

Miami Dade College partnered with Ex Libris campusM to provide a digital one-stop-shop to all of their college services.



Miami Dade College  
Case Study

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In less than a year the campusM mobile application has quickly become an essential tool for Miami Dade College students to manage their college life.

Ewie Marais - Director Enterprise Applications





**“The primary goal with campusM is to provide our students with a central information hub on their mobile device where they can efficiently conduct required administrative and student life activities”** Ewie Marais - Director Enterprise Applications

## About MDC

Miami Dade College (MDC) is one of the largest institutions of learning in the United States and the 2019 recipient of the prestigious Aspen Prize for College Excellence, the nation's signature recognition of high achievement and performance among state colleges. Miami Dade confers more associate degrees than any in the country.

MDC is a multi-faceted institution with 8 distinct campuses in Miami Dade County serving close to 160,000 full-time, part-time and continuing education students. In addition to educational excellence, Miami Dade College makes important contributions to the artistic and economic wellbeing of the Miami community by offering arts education and thought-provoking endeavors in a range of disciplines including film, the visual arts, literature, the performing arts, and most recently, the culinary arts. Miami Dade College is home to both the largest bookfair in the country, Miami Book Fair, and the prestigious Miami Film Festival.



**We like to say we meet our students on their phone**

Ewie Marais - Director Enterprise Applications

## Recognizing student expectations

Today's student lives in a digital economy where access to information is on-demand, personalized and one click away. As digital natives their expectations of the campus experience are based on his or her daily experiences in the digital economy.

MDC recognized that their students live in an increasingly mobile driven environment, and they were looking to provide a mobile platform to enable a direct channel of engagement and foster a “mobile first” community. With large segments of the student population being older than 24 years, attending part-time and/or working full-time and for many having the additional responsibilities of taking care of children or dependents, having on-demand and centralized access to information and student services is the ‘new normal’ at Miami Dade College.

**When MDC invited vendors for a review of their mobile application, the institution had just implemented PeopleSoft Campus Solutions ERP and the feedback of students was that it lacked a modern mobile user experience.**

The College wanted to take the opportunity to evaluate if the selected mobile application could provide a more modern and intuitive UX for student to access services.

## A unified mobile experience

A recent survey found that 87% of students want to have a single app to provide a seamless experience to manage all aspects of their campus life, and students, faculty and admin staff at MDC made it clear that this was in line with what they wanted for an institutional app.

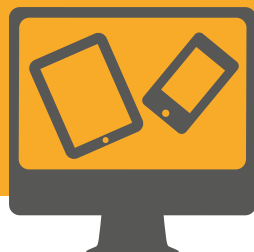
Most campus app solutions MDC investigated focused on giving users access to a particular university / college function (i.e. LMS, SIS, Library), or phase of the student lifecycle (i.e. admissions, graduation).

However, when the MDC Mobile App Evaluation Committee, comprised of representatives of Campus CIO's, Marketing and Communication, Library Services, Student Services and Central Information Technology saw the campusM Platform, they realized the potential of working with Ex Libris to deliver a single point of access to a diverse array of institutional systems.

**MDC already had point solution mobile applications for functions such as Blackboard and LifeSafe. Being able to consolidate them into a single display layer enabled the institution to protect these investments and grow a campus ecosystem in support of student success and engagement. The ability of campusM to 'play nice' with existing apps and protect those investments was an important differentiator.**

The ability of campusM customers to collaborate and share functionality through the Ex Libris provided developer network also stood out as collaboration with peers is part of the DNA of Florida Colleges and Miami Dade College in particular.

**The app has already been downloaded 57,000 times, and students are seeing the value, with over a million page hits in one month alone.**



**campusM was one of the few products that could meet these requirements and provide a flexible development platform for future functionality.**

**Ewie Marais** - Director Enterprise Applications

## Building for the future

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MDC saw that campusM not only provided a solution for their immediate needs, but offered a solution that will allow them to build for the future.

The flexibility and ease of the platform to accommodate a continuous development approach allowed Miami Dade College to take a measured approach to roll out features and functionality despite resource constraints due to other strategic priority projects such as PeopleSoft stabilization and EAB implementation.



Ex Libris is a leading global provider of cloud-based solutions for the management, discovery, and delivery of the full spectrum of library materials, as well as mobile campus solutions for driving student engagement and success.

Ex Libris solutions are in use by over 5,600 institutions in 90 countries, including 43 of the top 50 universities worldwide and more than 40 national libraries.

### Contact Us

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