

## Enabling student success with Unified Mobile and Portal

The University of Arkansas at Pine Bluff provides its student, staff and faculty members with an immersive mobile and portal platform that enables one-click access to SIS, LMS, Email and other enterprise applications.

The University of Arkansas at Pine Bluff took a long-term view of its student engagement strategy when it chose Unified Mobile and Portal. The solution offers a cloud-based self-service platform; that enables UAPB administrators to personalize their constituent experience. It provides the students, staff and faculty members with a one-click access to Ellucian® Colleague, Blackboard®, and Office365®, making information and campus resources easily accessible on the go.

*"Unified was there for everything we needed. With the mobile and the portal solution we were able to tie grades, account inquiry, registrations, class schedule, transcripts & campus email all in one place; the integration with external applications is just great,"* said Corless Kinchen, Information Technology System Analyst at University of Arkansas at Pine Bluff.

A robust mobile & portal solution that integrates with Ellucian® Colleague, Blackboard®, Office365® and other third-party applications. Enabled with an effective targeted-messaging system; delivers an immersive user-experience to constituents, making it easier for them to stay connected to their academic and extracurricular life on campus wherever they are; on smartphones, tablets or personal computers.



### About UAPB

The University of Arkansas at Pine Bluff (UAPB) is a public historically black university located in Pine Bluff, Arkansas, United States. Founded in 1873, the second oldest public institution in the state of Arkansas. UAPB is a member-school of the University of Arkansas System and Thurgood Marshall College Fund. It is known popularly by its moniker the "Flagship of the Delta".

### Region:

Pine Bluff, AR 71601, USA

### Product:

Unified Mobile & Portal

### Problem Statement:

Lacked an effective mobile & portal solution that would integrate with Ellucian® Colleague, Blackboard®, and Office365®; enables the institution to communicate with its constituents and improve student engagement.

### Solution:

Unified Mobile and Portal with out-of-the-box integration to Ellucian® Colleague, Blackboard®, Office365® & other enterprise applications; an ability to send targeted messaging to constituents. Equipped with a self-service mobile app development platform, administrators can add, remove or modify the app in real-time without writing a single-line-of-code.

### Business Outcome:

The University of Arkansas at Pine Bluff has positively adopted the new solution; with a massive upsurge in student engagement; communications and awareness towards campus news and events. The targeted messaging feature has allowed the institution to effectively communicate with the campus community & send automated alerts to notify students of activities such as financial holds.

## Student Engagement:

Leveraging Unified Mobile & Portal, the institution created a personalized mobile app and web portal experience which offers students an easy access to their campus email, class schedules, financial aid, academic transcripts, grades, courses, assignments & account information. The ease with which constituents can find and use information has led to a massive upsurge in student engagement.

It also offers a quick access to the directory, campus events, athletics, maps & social-networking, so prospects & parents can easily access visitor information.

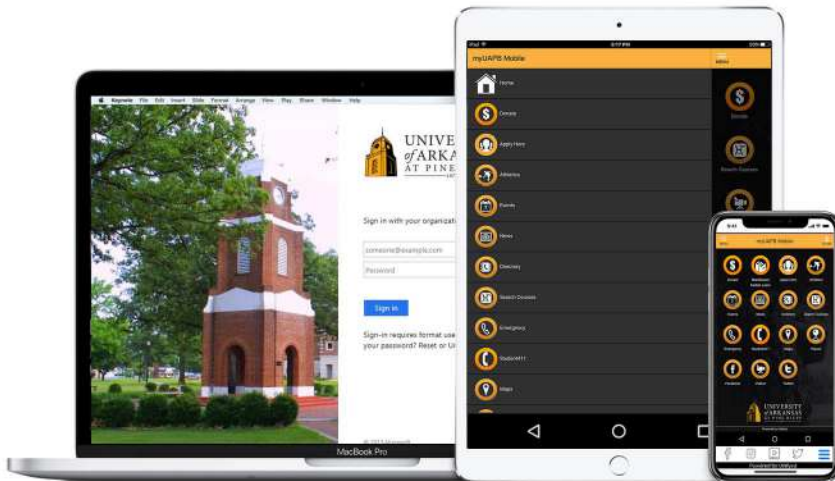
## Self-Service Platform:

The self-service mobile app development platform, Unified Studio has provided the UAPB administrators with the flexibility to self-manage their app so that they can modify their app to cater to their unique student engagement and digital transformation needs, without writing a single-line-of-code.

## Testimonial:



*"Unified was there for everything we needed. With the mobile and the portal solution we were able to tie grades, account inquiry, registrations, class schedule, transcripts & campus email all in one place; the integration with external applications is just great."*, said **Corless Kinchen, Information Technology System Analyst at University of Arkansas at Pine Bluff.**



## Digitize Your Campus Today!

Create immersive user-experiences and boost student engagement with Unified Mobile.

Write to us at [engage@unified.com](mailto:engage@unified.com) for more information.

## About Unified

Unified™ is a cloud-based, next generation student lifecycle management provider serving over seven million students in seven countries. Unified™ is a beautiful and easy-to-use solution designed with an analytics-first approach to increasing student enrollment and engagement. Developed in partnership with the higher education community, our solution is both affordable and flexible to meet the needs of traditional and non-traditional institutions alike.