

THE PATHIFY MAGAZINE

CoIIegium

FALL 2025
VOLUME #9

SMART & STREAMLINED

Efficiency breakthroughs, strategic growth
and budget savings

CAMPUS-WIDE IMPACT

Extending success beyond students



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EDITOR'S LETTER

Dear Pathify Community,

Picture your favorite coffee shop — where the espresso brews strong, the WiFi runs fast and the jazz playlist hits just right. The shop where you walk in, see your fellow regulars and get exactly what you came for.*

Now, imagine if the same cafe required you to stand in three different lines — one to order, one to pay and another to pick up your latte. Or worse — what if you had to open multiple apps to check the menu, scan for loyalty points or find the WiFi password? Such a familiar, comfortable place would suddenly feel...exhausting.

I'm not trying to equate my coffee runs to higher ed, but you see the parallels, right?

Over the past several decades, institutions added systems, created logins, built layer upon layer of complexity. Some students managed to wade their way through, some didn't — and most wondered why it felt so complicated.

Students don't care whether information lives in a CRM, SIS, LMS or whatever other acronym we throw at them. They succeed when they know where to go for important information and opportunities for connection. Parents, staff, faculty and alumni aren't any different.

Higher ed spent years organizing technology around institutional needs — Pathify continues organizing tech around *human* needs. In this issue, you'll meet visionary customers choosing flexibility over rigidity, consolidating systems to stretch budgets, leveraging Pathify to build exceptional experiences for all campus constituents. And above all, refusing to believe "doing more with less" means "delivering less."

If complexity defined the past decade of higher ed, let connection and cohesion define the next.

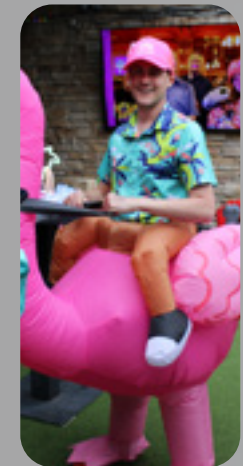
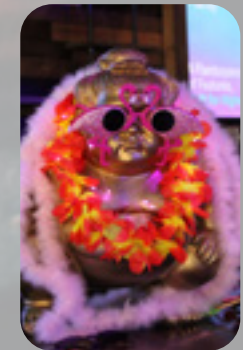
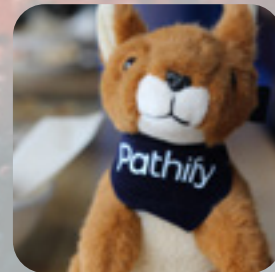
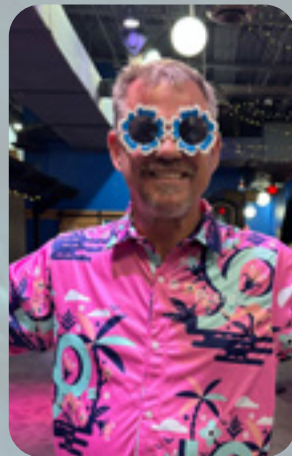
To making every journey count,

Hannah Fitzsimons
Editor-in-chief

*You'll find this little slice of heaven at Huckleberry Roasters in Wheat Ridge, Colorado.

03

FACES & PLACES



A YEAR OF MILESTONES

2025 EVENTS

TOTAL EVENTS

71

PLACES WE HOSTED EVENTS:

COMPANY NUMBERS

250
CUSTOMERS

5
COUNTRIES

(US, Canada, Australia, Grenada, Denmark)

CUSTOMER NUMBERS

CUSTOMER NET PROMOTER SCORE:

63

PORTAL ADMIN CERTIFICATIONS:

10

PRODUCT NUMBERS

MOST FREQUENTLY SEARCHED TERMS

(INCLUDING COUNT)

1. canvas: 79,587
2. degree: 63,639
3. email: 60,707
4. banner: 56,057
5. housing: 46,699
6. transcript: 46,045
7. 1098: 41,329
8. register: 32,275
9. library: 30,718

AWARDS

PATHIFY EARNED A SPOT ON
THE INC. 5000 LIST FOR THE
THIRD CONSECUTIVE YEAR!

Australia

- Adelaide, South Australia
- Perth, Western Australia
- Sydney, New South Wales

Canada

- Regina, Saskatchewan
- Halifax, Nova Scotia
- Vancouver, British Columbia

United States

- Arizona
- California
- Colorado
- Florida
- Georgia
- Iowa
- Kansas
- Louisiana
- Michigan
- Nebraska
- Nevada
- New York
- Ohio
- Pennsylvania
- Rhode Island
- Tennessee
- Texas
- Utah

See where we'll
be in 2026!

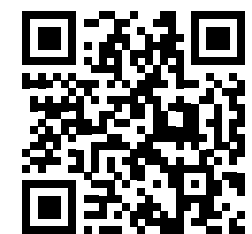


Photo Credit: Unsplash

RENE
EBORN



ABOUT THE AUTHOR

Rene is the Associate Vice President of Digital Transformation at Utah State University. A dynamic higher education leader with extensive experience in digital transformation, student success and IT strategy, she thrives in optimizing institutional performance through innovative technology solutions. Rene is passionate about leveraging digital tools to enhance student engagement and improve operational efficiency. When she's not leading the charge on campus, you'll find her hiking, skiing fresh powder or adventuring with her family.

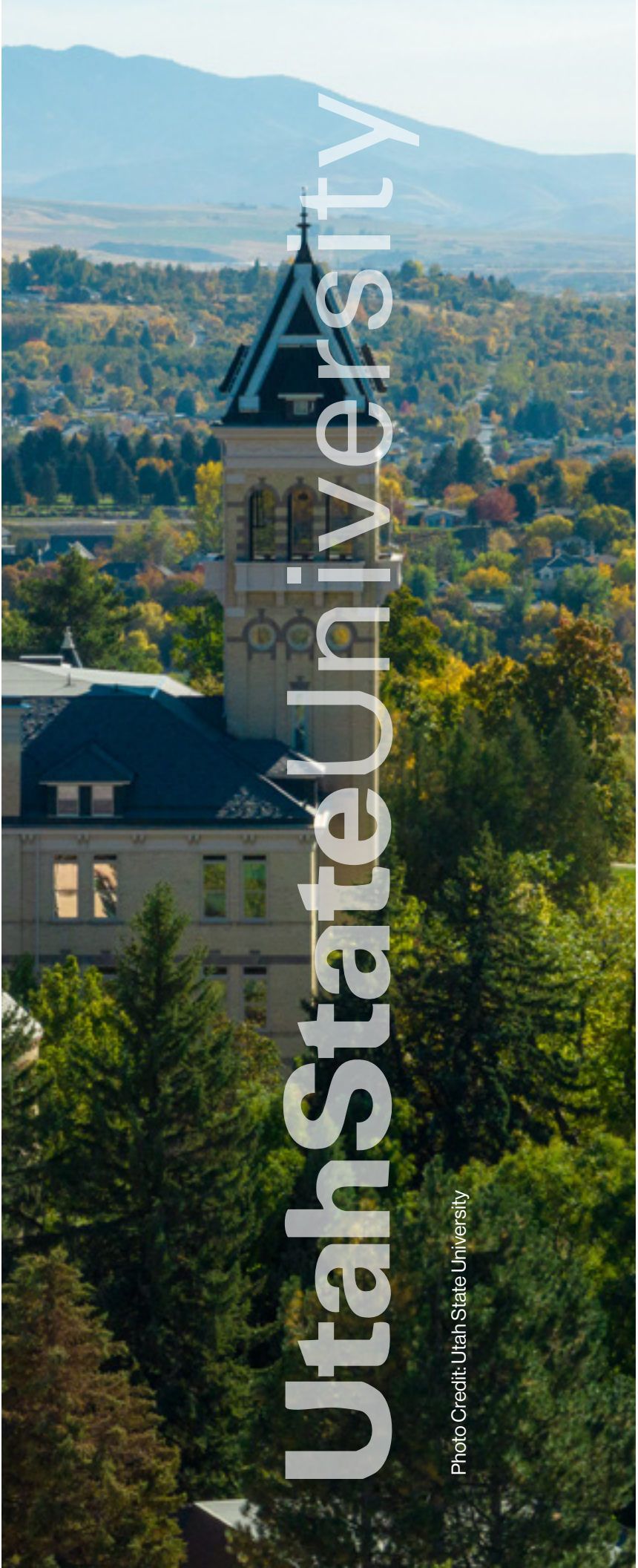


Photo Credit: Utah State University

08
BRIDGING THE GENERATION GAP
MODERN TECH FOR A MULTI-GEN
CAMPUS AT UTAH STATE UNIVERSITY

It's 8 A.M. on a Monday. After wrangling the kids through breakfast and school dropoff, Sarah checks her email for class updates. Josh signs his billing agreement and finalizes financial aid before heading into work. And Emily drinks a big cup of coffee while she RSVPs for an event on the quad after receiving a push notification. All three students experience a different journey through college. They come from different generations, have different communication styles...and traditional higher ed technology doesn't completely serve any of them.

The old school one-size-fits-all approach leaves students hunting for information and support, rather than focused on what really matters — connection and success. Utah State University (USU) took a human-centered approach and modernized the digital experience, without a massive budget or timeline, delivering meaningful impact across generations and empowering student success.

Three Generations, One Experience
Our 30 campuses welcome students, staff and faculty from every generation, and while we may joke about the ever-widening and sometimes comical chasm between Gen X, millennials and Gen Z, creating delightful experiences for every campus member remains a non-negotiable.

Human-centered design became the cornerstone of our digital transformation — we studied different student types on campus and strategically removed specific barriers each group encountered. In today's higher ed landscape, three generations converge, all deserving a modern, engaging digital experience.

Let's consider the different generations and their relationships with technology. Gen X, known as the "latchkey" generation, was the last generation to grow up with a primarily analog childhood. Millennials, often referred to as the "anxious" generation, experienced the traditionalist world but came of age in the digital

world. And, finally, Gen Z, the "zoomer" generation, are digital natives raised in a world where the internet always existed.

Real cultural differences exist between these three generations. For example, consider the various generational communication styles. Gen X will call you without warning and anticipate you to pick up the phone, while millennials will text and ask, "Can I call you?" first. Meanwhile, Gen Z interprets a phone call as an emergency (and may ask, "Why not just send a text?"). Three completely different communication preferences.

Now imagine making plans with all three of them — something I do all the time with my family, and something we do daily on campus. Gen X picks a time and shows up early. Millennials create a group chat, debate the location and then send a "running 15 minutes late" text. Gen Z sees plans as fluid and shows up if the vibes feel right. Now, I'm generalizing here, but campus communities come with a wide variety of communication styles and preferences — and great technology adapts to how each user engages.

The Evolving Student
When Utah State University decided to modernize its digital experience, we knew we first needed to deeply understand our students. To guide the project, we identified key personas based on the three generations, each with unique profiles and expectations. This approach allowed us to keep humans at the center of our design methodology, ensuring the changes we implemented met the right needs and expectations.

Meet Sarah, a Gen X adult learner and working professional returning to the university to complete her degree. Between juggling a full-time job, a family and studies, time represents her most valuable asset. She needs simple, user-friendly technology, but she also values personal connection.

Next, there's Josh, the millennial grad student, well-established in his career and seeking efficient degree completion. Josh grew up with evolving technology, so he expects the same from the systems around him. To stay on track, he needs quick, customized information to support his goals.

