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Tija Briede,
IT Project Manager, RSU



Case Study | Riga Stradiņš University

How to Rapidly Launch a Mobile-First Digital Student Solution

Riga Stradiņš University (RSU) was eager to deploy a new portal solution for its students and staff. The need to transition to a mobile-first digital Student Experience strategy led RSU to select [campusM](#)'s student engagement platform.

Before choosing the right IT solution, RSU always considers the following aspects: Maturity; Licensing; Serviceability; Risks and Total cost of ownership. These criteria must also align with Functionality, Flexibility, User experience as well as Integration. RSU saw that not only does campusM fit these aspects, but also offers the following:

- Rapid implementation process
- Product integrations with core RSU systems
- Low-risk project with high impact on the institution's 10,000 students
- Web portal as well as bespoke iOS and Android apps

The campusM student engagement platform has helped RSU to:



Meet student mobile expectations

In the last few years the university has found that mobile student services were increasingly in demand. Through its branded campusM app the university provides students with a mobile gateway to all student environments, so students can access resources 24/7 and get things done on the go.



Customize with ease

“I found it as easy as setting up a new phone. Yes, you have to get used to a few things, but the system is so intuitive that actually you can find everything there if you want to change a setting.”

- Tija Briede, IT Project Manager, RSU.





Incorporate the student voice

The student union ran a design survey to get feedback on the new app, and spoke with campusM developers to share student insights and implement their requests.



Delegate access

The IT department allows some students and staff to manage different parts of the app, like banners. *“We saw that it would be very easy to explain how to use the App Manager. It saves everyone time.”* - Tija

“The campusM portal is a one-stop-shop for all our students’ needs.”

Jānis Laizāns,
Head of IT Service Center, RSU

“The campusM portal is a one-stop-shop for all our students’ needs. With the ongoing support of the developers of the portal, we are constantly improving the portal not only functionally, but also design-wise. This was all implemented in less than 2 months from signing the agreement to publishing the portal to all our students.”

Jānis Laizāns, Head of IT Service Center, RSU

To download the webinar recording of “Student engagement in a mobile world: How Riga Stradiņš University evolved its digital student experience with campusM,” [click here](#).

