Case study | École Normale Supérieure de Lyon

Summary

In October 2022, the École normale supérieure de Lyon (ENS de Lyon) embarked on a journey to identify a campus app that would create a consolidated and more personalized digital student experience. In March 2023, the university chose campusM as its mobile solution for interacting with students. The university is now using the app to optimize the information distribution and communicate individual timetables.

Key points to remember

- campusM was the only solution offering a complete back-office managed internally by the app admin.
- Admins benefit from a high degree of autonomy when it comes to configuring and customizing the app.
- Feedback from early user and manager trials has been very positive.

About École normale supérieure de Lyon

The École normale supérieure de Lyon (or ENS de Lyon) is an elite scientific and literary institution that trains motivated students with a desire to learn through and for research. It covers all disciplines apart from law and medicine. At ENS de Lyon, the educational approach is governed by three principles: fostering of multi-disciplinary approaches, individual monitoring of courses tailored to students' projects, and a need to respect the long-term nature of research. This educational approach is closely associated with fundamental research which is recognized both in France and internationally.

Tackling a segmented student experience

The École Normale Supérieure in Lyon did not have a campus app before opting for campusM in 2023. One of the main drivers behind the introduction of a campus app was the feedback received from students regarding the modality of the information distribution. "Our students were frustrated by the fragmented nature of the information spread across multiple platforms," explains Philippe Federici, head of the Training and Development of Digital Technologies Application for Education and Knowledge Team at the ENS de Lyon.

With information scattered across platforms, such as Moodle, the institutional website, intranet, departmental websites and email, students were finding it difficult to keep updated with the latest assignments, news and university services.

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Philippe Federici

Optimizing and personalizing communication

The University uses campusM integration tools with systems such as CAS+TOTP, Moodle and Open Moodle, as well as Primo, to create a single reference source for students. campusM also enables RESTful APIs to be implemented, mainly for exchanges with the University's Scolarité app.

At the same time, the ENS de Lyon is adopting a dual approach to guarantee user profiling and, by extension, personalized information:

- Automatic profiling based on the API querying the LDAP directory during authentication
- Self-declared profiling based on the choices made by the student in "My Profile":

Students can opt for different tags in "My profile" for personalized information.

> "campusM was the only solution to offer these advanced customization features. By making full use of the options offered by campusM, we can bring a real game changer in communication practices with the generation of students born in the age of smartphones,"

emphasizes Mr Federici.

What the ENS de Lyon team wants to achieve with campusM

Use of a dedicated app for individual timetables. The university has developed an API that enables access to the internal Scolarité software, cross-referencing the list of courses taken along with the room booking system and displaying it within the integrated timetable module of campusM.

Full control of the App Manager. Mr Federici explains that of the other campus applications examined by the ENS de Lyon, campusM was the only solution that gave them access to a complete back office, the App Manager. This allows the team to manage the customization plan itself, as well as many other application parameters.

"When the project team leaves, they give us the keys to the house. We know that we won't have to depend on them every time we need to make a change. That was really a key point in our choice," says Mr Federici.

Specific messages by group. The Sympa mailing lists used by the University's various departments are populated with CSV recipient lists. CampusM's internal messaging system also offers this importing format.

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Presentation of classroom floor plans in the app, without the need for costly third-party solutions using Bluetooth beacons.

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Presentation of classroom floor plans in the app.
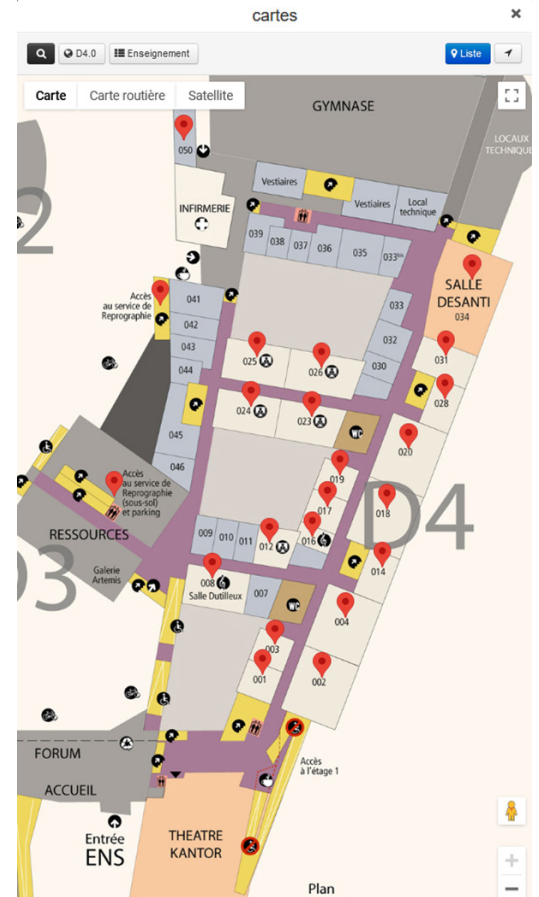
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