Finally, Emily, a bright, tech-savvy incoming freshman, grew up with instant, personalized information at her fingertips. She anticipates technology-rich experiences accessible through apps on her mobile device and tablet. She values real-life connections and expects technology to enable them.

Meeting Diverse Needs

Understanding the diverse needs of our students and their expectations of institutional technology enabled USU to shape an effective digital strategy, which we partnered with Pathify to bring to fruition. "MyUSU," our university-branded, Pathify-powered platform, serves as a centralized hub offering role-based, personalized and timely information alongside opportunities for connection. The kicker? It didn't take years to implement, and it didn't break the budget.

No matter which type of student walks onto campus, "MyUSU" contains all essential tools and information — a single plane of glass with easy-to-access information viewable on any device, at any time.

Sarah sets up her dashboard as a quick navigation tool with her most-used widgets at the top. When she logs in — whether on her work laptop or her phone between meetings — she sees campus and college groups (auto-assigned to her), helping her to network with relevant employees and departments. Most importantly, she accesses course information, financial payments and academic support in one place — making it easy to integrate school into her already full schedule.

"MyUSU" provides Josh with an individualized, customizable feed surfacing tasks, events and tailored communications within a sleek interface similar to his other technology experiences. He uses search when he needs answers fast, skipping the endless scrolling. Allergic to email, Josh receives relevant updates through targeted push notifications, which means fewer distractions, noise and tailoring communications to his needs — no more unruly inboxes.

Over the summer, Emily explored the "MyUSU" app — checking out clubs, upcoming events and even DMing a few students in her major. By the time move-in day comes, Emily's not just ready — she's already involved. "MyUSU" feels like the other apps she uses daily — intuitive, colorful and personalized. Groups give her a safe, low-pressure space to connect with her peers, professors and campus staff. And her calendar surfaces events that match her interests, helping her find her people and build friendships. For Emily, "MyUSU" makes campus feel like home.

Simple Investments, Meaningful Impact

After launching "MyUSU," we consistently tracked and analyzed data, illuminating usage trends and gaps in our experience. Using in-platform Analytics, our team created an [annual report](#), highlighting 2024 "MyUSU" data and showcasing its impact on student engagement. With a student population of roughly 34,000, "MyUSU" logged 6.5 million sessions in 2024 — with mobile accounting for over a third of those sessions.

We kept a close eye on the content and tools students used most frequently, ensuring dashboards remained informative and easy to navigate. In 2024, 4.5 million sessions visited the dashboard, which surfaces the most important information right on their home page — customizable to fit their needs.

We also analyzed adoption trends over time. In 2024, nearly 3,000 students joined an event in "MyUSU," a 50% increase from 2023. Even more impressive, Groups saw 6,300 joins and 4,400 comments and reactions. Students forge connections digitally and in-person, with the Engagement Hub serving as the bridge between the two. The data told a clear story — students eagerly adopted "MyUSU" as their go-to place for campus information, forming meaningful connections and the building blocks of their success at USU.

Driving Success and Engagement

Focusing on human-centered design principles and working to deeply understand our student population served as the guiding pillars for USU's project to revitalize and modernize the digital experience. Sarah doesn't want to hunt through multiple systems to find her tuition bill. Josh doesn't need another email cluttering his inbox. And Emily definitely isn't going to download yet another app that goes unused. While traditional higher ed websites and portals require each of these student personas to interact with the tool in the same way (clunky, outdated), the "MyUSU" hub allows them to self-serve information and support in their preferred way.

Instead of forcing three generations to adapt to our (painfully) outdated systems, we built something that adapts to them. Technology continues evolving, and "MyUSU" evolves along with it. But the lesson remains — design for humans first, and let engagement and success follow. With a personalized one-stop-shop, campus community members spend less time searching and more time engaging and learning from one another.

“Focusing on human-centered design principles and working to deeply understand our student population served as the guiding pillars to revitalize and modernize the digital experience.”
— Rene Eborn



Photo Credits: Utah State University

SOUTHERN ROOTS & MODERN MOVES

CONSOLIDATING STUDENT EXPERIENCES

AT AUGUSTA UNIVERSITY

As Georgia's preeminent public health sciences and medical research institution, Augusta University proudly educates the next generation of healthcare leaders, innovators and changemakers. But supporting future visionaries takes more than high-caliber academics — it requires a complementary digital experience built to be just as forward-thinking.

Over time, the university accumulated dozens of disconnected systems and apps, making it arduous for students to find what they needed and causing headaches for backend administrators. The issue wasn't a lack of technology — it was too much of it.

Cathleen Caldwell, Augusta's Assistant Vice President of Web & IT Customer Experience; Davin Miller, Director of Web & Digital Services; and Aenea Clark, Digital Operations Coordinator, decided to take a different approach — not just replacing tools but rethinking the entire digital experience. With Pathify, they launched "myAugusta," a unified platform bringing everything together across web and mobile.

Disrupting the Digital Disconnect

For years, Augusta managed a patchwork of systems — a custom-built portal, homegrown intranet and separate mobile app — each demanding separate upkeep, integration and workflows. Though technically functional, the ecosystem fell short of being future-ready. "We built it all ourselves," recalled Miller. "But the integrations were incredibly tough to maintain, making it difficult to deliver the connected experience our campus needed."

Efforts to streamline the experience using existing platforms, mobile apps and chatbots proved equally limiting. "We had a grand vision of a completely integrated ecosystem, but the mix of tools made it impossible," Miller explained. "Managing everything separately became overwhelming."



When Augusta's executive leaders introduced the team to the Engagement Hub, Miller called it a "no-brainer from an integration and consolidation perspective." Pathify's pre-built integrations and web/mobile parity "removed a huge burden from IT and provided the flexibility and freedom to build and modify on top of a strong foundation," he remarked. The launch of "myAugusta" in 2024 marked a key milestone — a true digital "front door" with a consistent presentation layer.

One Platform, All Access

The university set a bold goal — deliver an integrated and uncluttered experience for every user, on any journey. For Digital Operations Coordinator Aenea Clark, the challenge extended beyond technical hurdles to creating consistent experiences and communications across the entire university environment. "Before, mobile and web were completely separate," she shared, recalling separate updates, content management, UI. "myAugusta" brings everything together — whether students access it from a laptop or cell phone."

By retiring their separate mobile app, Augusta streamlined access to one login, one platform, one place for everything students need. "We support a diverse student body ranging across many disciplines, programs, campuses," Clark added. "We needed a flexible, mobile-responsive environment to meet those needs."

Consolidation with Purpose

That same mindset sparked another major shift — bringing Augusta's campus chatbot into the fold. Previously powered by a third-party provider, the bot required constant upkeep and workflow management. "We built out the flows and handled content routing manually," said Clark. With Pathify's GenAI Chatbot integrated directly into "myAugusta," intelligent, instant support lives where students spend their time — no extra apps, logins, or browser tabs. "Now, students ask about grades, financial aid or deadlines right inside 'myAugusta,'" she explained. "It's fast, personalized and seamless."

Behind the scenes, the shift brought welcome simplicity. "We eliminated another third-party vendor, reduced complexity and freed up our team to focus on optimizing one platform," Miller said. "No more managing duplicate tools — we're delivering a more cohesive experience for all campus users."

Augusta continues evaluating the impact of its consolidation efforts, with early indicators pointing to substantial improvements in efficiency, user experience and cost savings. To date, the university consolidated four standalone systems into Pathify, simplifying its tech stack.

Campus Communication

With consolidation efforts well underway, "myAugusta" quickly proved its value beyond just a student portal — becoming the heartbeat of campus communication. "More departments see 'myAugusta' as the central hub for announcements and notifications," AVP of IT Customer Experience Caldwell said. "We're now collaborating closely with Student Life and Engagement to streamline all campus messages through the platform."

The centralization extends to critical moments, too. "We're aligning with our emergency preparedness team to make 'myAugusta' integral to our critical communication strategy," Clark noted. "It's becoming a crucial part of keeping our campus informed and safe." Added Caldwell, "We love how Pathify allows us to pull in content but also controls what's seen, what's prioritized, who sees what."

“We eliminated another third-party vendor, reduced complexity and freed up our team to focus on optimizing one platform...we're delivering a more cohesive experience for all.”

— Davin Miller

Photo Credits: Augusta University

Built for Growth

Augusta's transformation highlights the power of a unified digital experience — where every journey starts in one place. Whether navigating financial aid, courses, connecting with advisors or finding key campus services, students begin with “myAugusta.”

“Pathify creates one digital space where everyone feels like they belong,” Clark said. For a university committed to excellence, “myAugusta” offers the flexibility to grow and adapt, ensuring the digital experience keeps pace with the university’s vision. And, in a time where many institutions accept digital sprawl as inevitable, Augusta took a different path — responding with action to create a modern, seamless, supportive digital experience built to truly support students.



Cathleen Caldwell
Assistant Vice President of Web &
IT Customer Experience
Augusta University



