

## CASE STUDY

# From New Student to Prepared Student

How The University of Texas at El Paso transformed new student orientation with a seamless app experience



One app  
for all that



Streamlined  
information access



Real-time  
communications



Actively  
engaged users

### Business Challenge

- ◆ Create anticipation and foster a sense of belonging among new students before their arrival
- ◆ Transition from printed schedules, emails, and scattered websites to a unified, accessible platform for incoming students
- ◆ Ensure students can easily set up accounts, access learning platforms, and connect with advisors
- ◆ Streamline communications and provide a more holistic hub for receiving and viewing information

### Solution

- ◆ **Exclusive Persona-Based Content:** Tailored app views enhance engagement and simplify tasks, fostering early campus connections based on individual needs
- ◆ **Comprehensive Orientation Checklist:** An in-app guidebook provides students clear, step-by-step guidance before, during, and after each orientation session
- ◆ **Timely Engagement via Push Notifications:** Utilizing personalized push notifications ensures students stay informed and engaged with timely updates throughout their orientation journey
- ◆ **Mobile Access to Campus Resources:** On-the-go access to academic support, extracurricular opportunities, and campus facility guidance ensures students have information at their fingertips, anytime and anywhere



Events



Transit and Parking



Parent & Family Resources



Campus Map



Dining



Push Notifications

**20k**  
Undergraduate  
enrollment

**3.8k**  
First-year  
acceptance

**+4k**  
Attendees at  
first-year events

**+100**  
Average screen  
views per user

[Request a Demo](#)

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