ExLibris campusM

TOI-OHOMAI
Institute of Technology

Toi Ohomai Institute of Technology Improves its Omnichannel Digital Student Experience with campusM

Executive Summary

Toi Ohomai Institute of Technology was ready to replace its homegrown digital student solution with a more modern platform that would offer a consolidated user experience across devices. In 2019 the institution selected the Ex Libris campusM mobile app and web portal to provide multiple engagement channels for stakeholders such as prospective students, alumni, employers and schools. Since launching campusM, Toi Ohomai has leveraged the platform's out-of-the-box integrations and extendable developer framework to deliver seamless digital experiences and drive student engagement online.

Key Benefits

- Consistent user experience across all devices

- Secure, streamlined integrations with campus systems like LMS, timetables and exam results

- Personalised messaging and services increase student engagement

- Out-of-the-box product integrations and a fully open and extensible framework empower IT to innovate

About Toi Ohomai

Toi Ohomai is one of the largest tertiary education providers in the Bay of Plenty and South Waikato regions, with more than 10,000 students studying across more than 25 delivery sites in Rotorua, Taupō, Tauranga, Tokoroa and Whakatāne.

Their vision is to meet the education and employment needs of people in the Bay of Plenty and South Waikato regions, while fostering innovation. They focus on supporting students beyond their qualifications by building strong relationships with industry and community decision makers. Many of their courses include an element of work experience.

With more than 150 study options covering specialities in business, creative arts, engineering, forestry, health and nursing, hospitality, marine science, road transport, tourism, trades and more. Toi Ohomai strives to inspire through learning, to ensure its people, communities and region continue to prosper and flourish.

The Challenges

Toi Ohomai had launched an in-house student solution in 2013. Though the platform enabled students to log on and access online services, it did not make it easy for them to access information stored on university systems and wasn't delivering the type of user-focused experience the institution had in mind. Due to time constraints within the IT department, the solution was not mobile-friendly and lacked core features that Toi Ohomai wanted to provide.

"As many of the aspects of the old solution were static, changes were never really prioritised, leading to frustrations within the Student Support team," said Rabindra Das, Head of Information Technology at Toi Ohomai. *"It was generally felt that the digital experience was not great from a student's perspective and we needed to address this."*

The Solution

In 2019 Toi Ohomai chose Ex Libris campusM as its student mobile and web portal solution. The institution was especially happy with campusM's ability to provide out-of-the-box product integrations alongside a rich extensible framework that has allowed Toi Ohomai developers to enhance the platform with unique features such as Pastoral Care – a feature developed to comply with New Zealand requirements.
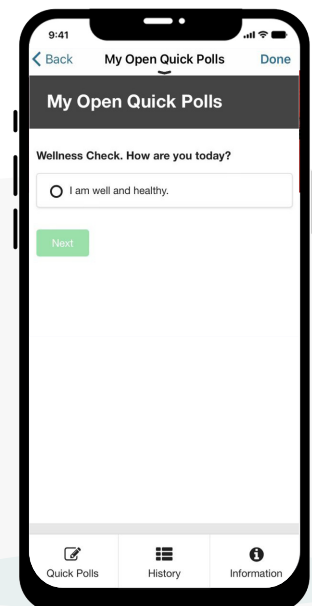
"Making the decision to move to ExLibris campusM was relatively simple once we saw the features and understood the eco system that would allow Toi Ohomai to develop and grow as we needed to," said Das. *"The ease of working with ExLibris has meant that where we are time-constrained they have gladly assisted to ensure that we have been able to meet our deadlines when it came to semester start or for compliance reasons."*

The Results

The cohesive experience across devices has been one of the most obvious benefits for Toi Ohomai students, with many students taking advantage of the single sign-on (SSO) mechanism and the integrations with [LMS system], timetable, exam results and more to stay on top of their tasks.

"The platform has provided a great single pane of glass for students," Das noted. *"The ability for students to use both mobile apps and web browser to interact as a single platform is very powerful."*

With campusM providing secure and seamless integrations to core university services, the Toi Ohomai IT team have been able to create new services at their own pace without sacrificing on the quality of the digital experience they are offering students. The institution is furthermore using profiles and roles to deliver targeted, personalized content that is driving higher engagement not only with students but with prospects, alumni and other community stakeholders.

About Ex Libris campusM

Ex Libris, a ProQuest company, is a leading global provider of cloud-based SaaS solutions that enable institutions and their individual users to create, manage, and share knowledge. In close collaboration with its customers and the broader community, Ex Libris develops creative solutions that increase library productivity, maximize the impact of research activities, enhance teaching and learning, and drive student mobile engagement. Ex Libris serves over 7,500 customers in 90 countries. For more information, see our website and join us on LinkedIn, YouTube, Facebook, and Twitter.