Davin Miller
Director of Web & Digital Services
Augusta University



Aenea Clark
Digital Operations Coordinator
Augusta University

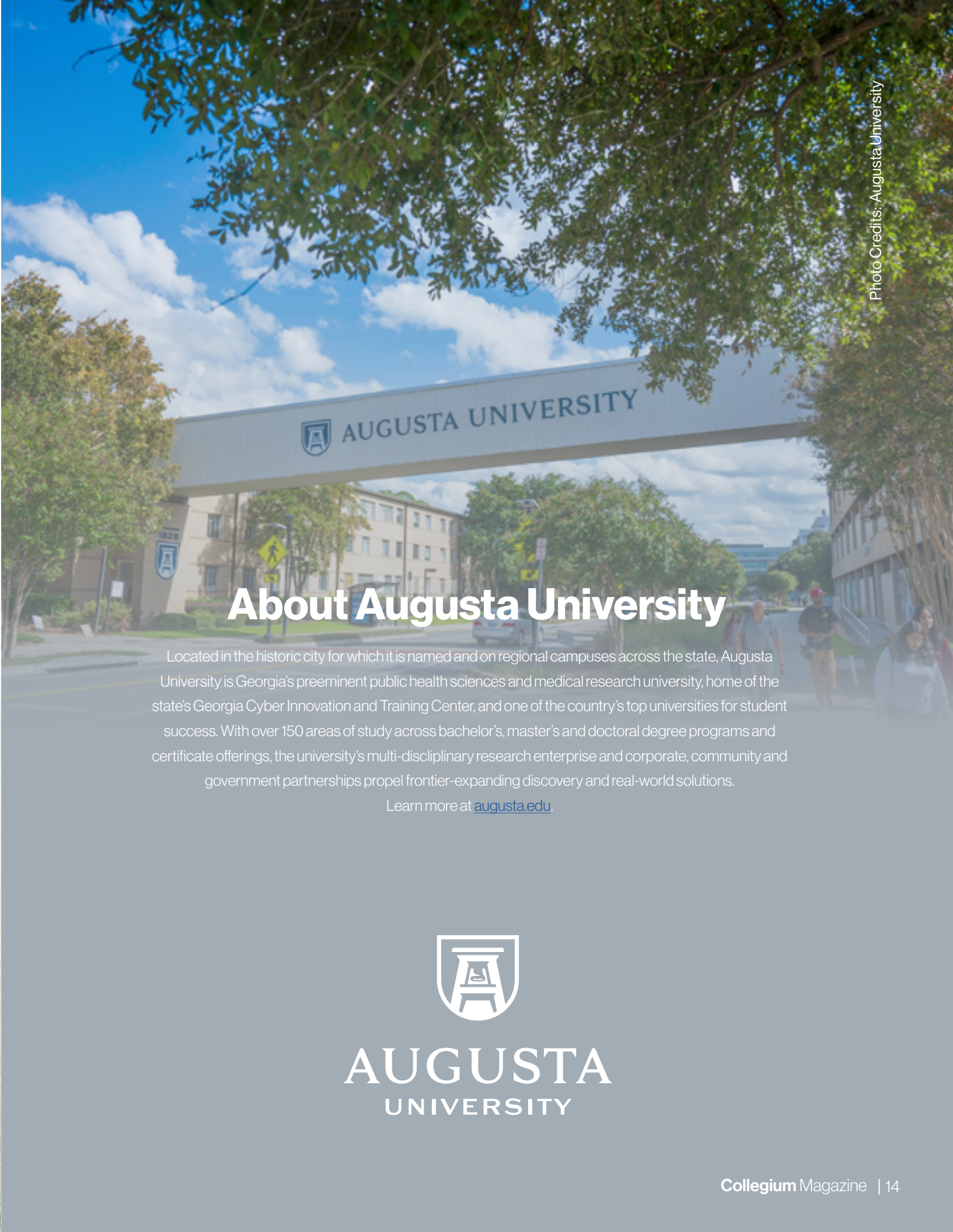


Photo Credits: Augusta University

About Augusta University

Located in the historic city for which it is named and on regional campuses across the state, Augusta University is Georgia's preeminent public health sciences and medical research university, home of the state's Georgia Cyber Innovation and Training Center, and one of the country's top universities for student success. With over 150 areas of study across bachelor's, master's and doctoral degree programs and certificate offerings, the university's multi-disciplinary research enterprise and corporate, community and government partnerships propel frontier-expanding discovery and real-world solutions.

Learn more at augusta.edu.



AUGUSTA
UNIVERSITY

OUT WITH THE OLD, IN WITH THE IMPACT

CONSOLIDATION AND EFFICIENCY

OVER CONVENTION

Higher education continues to face mounting pressures to do more with less — making strategic consolidation a smart pathway toward cost savings and operational efficiency. At Illinois Tech in Chicago, Sejal Vaishnav, Chief Information Officer; Molly McDermott, Senior Project Manager; and Tim Batson, Enterprise Solutions Manager, refused to accept anything less than a cutting-edge experience. Confronted with a fragmented technology stack, including an outdated link farm portal, separate intranet, standalone mobile app and email marketing tool, the teams saw an opportunity to replace...and rethink.

Guided by a philosophy of impact over inertia and scalability over short-term fixes, Vaishnav and her team decided to start fresh in evaluating the university's student portal and engagement strategy — ultimately resulting in a streamlined tech stack and efficiency gains.

Replacing Legacy with Agility

When Ellucian announced the sunset of the legacy Luminis portal, many universities viewed the transition as a simple replacement project — migrate data to a new system and move on. But at Illinois Tech, Vaishnav seized the chance to completely reconsider the university's approach to communication and engagement. "We had two core requirements," she recalled. "First, replace the legacy link farm. Second, implement an easily deployable system."

Her vision also extended beyond a simple replacement to a platform agile enough to evolve with market changes — without locking the university into a specific vendor ecosystem. "We didn't want migrating our ERP or SIS to hold us back," Vaishnav added. "We needed to think beyond immediate replacement and consider what served our long-term growth strategies."

Building a Case for Consolidation

Juggling separate systems meant multiple licensing fees, support contracts and training requirements. The hidden costs ran even deeper — including time lost jumping between platforms, duplicated efforts maintaining content in multiple places and the confusion of users who never quite knew where to find what they needed.

Batson experienced this firsthand. "Resources lived across different systems, including the web portal and mobile app," he said. "Every update meant multiple deployments, every change demanded coordination across disconnected systems."

As the team evaluated options, they discovered most vendors focused on replacing individual systems rather than consolidating multiple functions. The incumbent SIS-packaged portal handled some needs but left the team managing separate systems for mobile, employee communications and marketing. The conversation shifted when the team found Pathify.

"What impressed us most about Pathify went beyond its feature set," McDermott explained. "The platform

delivered versatility and flexibility — serving multiple user types with Roles, handling both authenticated and user types with Roles, handling both authenticated and public content, supporting key integrations." The team realized they'd found a rare solution — a platform that consolidated systems without compromising functionality.

Solving Core Challenges

Pathify quickly executed Illinois Tech's two core requirements — revolutionizing the antiquated link farm and enabling a fast, seamless launch.

Instead of replicating the previous static portal, Illinois Tech built a dynamic experience. "Links don't give users the information they need," Vaishnav said. "In the new portal, widgets display snapshots into our systems and provide relevant notifications and announcements. Pathify provides the context, personalization and tools to meet each user where they are." Years of communication chaos, including inboxes flooded with thousands of emails, gave way to targeted precision. "We've been able to eliminate hundreds of mass emails," said McDermott. "With Pathify, Roles distribute the right messages to the right people."

The ease of rollout mattered just as much as a powerful platform. "We run a lean team here," Vaishnav added. "We couldn't have a multi-year implementation — we needed to add value quickly." The structured, intentional launch stood in stark contrast to their experience with other vendors. "Our launch experience felt very intentional and organized," McDermott said, noting how the contrast remains noticeable with other tech vendors. "Pathify is built to support small teams like ours."

More Than Money Well Spent

Within several months of launch, the team achieved an 8% reduction in its technology budget by consolidating the portal, mobile app, intranet and email marketing tool into Pathify. "Now, we're invested in making one system work really well," Vaishnav noted.

While cost savings marked one outcome, the real value, Vaishnav stressed, resulted in streamlining operational efficiencies. "Now, developers no longer build custom forms — we deploy them directly within Pathify with built-in tracking and automation. It removes a convoluted process we used to manage manually," she said. "Gains like these enable our teams to move faster."

Key Outcome

Within several months of launch, the team achieved an 8% reduction in its technology budget by consolidating the portal, mobile app, intranet and email marketing tool into Pathify.

Photo Credits: Illinois Tech

She added, “We often overlook how these efficiencies drive real business outcomes. Centralizing and simplifying these processes delivers huge wins for long-term growth.”

“True consolidation isn’t just about eliminating systems — it’s about choosing a platform capable of serving multiple audiences,” Batson explained. “The new portal now serves as our campus-wide hub — connecting our people, communication, information and resources and our technology.” Web and mobile parity also proved essential. “With Pathify, we don’t need a separate mobile app,” Batson continued. “Maintaining separate mobile and web platforms slowed development. We gladly sunset our third-party mobile app, which saw low usage and adoption.”

Mission-Aligned Technology

Balancing sophistication with simplicity delivered a powerful, intuitive digital experience. “Pathify excelled in the foundation and customization aspects,” shared

Batson. “It’s not overly simple or overly technical. Instead, it gives us a strong, flexible foundation.” Looking back, Vaishnav recognized the decision to implement Pathify as a catalyst to reimagine how technology unifies the campus community. “Best money I ever spent,” she said with a smile. “Above all, Pathify represented the right strategic decision at Illinois Tech.”

For the university, consolidation meant aligning technology with mission, opportunity and strategic growth...not cutting corners. “The market changes every day,” Vaishnav added. “We need tools to help us keep pace. Pathify represented the right strategic decision for Illinois Tech.” In the end, thinking boldly didn’t just modernize the campus experience — it also reinforced the university’s commitment to innovation, efficiency and impact.



Sejal Vaishnav
Chief Information Officer
Illinois Tech



Tim Batson
Enterprise Solutions Manager
Illinois Tech



Molly McDermott
Senior Project Manager
Illinois Tech



Photo Credits: Illinois Tech

About Illinois Institute of Technology

Based in the global metropolis of Chicago, Illinois Institute of Technology was born to liberate the power of collective difference to advance technology and innovation for all. It is the only tech-focused university in the city, and it stands at the crossroads of exploration and invention, advancing the future of Chicago and the world. It offers undergraduate and graduate degrees in engineering, computing, architecture, business, design, science and human sciences, and law. Illinois Tech students are guaranteed access to hands-on experiences, personalized mentorship, and job readiness through the university’s one-of-a-kind Elevate program.

Learn more at ill.edu.

ILLINOIS TECH

BOOTHS, BUDGETS AND BIG IDEAS

HOW COLLEGE OF EASTERN IDAHO FOUND ITS GROOVE WITH PATHIFY

In August 2024, College of Eastern Idaho (CEI) attended Softdocs' BRIDGE Conference. Eager to explore new strategies for modernizing its campus, CEI's Enterprise Project Manager, Kay Meixner, and Application Development Manager, Ray Michel, discovered Pathify. With its intuitive design, seamless web-mobile parity and ready-to-deploy integration suite, Pathify stood out as a comprehensive digital experience hub — a modern, unified solution perfectly aligned with CEI's vision for an elevated and connected student experience.

The Starting Point — A Need for Change

CEI initially adopted Ellucian Experience Premium as its student portal, but the platform soon proved underwhelming and challenging to maintain. “[Experience] didn’t provide that extra step, that extra shine,” said Michel, who leads CEI’s application development and system support. While Experience offered a basic landing page and an improved front-end for Self-Service Colleague tasks, both Michel and Meixner noted it lacked the depth, visual appeal and campus-wide capabilities needed to drive meaningful engagement.

Discovering Pathify

As Idaho’s newest community college, CEI often operates with less funding than more established institutions. But the college remains resourceful — maximizing limited budgets to enhance the student and staff experience. With a lean IT team, Michel and Meixner quickly saw how Pathify could streamline CEI’s technology ecosystem while elevating the digital campus experience.

“Until recently, our approach relied on a patchwork of disparate, unintegrated systems,” said Michel. “Our team relies on features like the Recipe Library to save time and rapidly deploy new widgets,” added Meixner. “Pathify greatly simplifies our enterprise architecture and development efforts — all systems plug into one hub.”

Windows of Opportunity

Unlike Experience, which is built on static cards and links, Pathify provides dynamic windows into key systems like Canvas or Colleague — no need for users to open new tabs or leave the platform.

“On first impression, Pathify immediately stood out as a true one-stop-shop,” Michel explained. “Students access everything they need without leaving the platform — information, resources, content, to-do lists — all served to them based on their roles.”

Added Meixner, “Pathify completely aligned with our needs and vision. The platform felt like a fresh coat of paint, transforming our front-end experience.”

Fragmented to Future-Proofed

The brief interaction at Pathify’s booth made a lasting impression. Less than three months after the conference, CEI proudly became Pathify’s newest customer.

“We envisioned the technology needed to enhance our student experience — and we made it happen,” said Michel. “The Pathify team played a key role in our success — helping us advocate internally, conducting demos for various campus groups and more.”



Kay Meixner
Enterprise Project Manager
College of Eastern Idaho



Ray Michel
Application Development Manager
College of Eastern Idaho

With the support of CEI's new CIO, Steve Brown, and President Dr. Lori Barber, Michel and Meixner continue leading efforts to modernize CEI's digital experience, ensuring tools like Pathify remain relevant, impactful and cost-effective.

