

# Ex Libris campusM Engagement to support institutions affected by COVID-19

## OVERVIEW

With the recent coronavirus (COVID-19) pandemic, campus engagement with students, staff, and employees has become more critical. The ability for universities and colleges to quickly provide up-to-date information and to proactively send push notifications can make a real difference to students and employees. Moreover, push notifications via mobile devices have become one of the most cutting-edge ways to reach online, off-campus users, with the highest open and click rates. With the rise of mobile-first services, these push notifications have become a part of everyday life for most mobile device users.

The **campusM Engagement** offering allows institutions to quickly go live with a native mobile app on iOS and Android, as well as a matching web interface, ensuring immediate access to communication with students, faculty and staff. It can be implemented quickly, and the easy-to-administer interface provides the ability to update key information, add links to useful systems and web pages, and send push notifications with updates.

Building on our experience, we have pre-configured services into the **campusM Engagement** app, allowing quick deployment. During the rollout of **campusM Engagement**, Ex Libris staff will assist the institution to distribute the new app and to increase its use.

## WHAT ARE WE OFFERING?

The campusM Engagement offering includes iOS and Android fully-branded mobile apps. Its activation process will be led by the Ex Libris team, working in close collaboration with their institutional counterpart. The quick-to-go-live activation process will be completed in days and includes the following activities:

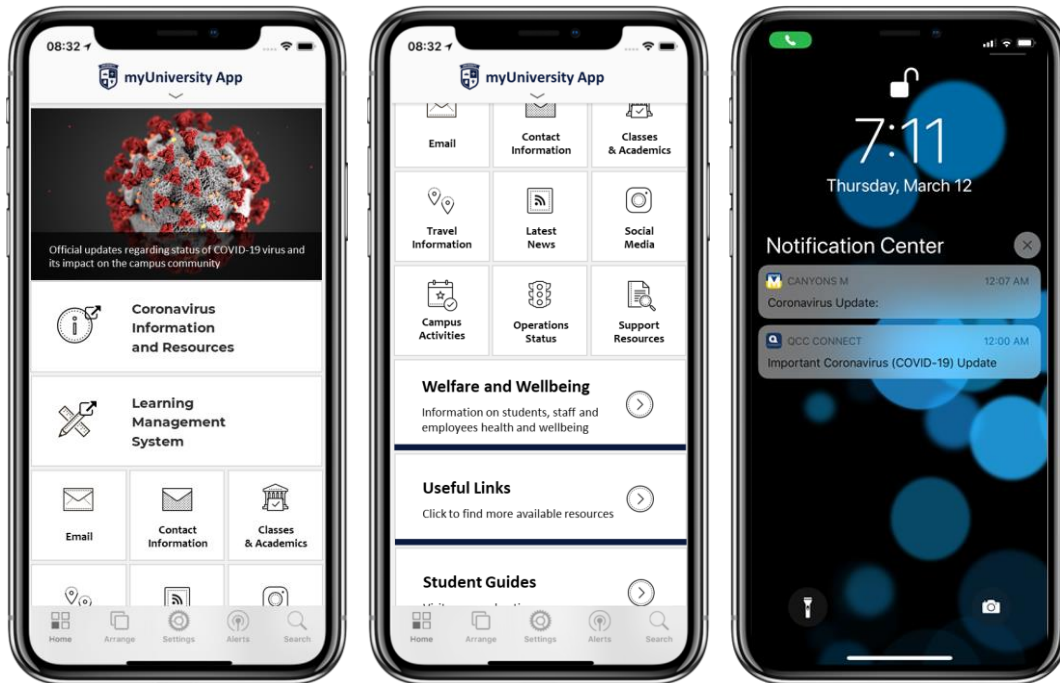
- App branding (color, icons, and style)
- Banner setup
- Campus news and update feeds setup
- Information page creation and configuration
- Webpage and app links
- Apple App Store and Google Play developer accounts connection
- App publication to the App Store and Google Play (done by Ex Libris)

## DISCLAIMER

- campusM Engagement is free to use until August 31, 2020.
- Based on availability only. It is possible that we will not be able to accommodate all requests.

## EXAMPLES AND SCREENSHOTS

The examples below highlight the value of the campusM Engagement offering during the COVID-19 crisis, allowing students, staff, and others to easily access key resources and systems, and to receive updates sent by the institution.



The campusM admin interface (App Manager) will allow the institution's administrative staff to continue to provide updates through alerts and push-notifications, refresh content, review insightful analytics and more.

