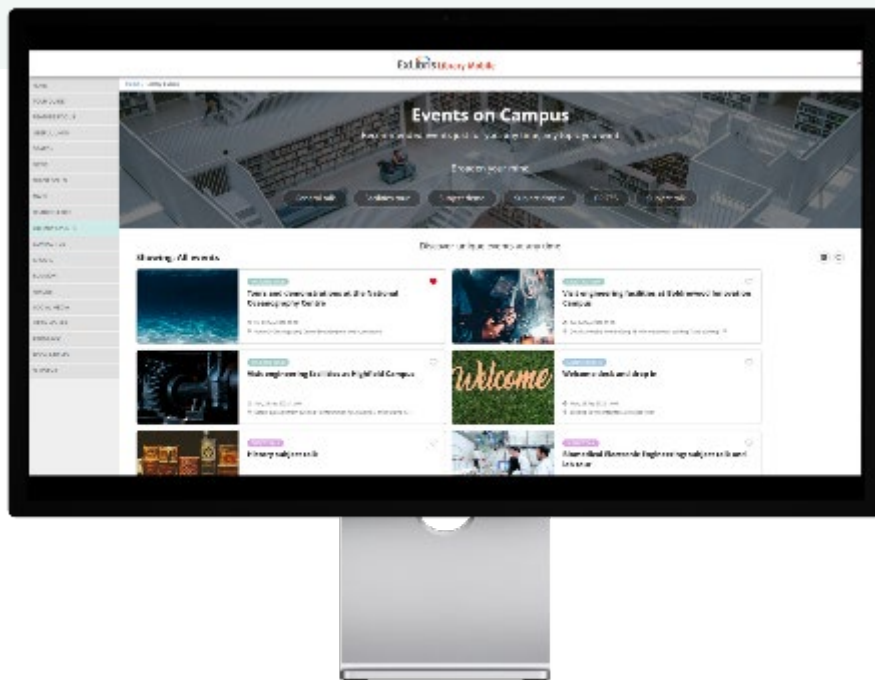


End to End Attendance Capture

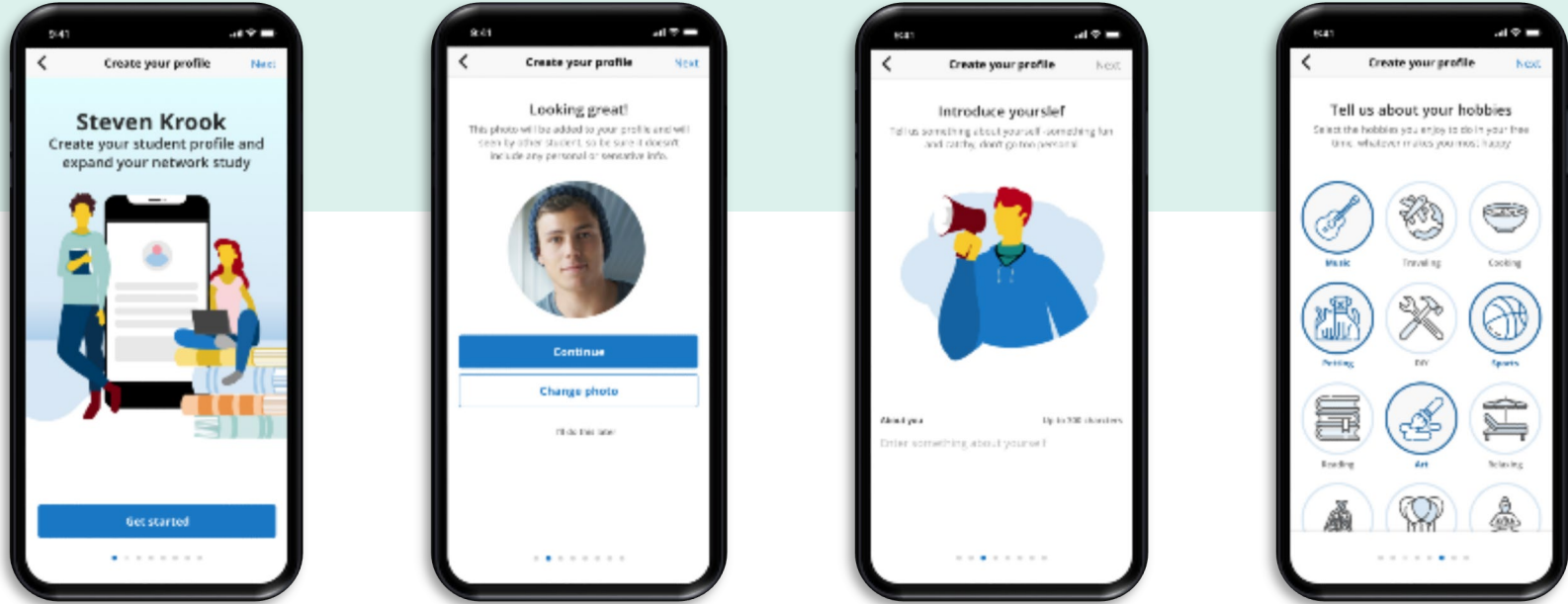


Campus Events

Deliver a delightful events directory that brings together the activities for your students