“Pathify solved our long-standing challenges with tech sprawl and disconnected systems,” Michel explained. “For us, it’s more than a technical upgrade — it’s a step toward a more integrated, engaging and future-ready campus experience.”

CEI officially launched “myCEI,” its Pathify instance, in spring 2025.

About College of Eastern Idaho

Student Headcount: 3,763

Institution Type: Public college

Location: Idaho Falls, Idaho

Tech Stack:

SIS: Ellucian Colleague

LMS: Canvas

Productivity: Microsoft

Technology Consolidated Into Pathify: Link farm portal, mobile application

College of Eastern Idaho (CEI) is a community-focused institution offering affordable, high-quality education to meet the needs of students, regional employers, and the community. With a commitment to open access, CEI provides diverse educational opportunities, including transfer degrees, technical training, and career readiness programs. Students benefit from small class sizes, innovative learning techniques, and flexible scheduling designed to fit a variety of lifestyles. Located in Idaho Falls, CEI values collaboration with local and national partners to ensure a strong talent pipeline and lifelong learning opportunities.

Learn more at cei.edu.



Photo Credits: College of Eastern Idaho



ANNA BECKER

is an IT solutions expert with over 25 years of experience helping healthcare organizations and higher ed institutions optimize efficiency, security and compliance. Passionate about secure and scalable IT solutions, Anna works to enhance productivity at Pima Community College. When she's not optimizing systems, you'll find her whipping up recipes in the kitchen, playing the piano or dancing her way through a Zumba class.



ISAAC ABBS

is currently the Assistant Vice Chancellor for Information Technology and Chief Information Officer at Pima Community College. In his roles, he oversees the day-to-day activities and sets the strategic direction for the Information Technology department. In addition to higher education, Isaac spent nearly ten years working in local municipal government. Outside of the office, he enjoys spending time with his wife and two daughters, as well as catching a good soccer match on TV.

Photo Credits: Pima Community College

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THE SPEED OF NECESSITY WHEN GOOD PRODUCTS, PEOPLE AND PARTNERSHIPS CONVERGE

Here's a hypothetical...what if higher ed moved with the urgency of the moment instead of the weight of tradition? What if institutions and the technology meant to support students matched the urgency students carry every day — juggling school, jobs, clubs and orgs, families, life?

At Pima Community College, we stopped waiting for the perfect conditions to fix our digital experience — we acted when the cracks became impossible to ignore. Band-aid fixes and the whole “that’s just how it works” mindset weren’t cutting it.

Turning Crisis into Opportunity
We didn’t go looking for Pathify. When we first connected, we were a stressed-out college searching for a solution. Our legacy student portal, already hanging by a thread, turned an “eventually” plan into our top priority. Our urgency brought Pathify into the picture (truthfully, they weren’t on our radar before a frantic Google search for “student portal solutions” at a conference).

When we brought Pathify on board, they could’ve easily treated us like a standard vendor implementation — pass along some documentation, schedule a training session or two, call it done. Instead, they approached us as partners, which changed the entire trajectory of our project.

When you implement at lightning speed because your old system literally fell apart, white glove service and responsive support aren’t just nice — they’re imperative. What stood out then (and still today) comes down to how rarely you find a customer team like Pathify’s. They listened, they delivered with intention, they solved, they didn’t disappear after we launched. Their structure and attentiveness gave us the know-how and confidence to launch in a matter of months.

Accountability in Action
Pathify also came to the table claiming they could handle everything we threw at them — tight timelines, custom work, roadmap items, you name it. We decided to put that claim to the test. We’re not shy about using every inch of functionality Pathify offers — you say you can do all these things? Prove it because we’re going to use it all.

We like to think of it as mutual accountability — we’ll hold you to your promises if you hold us to ours. Pressure like this could’ve easily soured a typical vendor relationship. Instead, it took on an “iron sharpens iron” dynamic, if you will. They delivered on every promise, and we pushed Pathify to be a better platform, delivering more for us... and every other customer.

Moving Fast, Moving Smart
Let’s be clear — Pima isn’t a typical institution. We’re aggressive in the best way. We’ve got a brilliant, top-tier IT team and a bias toward action. When we decide to move, we move. And while we didn’t make every popular decision (yes, we moved some people’s cheese along the way), the impact made it all worthwhile. Real disruption drives real change, even if it ruffles some feathers at first.

Ultimately, success isn’t about following a playbook — it’s about having the right elements come together. The right product, the right people and the right partnership. You can’t fake any of these components, you either have them, or you don’t. And when you nail all three? You’re no longer chasing success — you’re setting the pace. We’re incredibly passionate about Pathify because it’s truly transformational.

Few systems offer the kind of flexibility Pathify brings to the table. You can go big, like we did — launching the full platform with all the bells and whistles — or you can start small, with a lightweight build and scale up over time. Either way, you’re not locked into one approach. You’re building something tailored to your institution’s needs.

Innovation

The Exponential Gap

Here's an uncomfortable truth — higher education drags its feet while the pace of change exponentially speeds up. Schools stuck at yesterday's pace won't keep up.

If more institutions (and vendors) took the approach of challenging convention, defining their goals and thinking like visionaries, higher ed wouldn't be left scrambling. The same goes for vendors who need to start building real partnerships — with good products, good people and trust. Pathify proves that when institutions and vendors align around urgency, transformation happens quickly.



“Ultimately, success isn't about following a playbook — it's about having the right elements come together. The right product, the right people and the right partnership.”

— Isaac Abbs & Anna Becker, Pima Community College



PimaCommunityCollege

Photo Credits: Pima Community College

FOUNDING VISION, FUTURE THINKING

GEORGE WASHINGTON UNIVERSITY'S PLATFORM FOR THE PEOPLE

Mere blocks from the White House, World Bank and National Mall, the George Washington University (GW) sits at the epicenter of global influence — where policy and history unfold daily. As one of the nation's most internationally diverse and politically engaged campuses, GW serves nearly 30,000 students from all walks of life, united by a mission to deliver exceptional experiences and prepare future leaders for global excellence.

But behind the scenes, the university's digital infrastructure told a different story. An aging homegrown student portal — what Nadya Rose, GW's Manager of Web & Mobile Services, called “a cumbersome link farm” — struggled to keep pace with the university's needs. Meanwhile, Annette Thomson, Executive Director of Web & Mobile Strategy, juggled content updates across multiple platforms, and Hanna McCathren, Digital Transformation Specialist, watched students wrestle with fragmented and frustrating digital experiences.

With their third-party mobile app contract ending and the portal in dire need of an overhaul, Rose, Thomson and McCathren recognized an opportunity to upgrade and create cohesive, accessible and engaging digital campus experiences.

The Tipping Point

In 2022, the university managed two separate instances for web and mobile student portals, each with limitations, including minimal integration with Ellucian Banner. The mobile app lacked modern UI and functionality, while the 20+ year-old web portal had become bloated with content and challenging to manage. “Although we built and maintained the portal, we didn't have the continued bandwidth to completely redesign it in-house,” Rose recalled.

Thomson found the content management demands equally unsustainable. “Updating content across both a mobile app and web portal duplicated a lot of work,” she said. “We saw an opportunity to unify those experiences into something more robust — role-based, streamlined and more deeply integrated with our core systems.”

GW's existing setup felt painfully stale — and without the internal capacity to fully support or rebuild the system, the university needed to explore a new path forward. With web/mobile parity and a highly integrated campus portal as its North Star, GW set out to consolidate its mobile app, homegrown portal and various other systems into a single, cohesive digital experience.

Choosing the Right Partner

As part of a broader campus-wide Salesforce evaluation, the university considered adopting Salesforce's portal — but as the team explored alternatives, Pathify quickly emerged as the leading choice for a modern, student-centered experience. “Immediately, we found Pathify very appealing,” Rose recalled. “The modern interface, along with out-of-the-box features and extensive customization, really stood out.” Beyond technical merits, Pathify's rapid development strategy and responsiveness to customer feedback aligned closely with GW's vision. “We needed a partner to keep pace with us, not slow us down,” Thomson added.

Rose highlighted Pathify's widget-based dashboard, allowing her team to surface dynamic windows into core systems (rather than static links), while Thomson appreciated the built-in accessibility features and full web/mobile parity. “Designing once and deploying everywhere made a huge impact on our content management processes,” said Thomson.

But nothing proved more compelling than Pathify's Flow middleware, which created immediate buy-in by accelerating development timelines and simplifying

integrations across systems... without building from scratch. “Flow got my team on board very quickly,” said Rose. “It empowered us to build faster and focus on strategic improvements instead of spending months rebuilding functionality.”

United in Launch

Implementing the new “myGW” became an unexpected catalyst for breaking down the normal siloes separating university business units. Unlike typical vendor training followed by a separate implementation process, Pathify combined learning and building into one collaborative experience. “Pathify blended training with standing up our new portal,” Rose recalled. “Annette works in marketing, I'm in IT. Going through training and launch together turned us into one unified task force, all working towards launching the new ‘myGW.’”

Thomson echoed the impact. “There's much to consider from both the content and technical perspectives,” she shared. “Having everyone in the same room to talk through all the logistics and details made the entire rollout process more efficient and cohesive.”

Innovation and Impact

Since launching in Spring 2024, GW continues taking a deliberate approach to rolling out new features like Pathify Forms and Communities (Groups and Events). McCathren pointed to internal affinity groups of staff and students as an early win.

The organic momentum continues with the GW Law School launching on “myGW” in summer 2025. With a

university-wide brand refresh on the horizon, Thomson anticipates even more opportunity to incorporate “myGW” into the larger campus community ahead.

Charting a New Campus Experience

For Rose, the transformation from an outdated link farm to a streamlined digital hub reflects a deeper shift. “It's more than a facelift,” she shared. “The new ‘myGW’ represents a fundamental change in how we approach the student experience.” Together, these thoughtful steps sparked a movement — one that continues reshaping GW's digital campus into a unified, evolving experience rooted in connection, purpose and long-term impact.



Nadya Rose

Manager of Web & Mobile Services
The George Washington University



Annette Thomson

Executive Director of Web & Mobile Strategy
The George Washington University



Hanna McCathren

Digital Transformation Specialist
The George Washington University

About the George Washington University

Student Headcount: 25,374

Institution Type: Private university

Location: Washington, DC.

Tech Stack:

SIS: Ellucian Banner

LMS: Blackboard

Productivity: Google and Microsoft

Technology Consolidated Into Pathify: Link farm portal, mobile application, campus groups tool, ad hoc campus forms

In the heart of our nation's capital with additional programs in Virginia and online, the George Washington University (GW) was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the District of Columbia and a member of the American Association of Universities (AAU). GW offers comprehensive programs of undergraduate and graduate liberal arts study, as well as degree programs in medicine, public health, law, engineering, education, business, and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate, and professional students from across the country and around the world.

Learn more at gwu.edu.

THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC

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CAMPUS IN THE CLOUD

LOS ANGELES PACIFIC UNIVERSITY REBOOTS ONLINE CAMPUS EXPERIENCES

At a fully online institution like Los Angeles Pacific University (LAPU), every interaction and touchpoint — from advising appointments to community gatherings — happens digitally. There's no student union or campus quad, and the digital experience isn't just a supplement to student life — it *is* student life.

Daniel Terrones, Director of Information Technology at LAPU, spent years investigating ways to strengthen the university's digital experience. "We wanted to ensure our student experience remained simple and reflected students' consumer experiences," he explained. Administrators felt the friction too — from growing student support demands to inconsistent web and mobile access, it became clear existing tools failed to keep up.

