

# SUNY Plattsburgh Builds a Smarter, Simpler Digital Front Door for Students and Staff



## CASE STUDY

SUNY Plattsburgh

## INDUSTRY

Higher Education

## ENROLLMENT

5,000+

## SYSTEM INTEGRATIONS

Banner, D2L Brightspace, Ethos,  
Emergency Management,  
Microsoft 365

Today's students expect their campus experience to match the convenience and intelligence of the apps they use every day. But when campus portals rely on outdated technology and fragmented systems, students miss opportunities, staff waste time, and IT teams scramble to keep up. SUNY Plattsburgh saw the sunsetting of their legacy Web Tailor-based portal not as a setback, but as a chance to reinvent the digital experience for the entire campus. Their goal? One secure, AI-ready portal that unifies systems, supports retention, and meets students where they are—whether that's on a smartphone, a personal laptop, or a shared computer in the campus library. **By choosing MODO, SUNY Plattsburgh created a single, responsive experience across mobile and desktop that ensures every student can access the resources they need, anytime and anywhere.**

## The Challenge

SUNY Plattsburgh's previous campus portal became obsolete as campus systems evolved and no longer supported the underlying technology. Though it served as a basic access point to systems like Banner, Brightspace, and Microsoft 365, the portal offered little interactivity, no mobile access, and relied heavily on static links and manual maintenance.

Behind the scenes, critical information was buried across disparate systems, making it difficult for students to find what they needed and nearly impossible for staff to communicate at scale. Without push notifications or segmentation tools, students often missed key updates, such as registration deadlines, and the university couldn't track or optimize its outreach. It was clear: a new solution had to do more than replicate the old. It had to transform the experience.

## The Solution

SUNY Plattsburgh selected the Modo Campus platform as its new digital front door, replacing the legacy portal with a unified, responsive experience that works across desktop and mobile. The app integrates data from Ethos, Banner, Brightspace (D2L), the emergency notification system, and more—serving as a single, personalized hub for everything students need to succeed.

With Modo's **XModule technology**, SUNY Plattsburgh could connect multiple systems without disrupting production environments, even navigating the complexities of SUNY's multi-tenant D2L setup. The university also leveraged dynamic user personas and cohort-based targeting to deliver tailored content to different student populations, while micro-polling and analytics provided insight into what was working and where to improve.

Beyond system access, the portal enhances campus communication. Push notifications and opt-in channels enable staff to reach students with just-in-time messages, freeing them from lengthy email digests. As one team member put it, "The noise ceiling is high. This helps us break through with what's relevant."

## The Results

Though the launch is set for August, early implementation results are already promising:

- **Overwhelmingly positive student feedback** gathered through micro-polls
- Upward trend of **retention metrics** tied to better access and engagement
- **Increased student access** to help, key dates, and events
- **Streamlined dashboard for faculty and staff** with easy access to teaching tools, advising info, and campus resources.
- **Personalized personas** with content tailored to individual roles and needs.

"For us, it was an easy win. Our marketing team had wanted this for a long time. The success won't come from whether the tool works—it will come from how we roll it out."

Tyler Whitney  
Enterprise Systems & Solutions Coordinator, SUNY Plattsburgh

The university also anticipates a significant impact from Modo's upcoming AI agent. With 24/7 availability, the agent will handle common student questions, such as deadlines, password resets, and where to find key services, thereby reducing the burden on staff and ensuring students receive timely support even outside of business hours. By triaging requests, escalating when needed, and providing accurate information instantly, the AI agent will help streamline operations, improve response times, and enhance the overall student experience.

### A Future-Ready Digital Experience

SUNY Plattsburgh's vision extends beyond launch. With real-time analytics (via Modo Analyze), the team plans to track what students engage with most and continually refine the experience. Future features will support data-informed decision-making across departments and better ROI tracking for leadership.

**The portal isn't just a tool—it's a transformation.**

**Looking to modernize your portal and create a smarter digital experience for students, staff, and faculty?**

**Explore what's possible with [Modo Campus](#) or [request a demo](#).**

### Request a Demo

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