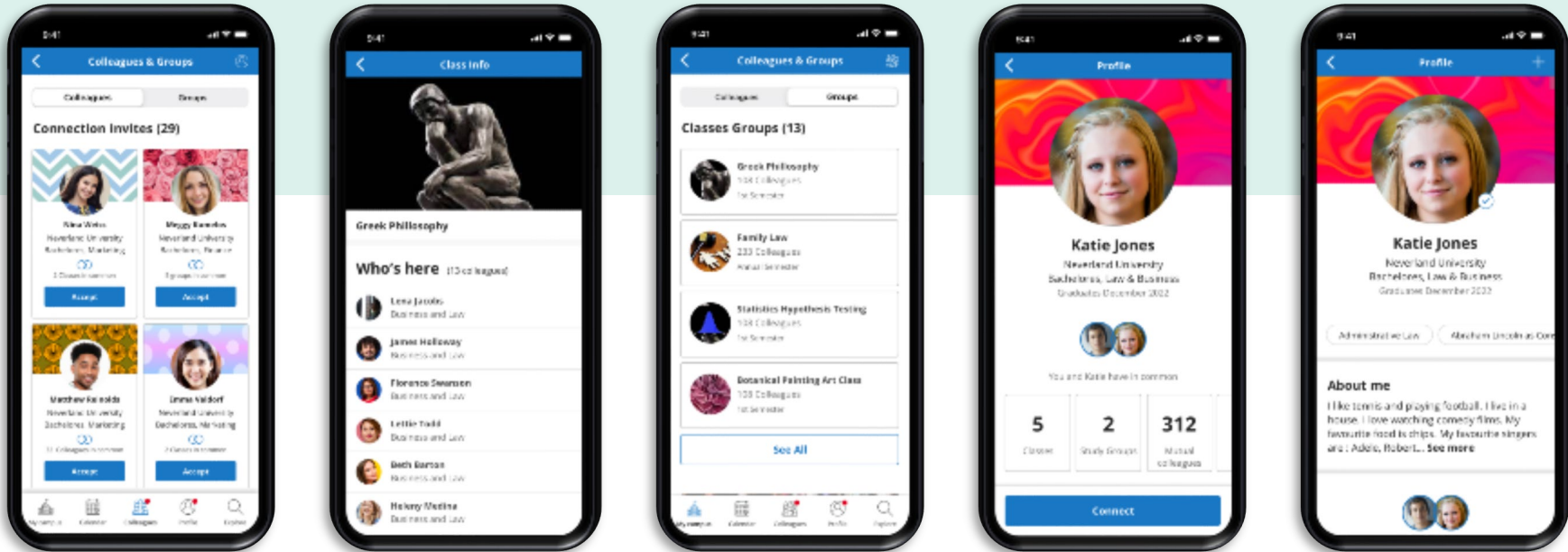


App Profile



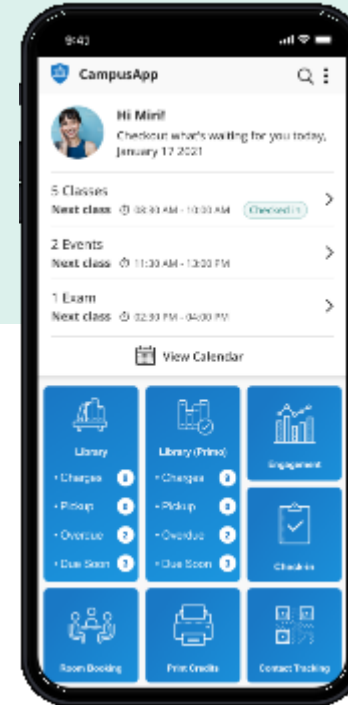
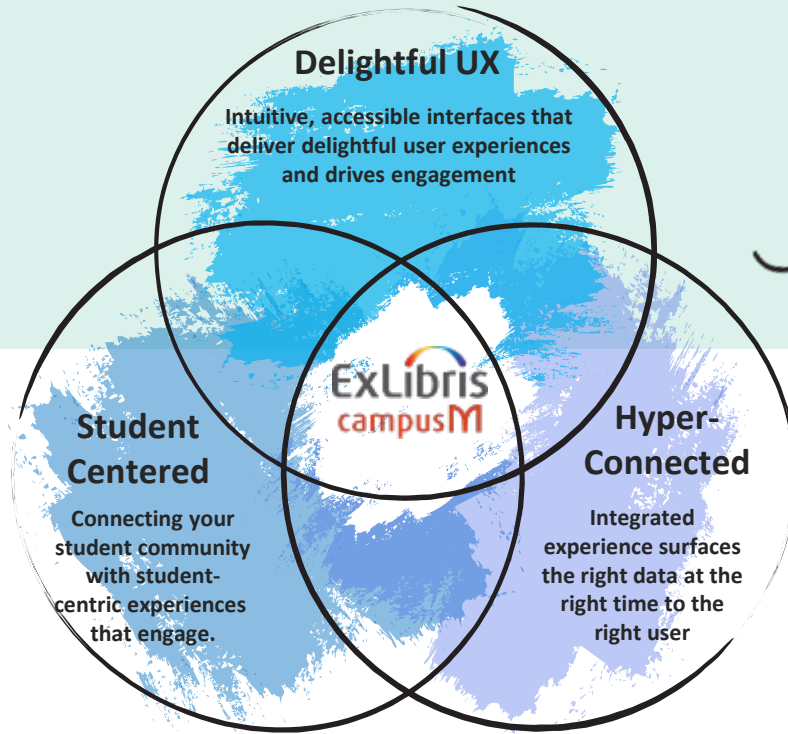
Create and populate your profile on first entry to app | Add image, interests and more into profile | Set social media links right in the app | Connect with colleagues and teachers right from the start | Choose what to share and what not to share

campusM Connect



Making it easier for users to connect and collaborate within a safe environment

Delightful Student-Centered Experience



Day View

The user-centered overview combines class schedule, events, exams and more to show students what they need to know when they need to know it - so they can act and make smarter decisions.



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University of Stirling

Customer Case Study

Background to project



- No mobile solution for our students
- No one place to access our services
- We could have been missing students' engagement (users with other needs)
- We wanted to be at least the same as our other Universities

Strategic objectives



- We have a "Move to Cloud" objective
- Reduce our technical Debt
- Increase engagement with our services
- Be visible to our user's (staff and students)

Impact of COVID



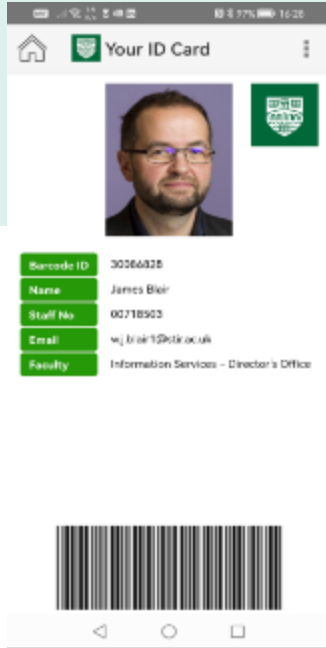
- We needed to do something quickly
- We had Government pressure
- We had an exposure of the digital divide
- We were not as secure as we would have liked, other pressures on the teams