Culture Meets Capabilities

The university set out to find a solution for their primary challenges — to provide web/mobile parity, streamline access to information in a fully online environment and facilitate community with built-in groups and messaging. "We ran into limits trying to simplify the user experience while managing systems independently," said Terrones. "We needed to consolidate the experience and bring everything into a single platform."

LAPU's search for a new solution included evaluating its incumbent mobile app provider, Pathify and one other vendor, but Pathify quickly emerged as the standout. "Pathify came to every conversation prepared in a way other vendors weren't," Terrones noted. "Their level of preparation showed us the kind of culture we'd join — thoughtful, responsive and student-centered."

Beyond people and culture, Pathify checked the usability and overhead boxes. "Pathify's UI feels clean, intuitive and modern," Terrones explained. "The Engagement Hub required far less overhead and administrative effort to manage."

Positive Feedback, Immediate Impact

The team moved quickly to implement the new "myLAPU,"

the university's Pathify-powered portal, involving various university business units to roll out the experience. "Launching Pathify involved the entire university. Nearly every business unit contributed in some way," Terrones said.

Terrones also stood firm in believing students shouldn't need training to navigate a portal — the experience must feel intuitive from the start. To ensure the new platform exceeded expectations, LAPU launched a beta program over the summer with two testing groups — a student cohort and a student/staff cohort — to gather immediate feedback. The response proved overwhelmingly positive, with users describing the new "myLAPU" as "clean and visually appealing," "simple," "welcoming," and "modern and accessible." "We're not used to getting positive feedback during a beta test," Terrones laughed. "It's very rewarding. We used feedback to identify what's most important to users and to bring those elements front and center," he added.

Powering Progress

Terrones and his team continue testing the limits of how a fully online institution delivers exceptional student experiences. "Our focus remains on increasing engagement and, ultimately, increasing persistence," he shared. "By focusing communication through one platform, we see the new 'myLAPU' as a way to power that initiative."

Through streamlined access and a design approach rooted in feedback, LAPU strengthened its digital campus to feel both personal and purposeful. With "myLAPU," the university moves confidently into the future, backed by technology reflecting thoughtful planning and execution and a deep commitment to student success.

The university launched "myLAPU," their Pathify instance, in summer 2025.



Daniel Terrones

Director of Information Technology
Los Angeles Pacific University

Photo Credit: Unsplash

About Los Angeles Pacific University

Student Headcount: 2,036

Institution Type: Private university

Location: Online

Tech Stack:

SIS: Jenzabar One

LMS: D2L, Moodle

Productivity: Google

CRM: Salesforce

Technology consolidated into Pathify: Third-party chatbot, mobile app, SIS-packaged student portal

Los Angeles Pacific University (LAPU) is an accredited online Christian university offering associate, bachelor's and master's degrees designed for today's busy adults. As part of a 120+ year legacy rooted in Azusa Pacific University, LAPU blends academic excellence with a strong faith-based mission. The university focuses on accessibility, affordability and real-world relevance, equipping students to make a meaningful impact.

Learn more at lapu.edu.



LOS ANGELES PACIFIC
UNIVERSITY

Photo Credit: Los Angeles Pacific University

BETTER TOOLS, BIGGER IMPACT

AMPLIFYING MILWAUKEE AREA TECHNICAL COLLEGE'S TECH STACK

Milwaukee Area Technical College (MATC) traces its roots back to 1912, growing from a continuation school for young people leaving high school into the largest and most diverse two-year institution in southeastern Wisconsin. Today, MATC supports over 30,000 students across four campuses, with a continued focus on accessibility, affordability and workforce readiness.

But as student expectations around digital experiences evolved, the college recognized the need to enhance its technology infrastructure — without disrupting existing functionality. For MATC Chief Information Officer, David Rowe, the objective became clear: deliver cohesive digital experiences supporting every student — while maximizing the value of existing systems.

Elevating Experience

In 2023, the college transitioned from its internal intranet site to a new platform, aiming to maintain continuity and introduce a new, intuitive interface for content delivery. While the new platform met the college's basic functional requirements, it became clear that other areas — particularly user experience, content management and engagement — warranted further enhancement.

In 2024, MATC launched a broader evaluation of its engagement approach, bringing together stakeholders from Student Life, IT and Marketing. The task force explored how a centralized platform would support a more integrated and cohesive experience for all campus users — especially focused on students.

After exploring several options, MATC selected Pathify, most notably for the platform's integration capabilities and extensibility, including a native chatbot. "We wanted one place for all campus communications — not just those tied to the SIS," Rowe recalled. "Pathify provides the ability to centralize tasks, information, resources, community and other high-traffic items in one place."

Power to Publish

As implementation began, Rowe and his team focused on Pathify's approach to content management. The platform's flexible content ownership structure empowered individual departments to manage and publish their own content — reducing IT bottlenecks and allowing the team to focus on more strategic priorities. "The approval workflows and role-based access provide incredible flexibility," he noted. "It enables us to distribute

content responsibilities more efficiently across different business units, without diluting content controls and branding consistency."

Student-Focused Strategy

At MATC, technology decisions remain closely tied to student outcomes, especially important given the college's significant population of first-time and non-traditional learners.

"For many, college feels overwhelming," reflected Rowe. "Students may not know what to expect, whether navigating a college campus, finding the right information or simply accessing resources that are available to them. Pathify, as our digital front door, simplifies communication and information access for students, making the college journey much easier and manageable."

With this in mind, MATC's implementation of Pathify's Chatbot aims to address frequently asked questions, helping students access information quickly and confidently. This student-centered philosophy guides how the college plans to integrate Pathify into its broader technology ecosystem — as a strategic tool designed to reduce friction and enhance the overall student experience.



David Rowe
Chief Information Officer
Milwaukee Area Technical College

Smart Consolidation, Stronger Outcomes

MATC's approach prioritizes thoughtful enhancement rather than disruptive change. Rowe envisions future consolidation — such as migrating groups, events and task management into Pathify — while the current focus remains on making strategic improvements to complement existing systems.

"As a CIO, my biggest challenge involves identifying solutions that better serve students and our mission, while delivering innovative new technology within budget," said Rowe. This measured approach allows existing systems in use at MATC to continue providing self-service access while Pathify addresses engagement and communication gaps.

As MATC prepares to launch "myMATC" in fall 2025, the college's selection represents a strategic approach to digital transformation — one prioritizing student success while maintaining operational stability and fiscal responsibility. The college intentionally layers in new capabilities to address specific gaps, enhance usability and elevate the user experience — underscoring its broader commitment to improving communication, engagement and success.

About Milwaukee Area Technical College

Student Headcount: 30,000+

Institution Type: Public college

Location: Milwaukee, Wisconsin

Tech Stack:

SIS: Ellucian Colleague

LMS: Blackboard

Productivity: Google

Technology Consolidated into Pathify: Link farm portal, employee intranet, mobile app

As Wisconsin's largest technical college and one of the most diverse two-year institutions in the Midwest, Milwaukee Area Technical College is a key driver of southeastern Wisconsin's economy and has provided innovative education in the region since 1912. More than 30,000 students per year attend the college's four campuses and community-based sites or learn online. MATC offers affordable and accessible education and training opportunities that empower and transform lives in the community. The college offers more than 180 academic programs — many that prepare students for jobs immediately upon completion and others that provide transfer options leading to bachelor's degrees with more than 40 four-year colleges and universities. Overwhelmingly, MATC graduates build careers and businesses in southeastern Wisconsin. The college is accredited by the Higher Learning Commission.

Learn more at matc.edu.



33 INNOVATION IN ACTION

CONCORD UNIVERSITY EVOLVES DIGITAL EXPERIENCES WITH ALUMNI AND CHATBOT

Three years ago, Bayleigh Meadows studied at Concord University, using “MyConcordU” to access her courses, join clubs and stay informed alongside her peers. Today, she works as Concord’s Front-End Web Developer, maintaining the very system that shaped her college experience — and she remembers exactly what it felt like to be on the other side. After studying Advertising, Graphic Design, Computer Information Systems, Business and Studio Art, Meadows’ curiosity and creativity drove her to improve the portal for the entire campus.

Since inking its contract with Pathify in 2020, Concord University transformed “MyConcordU” from a simple portal into a comprehensive hub serving and engaging students from orientation to graduation and beyond. The portal’s success stems from insider insights like Meadows’ — understanding firsthand how users behave and what they need — and from a commitment to continuously evolving and improving.

Building a Strong Foundation

When Concord launched its portal nearly six years ago, the team received overwhelmingly positive feedback on the ease with which students located information and connected with resources. “I loved the portal as a student,” Meadows recalled. “It was easily navigable and modern. Before Pathify, we didn’t have a single gateway to all our tools, or a good place to connect.” Launching a portal with search functionality felt revolutionary, Meadows added. “We no longer had to hunt around for certain links or tools, we searched and found exactly what we needed.”

With her own experience as a starting point, Meadows brought valuable insight into how her peers used the portal — and where they got stuck. “Outdated information causes frustration for students at any institution,” she emphasized. “With everything in one place, students find information easier.”



What sets Concord apart? A long-term commitment to continuous improvement. Since launch, the team continues implementing new features like Tasks, Directory and quick links, consolidating more tools and streamlining the digital experience. To date, the university has consolidated four major tools under Pathify, including a student portal, campus-wide chatbot, employee intranet and housing assignment app. “With the addition of Tasks, we’ve seen a significant increase in students completing crucial actions in a timely manner. The reminders are relevant to each student’s specific journey and help them understand what’s important,” Meadows added.

Using an annual satisfaction survey, Meadows keeps her finger on the pulse of student needs to make strategic decisions about adding improvements and new features to their roadmap. Five years in, with “MyConcordU” firmly established as a campus staple, Meadows and the team continue pushing forward — constantly looking for opportunities to further elevate the digital experience.

Once a Lion, Always a Lion

Centralizing information and tools boosted support for students, faculty and staff. “But the journey doesn’t end when a student walks across the stage at commencement,” Meadows noted, recalling how clunky and confusing the process of finding information and connecting with campus used to be for former students. Alumni still require services, like transcript order forms, alerts for events like Homecoming and change of address requests. Before expanding “MyConcordU,” this information lived in multiple places, creating confusion and frustration for the university’s most valuable spokespeople. Hosting this content on Concord’s public website sent alumni hunting through pages while clogging traffic — inefficient and cumbersome.

Now, graduates use “MyConcordU” to ensure a smooth transition from student to alumni, keeping them plugged into post-grad life through features like the All Lions Group, where they connect with current staff and students, and the alumni Instagram widget, which delivers real-time campus happenings and news. Whether completing administrative tasks or looking for ways to get involved, “MyConcordU” remains their centralized hub.

Concord’s next phase of growth leverages the platform’s new Hub Experience to build a customized alumni dashboard featuring engagement opportunities and direct links to important tools and content — front and center. “It’s easy to feel disconnected after graduation. Alumni want to network, stay informed on events and find resources. Bringing alumni services into ‘MyConcordU’ represented a natural next step in keeping our entire campus body connected,” Meadows explained. “And I love that my peers and I get to continue using the same portal I did as a student,” she added.

Thousands of alumni log into the portal during graduation and Homecoming — forming a captive audience eager for targeted, role-based communications highlighting engagement and giving opportunities. With the Alumni module, Concord stands poised to bring all its alumni-focused tools into one place while harnessing an audience who knows and trusts the system.

“**Folding Pathify’s GenAI Chatbot into ‘MyConcordU’ builds on everything we’ve learned about how our users interact with and search for information. The chatbot extends the ease of navigation and allows us to serve our entire community — alumni, current students and beyond.**”

— Bayleigh Meadows

Photo Credits: Concord University

Consolidate & Evolve

In addition to customized dashboards and deeper alumni engagement, Concord plans to execute a full launch of the GenAI Chatbot in late 2025. After extensive piloting and vetting by their AI committee, Concord replaced their Ocelot chatbot with Pathify's bot — consolidating yet another tool, extending Concord branding and achieving a 74% budget reduction. "Folding Pathify's GenAI Chatbot into 'MyConcordU' builds on everything we've learned about how our users interact with and search for information. The bot extends the ease of navigation and allows us to serve our entire community — alumni, current students and beyond," explained Meadows.

The Chatbot pulls from existing "MyConcordU" content like FAQs and Pages to provide customized answers for any user, at any stage of their journey. "Whether current students search for their advisor, or alumni request a transcript for a grad school application, our goal is to make finding accurate information as easy and intuitive as possible," Meadows emphasized. "Layering Chatbot within the portal will only increase that ease and usability."

While the sleek, centralized experience serves students, faculty, staff and alumni, "MyConcordU" also provides the perfect foundation for even more sophisticated tools and integrations. Meadows and her colleagues ensure the student voice remains the guiding force as the university moves into the future, continually looking for opportunities to strengthen the digital ecosystem and consolidate more systems into their centralized hub. "The opportunity to use 'MyConcordU' as a student, staff and hub administrator gives me a holistic view into the platform and all its uses. It's amazing seeing the response on campus across all of our users, and I'm so excited to see what's next," said Meadows.



Bayleigh Meadows
Front-End Web Developer
Concord University



Photo Credits: Concord University

About Concord University

Founded in 1872, Concord University is a public institution that serves 1,800 students in West Virginia. It's ranked as a top 100 Regional Universities South by U.S. News. The mission of Concord University is to improve the lives of its students and communities, through innovative teaching and learning, intellectual and creative activities, and community service and civic engagement. Learn more at concord.edu.



COLBY
DOUGLAS



ABOUT THE AUTHOR

Colby Douglas graduated from Point Loma Nazarene University in May 2025 with a degree in Business Management and Entrepreneurship. At PLNU, he served as an Alpha Leader, mentoring incoming freshmen as they adjusted to college life. His exceptional leadership and passion for student advocacy led to his election as the Director of Student Relations and ultimately, ASB President during his senior year. Colby currently works in operations for a technology company and plans to pursue a law degree after a gap year of work. In his free time, Colby enjoys staying active with soccer, volleyball, surfing, running and biking. When he’s not on the field, court, trails or ocean, you’ll find him jamming on his guitar or spending time with friends.

Colby’s always eager to expand his perspective and make a difference in the world. “I believe if we were all 10% more open-minded to hearing other people’s perspectives, the world would be 10x better.” If this topic sparks your interest, Colby welcomes connections on [LinkedIn](#) and would love to hear from you!



Photo Credit: Point Loma Nazarene University

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DIGITAL DONE RIGHT LESS SCROLLING, MORE LIVING

Everyone says college means finding yourself — you know, making friends, learning, exploring random interests at 2 AM, building lifelong relationships. As a recent graduate of Point Loma Nazarene University (PLNU), I know this truth firsthand, yet I also see how easily those meaningful, character-shaping moments can get lost in the chaos of suddenly being tossed into a brand new community. In fact, this struggle became a reality for the first half of my college experience.

System Overload

I started at PLNU in 2021 in the midst of COVID, when everything felt confusing and disorganized. Discovering campus events, information and clubs meant relying on word of mouth — if my friends didn’t talk about it, I didn’t know about it. Occasionally, I caught an update from our Associated Student Body Instagram page (aka ASB, our student government), but for the most part, I flew blindly — missing events and overlooking resources entirely, not because I wasn’t interested, but because I didn’t hear about them.

It felt a bit ironic — I chose a school renowned for its compassionate culture and tight-knit community, yet I spent so much time trying to figure out *where* to get information about *how* to experience this wonderful culture. I felt like I was missing out. I didn’t even know PLNU posted the cafeteria menu online until sophomore year — info which would’ve saved me plenty of wasted trips to the dining hall...and many questionable food choices. Now, don’t get me wrong, I am not trying to bash Point Loma at all. They did a good job putting the right information out there — it just came with a massive learning curve to find it. Even as someone eager to dive into what college offered, I found it surprisingly difficult to do so.

Replacing Chaos with Community

Things started to change junior year when Point Loma launched “myPLNU,” the new campus portal powered by Pathify. I’ll admit, I wasn’t totally sold at first. As a newly elected ASB director, I knew convincing people to embrace change wouldn’t come easily. We’ve all fallen for the hype of “game-changing” updates or new tech promising to

make life easier, but somehow make everything more complicated (looking at you, Apple iOS updates).

But this time felt different. Instead of throwing another system in the mix, “myPLNU” started replacing the once chaotic bundle of communication. Suddenly, this one platform did the job of numerous websites and platforms. Checking my grades, finding interesting campus clubs and staying up to date with the latest campus events with the all-in-one calendar (what a revolutionary idea!) stopped feeling like separate chores scattered across the internet. It’s important to note that adoption didn’t happen overnight — in fact, many students continue adjusting to the new all-in-one app — but little by little, the effects of this incredible platform started to take hold.

It’s no coincidence that last year, PLNU experienced its highest event attendance rate since COVID — and a surge of students stepping into leadership roles. More students showed up because they saw upcoming events and calendars in one central place: “myPLNU.” It is now easier than ever for students who want to be involved to actually get involved, without pestering those who *want* to stay in their lane.

Digital Done Right

In a world where social media platforms are fighting for attention and then selling it back to advertisers (who are also fighting for your attention), finding a digital space built to simply serve its users feels revolutionary. “myPLNU” doesn’t push students to doomscroll for hours or pressure them to share content to a story.

With the ultimate goal of increasing in-person interaction and strengthening local, in-person community, “myPLNU” returns to what digital platforms were meant to do — serve users, not beg for their attention. Instead of scrolling through Instagram trying to piece together what’s happening on campus (and inevitably getting distracted by whatever the algorithm decides to feed you) or relying on friends to pass along important info — students now discover things on their own and then put down their phones to go experience the power of the Christ-centered community at Loma.

Now, to be fair, by the time “myPLNU” came around, I’d already established my path to leadership and community at Loma. I found friends pretty quickly and slowly started getting involved in more campus events, but I also saw the struggles many other students experienced. This led me to get involved in the platform rollout, not out of obligation but because I truly believed in it and the impact it could make on new and returning students alike.

The Real College Experience

“myPLNU” literally encouraged me and my peers to spend less time online. When finding up-to-date info feels easy, you skip the hassle of jumping between apps or digging through websites for updates and ultimately getting distracted by the endless attention grabs out there. I trusted the information would be there when I needed it, freeing me to focus on the real stuff.

College is a time where people discover who they are, independent from the communities that raised them. There’s something so powerful about navigating a journey alongside peers who are all in the same boat. At Point Loma, I saw how “myPLNU” reinforced this ideal — when students find the information they need, they have the time and energy to build meaningful relationships that define this pivotal time.

More Time for What Matters

The best part? From here on out, incoming PLNU students will only know an integrated experience — they won’t waste an afternoon trying to figure out where basic information lives or miss out on amazing opportunities because the invite is buried in a random email they never opened. They’ll get more time for what actually matters — diving deep into the immense opportunities Loma offers.

“myPLNU” works today because our campus administrators listened to student feedback. If schools want to increase engagement or make our lives easier, they need to listen to what’s really working (or what’s not). My biggest piece of advice? Check in with your end users because we’re the ones dealing with these systems daily.

Now, as I step into the “real world,” I’m grateful to experience both sides of this transformation. The contrast revealed what’s possible when colleges nail their technology — it strengthens the deeper connections that make these four years truly life-changing. It reminded me what social media platforms are supposed to be for: *socializing*, not doomscrolling.

This experience isn’t limited to universities. In a world where dozens of platforms constantly compete for our most precious resource — our attention — we need solutions resisting this tempting current. The best technology won’t beg for attention or sell your information to the highest bidder. Instead, it earns trust, does its job and then steps out of the way so you’re free to focus on connection and community — *real life*. This is exactly what Pathify accomplishes at universities worldwide. Because when technology works the way it should, that’s digital done right.

Photo Credit: Unsplash

“**In a world where social media platforms are fighting for attention and then selling it back to advertisers, finding a digital space built to simply serve its users feels revolutionary.**”

— Colby Douglas

Photo Credit: Point Loma Nazarene University

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COOK'S CORNER

"Science" claims eating a single hot dog shaves 36 minutes [off the average person's life](#)...yet...here we are. Despite their mystery-meat reputation, hot dogs have an oddly powerful ability to bring people together. Whether uniting ravenous tailgaters, enticing competitive eaters to take down 70 franks in 10 minutes or sparking joy when the Wiernmobile cruises by, there's just something about a hot dog — it's classic, communal and universally understood.

Pathify takes a similar approach...minus the nitrates. We bring everyone — students, alumni, faculty, staff, parents — into one (digital) space. It's like the ultimate BYO hot dog bar. Everyone starts with the same base but assembles their experience differently...and that's kind of the point. It's completely personal and one-size-fits-all — exactly like the Pathify experience.

And because no cookout is complete without a beverage in hand, we're serving up pickle martinis. Because life is too short (you know, processed meat "science" and all) to not toast with something equally as savory. From loading up a chili cheese dog or keeping it classic, remember: however you top it isn't just for hot dogs — it's the secret sauce for higher ed, too.

Build-Your-Own Hot Dog Bar

Whether a defiant ketchup stan or crazy for condiments, our BYO Hot Dog spread celebrates the power of personalization. Just as Pathify unites every part of the campus experience, this spread ties it all together — no two dogs (or journeys) look the same.

Prep Time: 15-20 minutes

Cook Time: 10 minutes

Total Time: 25-30 minutes

Yield: 8 loaded dogs



Ingredients:

- 1 pack Hebrew National hot dogs (or chicken sausage, veggie dogs, brats or kielbasa)
- 1 pack split-top hot dog buns

Assorted toppings, such as:

- **Classic Condiments:** mustard, relish, diced onion, sauerkraut, BBQ sauce, sriracha, buffalo sauce, sour cream, ketchup (for those under the age of 12)
- **Cheeses:** shredded cheddar, blue cheese, nacho cheese
- **Meats:** chili, crumbled bacon, pulled pork, pepperoni, sloppy joe, a second hot dog
- **Veggies & Fruits:** scallions, jalapenos, olives, pineapple, cilantro, tomato, corn, coleslaw, kimchi, guacamole, pickles
- **Crunchy Things:** crushed Cheetos, corn chips, potato chips, crispy fried onions
- **Weird Things:** Vegemite, mac & cheese, caramel popcorn, mashed potatoes

Assembly and Cooking:

Prep Your Toppings: Chop, slice and display your preferred toppings.

Cook the Hot Dogs: Grill, boil, pan-sear or air-fry — no wrong answers here. Cook until heated through, about 5-7 minutes depending on the method.