Iterative approach



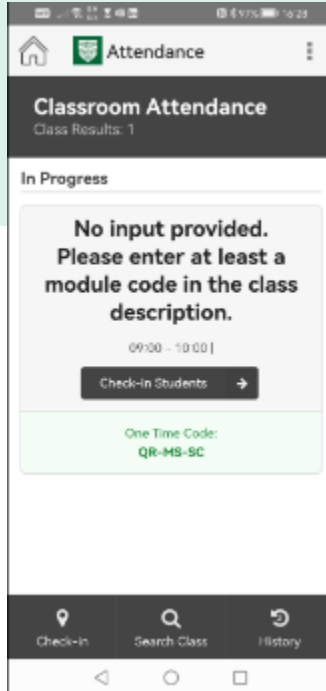
- We developed the product in 6 weeks
- We pulled the whole team off everything they were doing
- We gave one item to each team member to develop
- We had daily meetings/weekly

True Partnership



- Ex Libris (Clarivate-CampusM) were with us all the way
- If something was not right, they made sure they got it working, as a true partner
- If we needed to develop something they seriously looked at the request.
- They have not disappeared!

Future enhancements Post/Launch



We now have some key services running after launch :

Personalised Timetables
Attendance monitoring
Events (Needs some work)
Surveys

MazeMaps/Tours/ QR route finders / On all screens

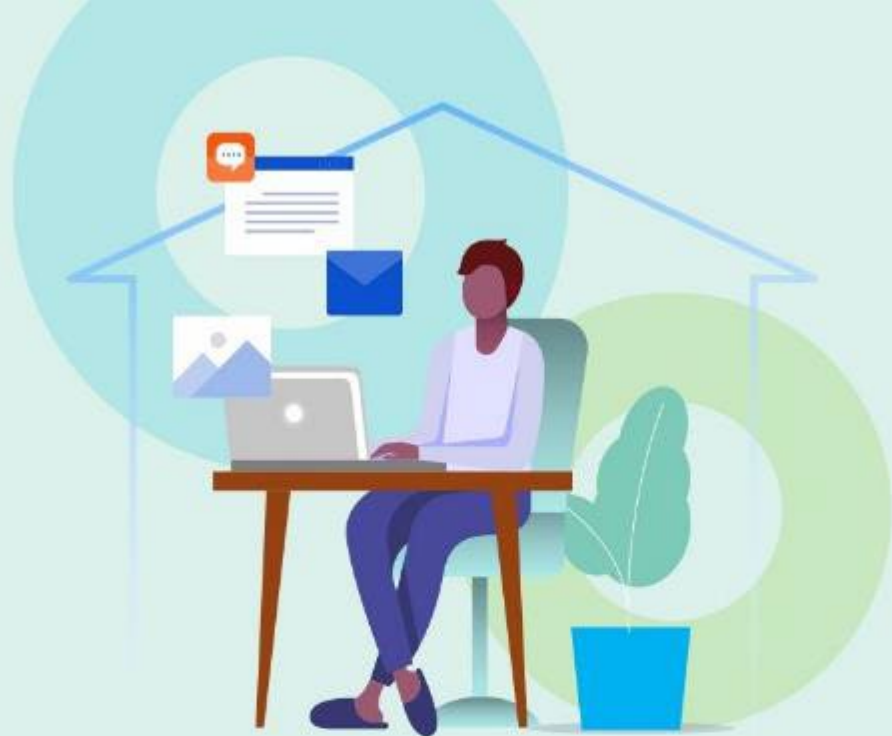
Collaboration (FE Colleges)



- One of our FE college's now have campusM and we are thinking about trying to share data between them.
- Allow students to see the apps before they come to university
- Allow us to target students to come to our University within the catchment area

Thank you!

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