Toast the Buns: Pop your hot dog buns on the grill or in the oven at 350°F for 5 minutes until lightly golden.

Build Your Dog: Place a cooked hot dog on a bun and pile on the toppings! Go simple with classic condiments or load up like you're playing hot dog Jenga.

Need inspiration? We *double dog* dare you to explore our favorite combinations:

- **Collegium Classic:** ketchup, mustard, relish, diced onion, crushed potato chips
- **Student Experience Supreme:** buffalo sauce, sour cream, pineapple, bacon
- **Digital Campus Deluxe:** ketchup, coleslaw, bacon, green onions, fried onions, diced onions
- **Integration Station:** coleslaw, diced onion, guacamole, kimchi, bacon, fried onions
- **Workflow Wonder:** mustard, pickles, diced onion, tomato, sauerkraut

* Extra Credit:

Post a picture of your fabulous frankfurter on LinkedIn and tag **@Pathify** for a chance to win a Pathify Hawaiian shirt!

Weenie Wisdom

It's a debate as old as time — or at least as old as sliced bread. Is a hot dog a sandwich? Here's what our team says:

29% say “Sandwich? No doubt.”

71% say “Not a sandwich. Never was.”

Sandwich Sticklers

“It's meat — or at least hopefully it's some byproduct of meat — condiments, toppings in between bread slices. That's a special sandwich.”

“I would say meat and bread is basically all sandwiches...so everything is either a sandwich or soup.”

“If Jersey Mike's and Subway sandwiches count (bread still connected, toppings in between), then a hot dog is a sandwich.”

Sandwich Skeptics

“Hot dogs are not food, therefore not a sandwich. There, I said it.”

“Would you find a hot dog under the sandwiches section of a menu? Me thinks not.”

“The Cube Rule of Food classifies hot dogs as tacos — the structural starch is around three sides of the filling.”

“It's a no from me. A sandwich is two slices coming together. A hot dog is just one piece of bread.”

“Sandwiches must be two separate pieces of bread, so a hot dog is not a sandwich.”

The Existential Eaters

“All foods are either hotdog or not hotdog, there is no in between.”

“Hot dogs are better without a bun.”

“An open-faced sandwich is like wearing a toupee, close but not quite.”

“Hot dogs are in their own category, like a burger or a taco or even a grilled cheese.”

In a (Tech) Pickle Martini

Relish the simplicity of this tangy cocktail with just four ingredients. Use leftover brine from any favorite pickle — spicy, sweet and classic dill, it all works! Because when you're in a pickle, Pathify brings everything together.

Total Time: **5 minutes**

Servings: **2 cocktails**



In a (Tech) Pickle Martini

Ingredients:

2 cups of ice

4.5 oz vodka

1.5 oz pickle juice

Pickle chips or spears, for garnish

Assembly:

Before building your cocktail, chill two martini glasses in the freezer for a few minutes — just enough time to contemplate whether your student portal really is user-friendly.

In a cocktail shaker, combine vodka and choice of pickle juice. Add ice. Shake vigorously for 10-15 seconds.

Strain the mixture into two chilled glasses and garnish with extra pickles. Cheers!

Non-Alcoholic Alternative:

Swap vodka for sparkling water or a non-alcoholic spirit — don't shake, just mix!

Photo Credits: Pathify

LOOKING AHEAD PATHIFY'S PRODUCT ROADMAP

Photo Credit: Unsplash

Building software for higher education feels a bit like designing for organized chaos... in the best possible way. Needs change constantly, new technologies emerge, everyone wants to stay connected and in control.

Our roadmap reflects this reality. We're solving problems, like why student engagement software feels more about administrators than students? Why does navigating a campus tour require jumping between multiple websites and apps? And how will customers get more out of their chatbot?

We're focused on fixing what slows students down. Above all, we're building toward something big — a unified campus platform that solves problems, instead of creating new ones. So without further ado, here's what's on deck across the next few quarters...

1. Recipes & Integrations

With over 130+ customer-facing recipes in the Recipe Library, we're not slowing down. Keep an eye out for the following integrations:

- *Workday Faculty*
- *Formstack*
- *Softdocs*
- *Paypal*
- *Additional flat-file integrations*

Curious about what's coming next or thinking about potential integrations? Contact our team at product@pathify.com to help grow this list!



2. Flow UI Overhaul

Flow gets a glow up! To start, we're updating the interface to improve navigation, streamlining workflows and making daily experiences smoother and more intuitive.

3. Chatbot Updates

We're making Pathify's GenAI Chatbot smarter, faster and more powerful with updates like:

- Enhanced insights with cluster analytics (gain deeper understanding into user needs and identify common requests)
- Feedback-based enhancements
- Additional Chatbot Provider recipes



4. Communities Uplift (Phase One)

The first phase of the Communities module upgrade introduces scalable Space hierarchies, flexible Roles and permissions, enhanced user profiles, group chat and streamlined content sharing. It's a bold step toward reimagining how campuses connect and communicate at scale.



5. Map Builder

Get ready for a major enhancement to the Places Directory. The new Map Builder transforms existing room and building data into an interactive navigation tool. Think walking tours, branded experiences and personalized maps for different audiences — helping users explore physical and digital campuses like never before.

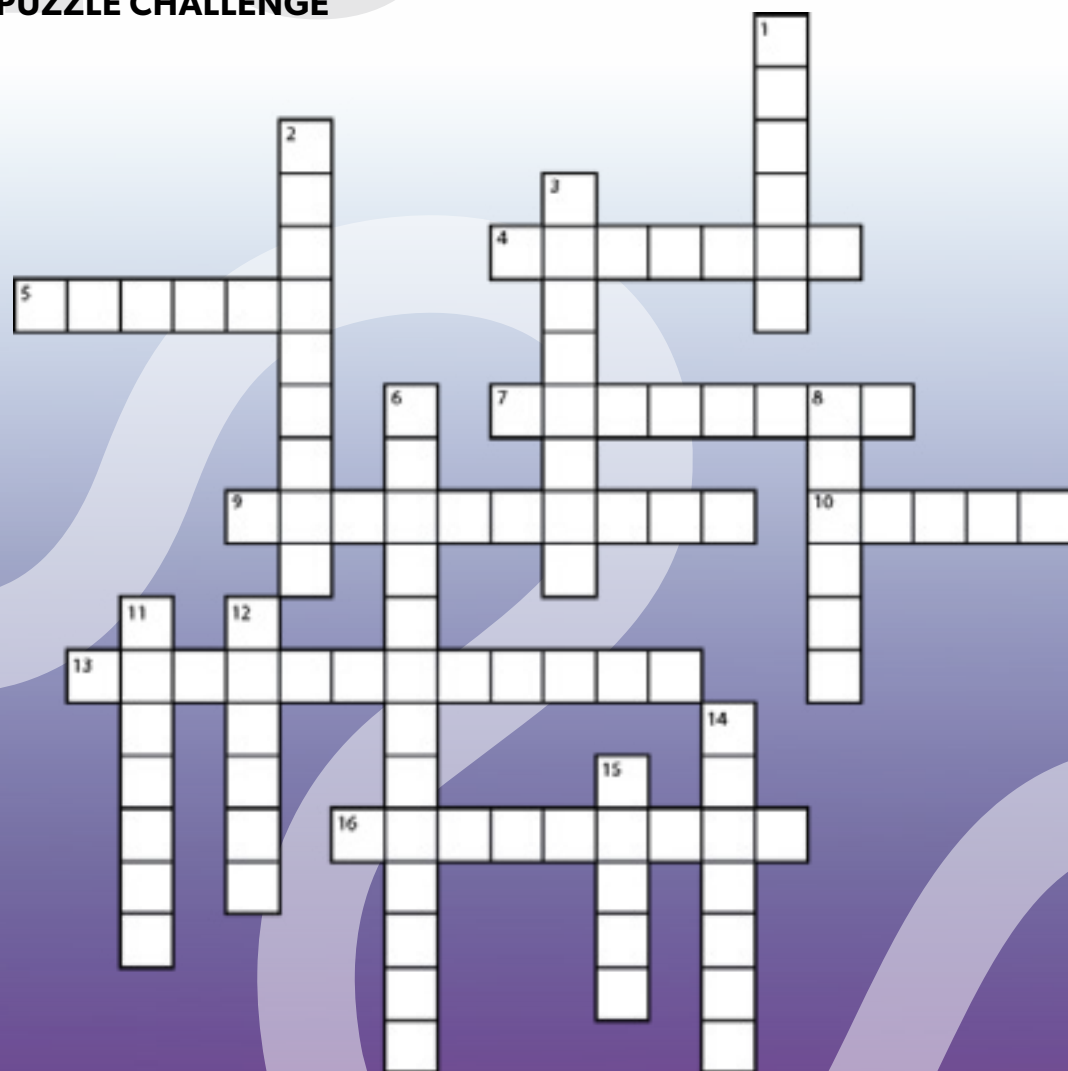


Photo Credit: Unsplash

BRAIN GAMES

PATHIFY PUZZLE CHALLENGE

Scan for answer key



Down:

1. A container for water or people
2. Sci-fi thriller where DiCaprio steals secrets from people's dreams
3. A long drive taken for leisure, exploration or escape
6. When a caterpillar turns into a butterfly
8. Essential supplies to munch on between lunch and dinner
11. What grads may take pre-college or pre-career
12. An unexpected change from the usual route
14. Mythical bird with built-in resurrection powers
15. She fell into a rabbit hole and found another world

Across:

4. Epic adventure...or a 1980s rock band
5. A slow moving reptile that carries its shelter on its back
7. What we're made of according to science (and Bowie)
9. Imprints left behind after walking
10. Carries the world or holds the maps
13. A spinning tube with trippy patterns
16. Color changing reptile

WORD SCRAMBLE

Think you know ed tech? Unscramble these essential concepts modern institutions use to transform their digital experiences.

1. DNINLOCOTASIO

When multiple systems become one unified solution.

1. _____

2. ERAGTNIOINT

Pathify offers 130+ of them.

2. _____

3. AHTBCTO

Higher ed's most powerful virtual assistant.

3. _____

4. SIICNEMOTUM

Groups & Events.

4. _____

5. MEANEGENTG

From passive to active.

5. _____

6. ERENEXCPEI

Clicks, swipes, interactions.

6. _____

7. OZLPOETASINARNI

Feeling like the platform's built for you.

7. _____

8. NRTOTENIE

Keeping students happy and thriving.

8. _____

9. LITRNESEAEMD

Effortless.

9. _____

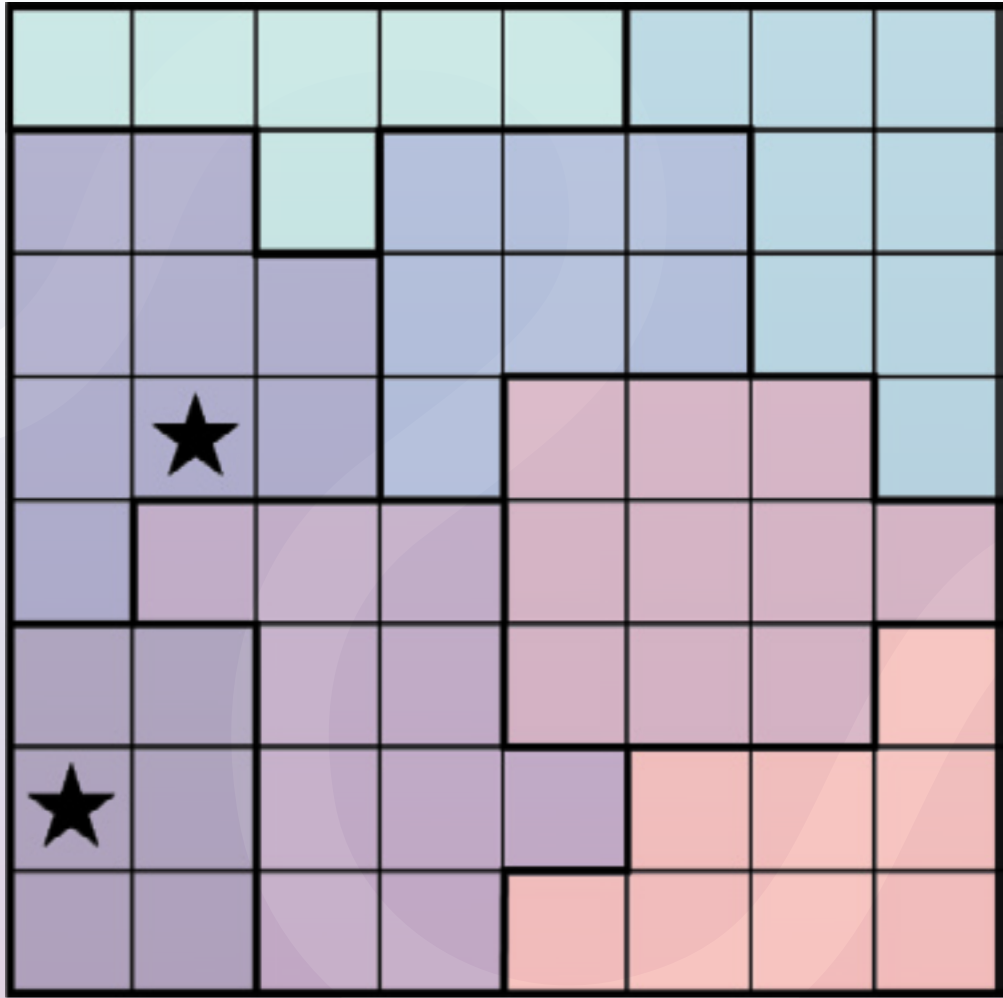
10. YHPAFTI

The secret sauce behind institutional success.

10. _____

STAR BATTLE

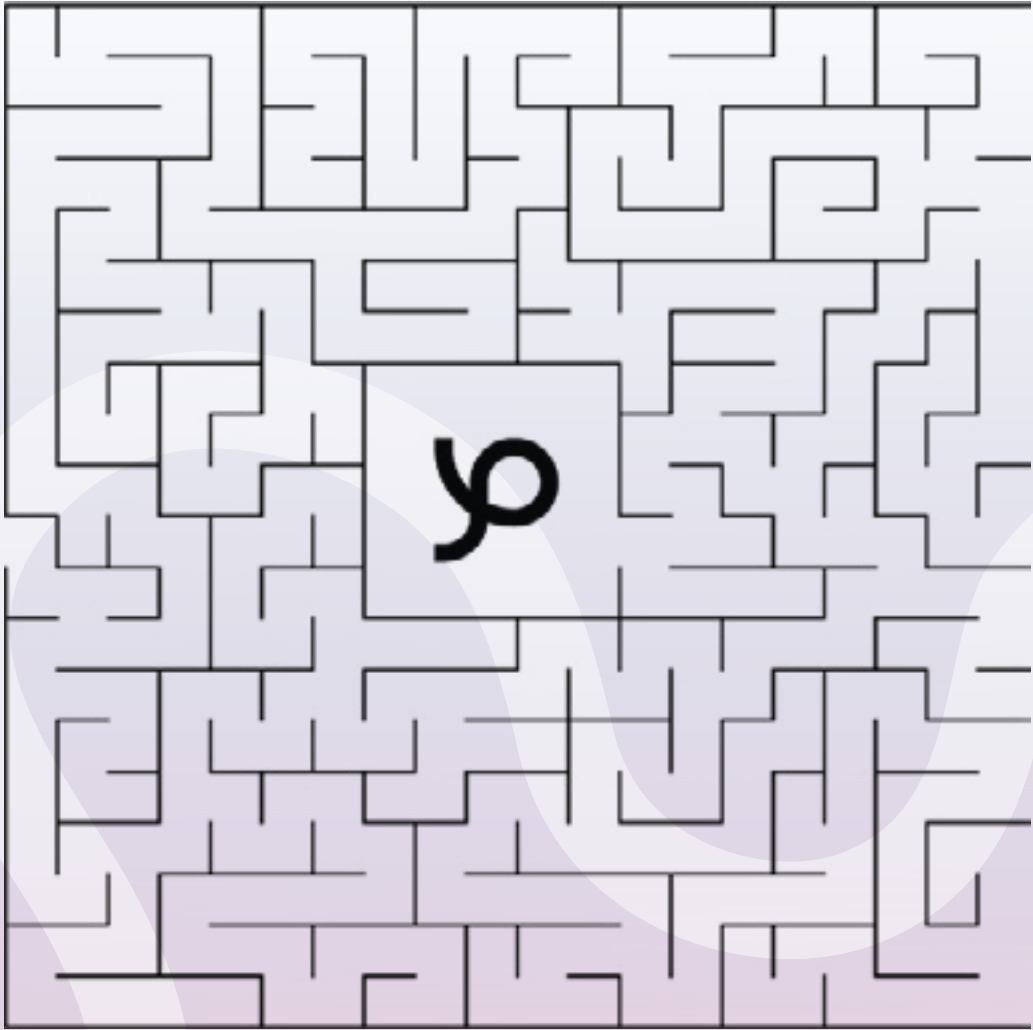
Place one star in each row, column and shaded region. Stars cannot touch each other, not even diagonally. Hint — use an X to make squares where stars cannot be placed.



MAZE

Find your way from the **Start** to the Pathify icon without hitting any walls.

START



THE FINAL WORD

By Matt Hammond

Right now, higher ed feels like a busy rotary with no signage, complete with flashing warning lights and everyone emphatically honking their horns at the same time. It's chaotic, loud, a little frightening...and kinda unclear who has the right of way.

The playbook that once guided institutions through decades of prestige and predictability now feels increasingly outdated — and in many cases, sadly reactionary. Colleges and universities confront a convergence of challenges that aren't just unfamiliar — but foundational. The kinds of issues that keep leadership up at night. The kinds that force uncomfortable conversations about identity, value and the path forward.

It's no wonder staff feel completely overwhelmed.

But amid the noise, anxiety and uncertainty, I'm happy to hear a lot of quiet optimism. Every inflection point brings the chance to rebuild. And what doesn't kill us absolutely makes us stronger.

Today, digital campus experiences represent the canary in the coal mine for higher ed's future. How schools show up online — how they welcome, inform, support and connect others through technology — will now forever be one of the central defining factors in their success...or failure.

As we look ahead, colleges and universities must prioritize the end-user like never before. Today's higher ed communities expect the same consumer-grade digital

experiences they enjoy everywhere else. Technology remains the best mirror for institutional modernity — and if the experience feels outdated or disorganized, so does the school.

Institutions must become more strategic in the tools they deploy and the partnerships they pursue. They can no longer react — they must rethink. And they're turning to Pathify to do it.

Yes, we build amazing software, but we're not just in the business of "fixing old portals." We're in the business of fixing how higher ed shows up in general. From parents to faculty, alumni to prospective students, every single interaction with your digital campus becomes a reflection of your physical one. The two experiences are now indivisible.

That's why we're so bullish on the Campus Experience Platform (CXP) category as a strategy to help higher ed navigate what will objectively be the most difficult decade ahead since the Great Depression. In the coming months, you'll hear (a lot) more about how Pathify has forged a new category in higher ed tech, but here's a quick sneak peek if you've made it this far.

CXPs don't add more clutter to the higher ed tech stack — they transform the mess. Anchored by highly personalized and integrated front-end dashboards, they unify communication, events, tasks, groups, systems, support — literally anything and everything — into a single experience layer. All the essentials front and center, beautifully designed for any device, fully accessible and consumer-grade intuitive by default.

Better tech delivers better outcomes, and it starts with taking control of the experience in a way you can shape. Schools embracing a CXP strategy in the coming years make a statement about their identity — and most importantly, where it's headed. And given the perfect storm of headwinds battering higher ed, is there really anything more important for recruitment, retention and efficiency?

Pathify now supports millions of users at over 250 institutions of all shapes, sizes, affiliations and complexities. I'd be happy to put you in touch with any and all of them (no joke — don't be shy).

Let's put a few numbers behind what a CXP strategy actually means:

- One customer, Illinois Tech, reduced IT budget by 8%
- Another, Concord University, cut chatbot costs by 74% after replacing their third-party tool with Pathify's GenAI Chatbot
- Many others (including Augusta University, the George Washington University, College of Eastern Idaho, Los Angeles Pacific University, to name a few) consolidated 4+ systems into a single, cohesive hub — eliminating vendor sprawl and reducing security risks

These measurable results are not one-off wins. They're quite the norm for institutions that leverage a CXP. Our customers use Pathify to launch alumni pathways, manage first-year student journeys, support users with a built-in chatbot, foster community for first-gen students and bring faculty together across campuses. They're embracing Pathify as a strategic differentiator. And they're openly sharing their journeys, their wins — even their growing pains.

We remain incredibly proud of our product. It's gorgeous, it's smart, it's fast. But we're even more proud of the community we're building with institutions, students, their families and other higher ed tech companies who want to partner to put those things first.

We've got bold plans for what comes next, including tighter (and many, many more) integrations, richer analytics, smarter AI, deeper personalization...and a whole lot of thought leadership related to the unique combination of challenges higher ed currently faces and how a CXP strategy will help institutions perform and compete.

And as always, we'll continue building all of this together with our customer community.

If this sounds like a movement — well, it sort of is. And like any true movement, it's kinetic, a little weird and definitely exhilarating. We know one thing for sure — we refuse to keep circling the higher ed rotary. We're smashing our way toward a new and exciting tech vertical for colleges and universities — and we're doing it together.

The next six months will be the most exciting in this movement's history — and the journey forward starts now.

“We're not just in the business of 'fixing old portals.' We're in the business of fixing how higher ed shows up in general.”

— Matt Hammond

PATHIFY

CAMPUS EXPERIENCE SUMMIT

2025

Calling all higher ed leaders who want to future-proof their institution. Get on-demand access to this one-day virtual summit packed with proven insights for building resilient, digitally advanced colleges and universities.

Ready to lead the change?

Stream Now



"ENGAGING AND INSPIRING!"



"FIVE STARS"

"YOU'LL LEAVE WONDERING WHY EVERY VIRTUAL EVENT ISN'T THIS FUN"

"A BRILLIANT TIME FOR ANYONE WHO LOVES HIGHER ED TECH"

"EDGE-OF-YOUR-SEAT LEARNING"

"ALL THE THRILLS YOUR OLD CAMPUS PORTAL FAILED TO PROVIDE"

"REMARKABLY ENTERTAINING AND FUN!"



ALL PATHS LEAD HERE

THE PATHIFY MAGAZINE

Collegium

Front & Back Cover: Illinois Institute of Technology
(Proud Pathify customer since 2024)