Collegium

DOING MORE *WITH LESS*

How smart consolidation transforms student experiences (and saves budget)

STRONGER TOGETHER

Building resilient institutions with Pathify

CONTENT

EDITOR'S LETTER

EXECUTIVE EDITOR
Matt Hammond

CONTRIBUTORS
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Loui Atchison
Colleen McBride

Dear Pathify Community,

Curiosity often begins with a simple feeling — a sense things could be different, or better. It triggers questions like, "What if?" or "Why not?" or "How might we do this better?", prompting us to explore new possibilities.

But curiosity alone isn't enough. Boldness transforms our feelings and questions into action — the courage to pursue new ideas, even when the path ahead feels uncertain.

When curiosity and boldness converge, they reshape how institutions engage with their communities, how students navigate (and thrive in!) their educational journeys and how technology strengthens institutional resilience to meet the challenges of an unpredictable future.

In this edition, you'll hear from various folks across higher ed — students, educators, administrators and Pathify enthusiasts — who explore how technology unlocks new, sustainable opportunities.

You'll discover how Pathify unites the best of design and functionality — delivering

an engaging and powerful experience while enabling institutions to consolidate resources, save budget and secure their campuses.

And, you'll experience how curiosity and boldness shape everything we do — from building a product that integrates seamlessly into your existing ecosystem to empowering institutions to redefine success on their own terms.

As you explore these stories, we invite you to reflect on how curiosity and boldness manifest within your community. We hope it encourages you to think boldly, explore new possibilities and see how Pathify serves as the partner to get you there.

With color and creativity,

Hannah Fitzsimons
Editor-in-chief

03

FACES &
PLACES
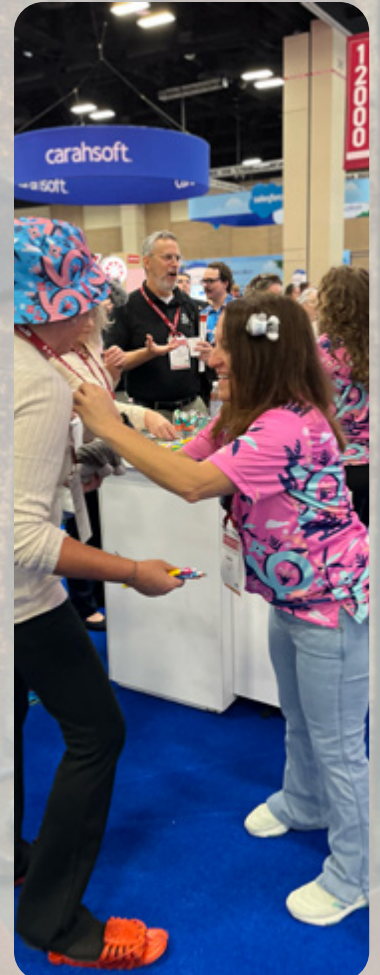
COMPANY NUMBERS

245
CUSTOMERS

5
COUNTRIES
(US, Canada, Australia, Grenada, Denmark)

PATHIFY NUMBERS

TOTAL UNIQUE ACTIVE USERS:
1,569,770

AVERAGE TOTAL VISITS PER MONTH:
898,436

TOTAL NUMBER OF SEARCHES:
6,981,717

NUMBER OF ANNOUNCEMENTS:
8,755

CUSTOMER SUPPORT NUMBERS

CUSTOMER NET PROMOTER SCORE (NPS):
67

AWARD NUMBERS

1. Inc. 5000
2. Campus Technology New Product of the Year (AI-Based Chatbot Tool)
3. GSV 150
4. Deloitte Technology Fast 500™
5. Denver Business Journal Fast 50

Read more about our standout year here:

A YEAR OF MILESTONES

FROM CAMPUSES TO CONFERENCES

We're not good at sitting still — find Pathify team members on the road… all over the world! See our 2025 event schedule here:

ERIC
HAZEN

ABOUT THE AUTHOR

Eric Hazen is the Executive Director of Digital Experience and Marketing at Ferris State University, where he leads a powerhouse team of content creators and web developers in crafting digital experiences so engaging, even algorithms get excited. He specializes in organic acquisition and conversion rate optimization, ensuring Ferris State's digital presence is strategic and impactful. The world's biggest Jurassic Park fan — so much that he was once in a band called Ian Malcolm — Eric also enjoys running absurd distances on wooded trails, reading and hanging with his blue heeler, Sabrina the Canine Witch. He holds a BA and MFA from Columbia College and remains unwavering in both his passion for digital storytelling and his lifelong refusal to eat berries of any kind.

Photo Credit: Unsplash

FERRIS STATE UNIVERSITY

BRANDING IS A VIBE —
AND YOUR (CLUNKY) DIGITAL EXPERIENCE MIGHT BE RUINING IT

When you hear the word "brand," what comes to mind? A timeless logo? Iconic collegiate colors? A mascot mastering the latest TikTok dance? Maybe even a *totally sick* trifold brochure?

You're not wrong (though seriously, please let the trifold go) — these elements significantly shape an institution's brand and identity in today's crowded, competitive landscape.

But here's the kicker — "brand" goes beyond eye-catching visuals or catchy trends. Brand shapes perception through every interaction, influencing how people feel about your institution. A user's experience leaves a lasting impression, carrying more weight than any logo or mascot ever will.

Competing with Consumer Brands
Consider the consumer brands students engage with daily — Netflix, Amazon, TikTok, Spotify, YouTube. What do they share? They're intuitive and even a little psychic — anticipating user needs and wants well before they become conscious desires.

Meanwhile, most university digital experiences... well, let's just say (nicely) they need a serious upgrade. They bury essential information, creating confusion and frustrating dead ends.

At Ferris State, staying competitive meant rethinking our overall experience — not just against other universities, but against every brand vying for students' attention. Enter "Ferris360," our campus engagement hub built on Pathify. More than just a navigation tool, it reflects Ferris State's identity as an accessible, student-focused university committed to making life easier.

From Overwhelmed to Unstoppable
Let's talk about the transformative power of experience through the lens of an unexpected classroom: a Ferris State student trip to the X Games in Aspen, Colorado. Amid thumping music, flying snow and gravity-defying stunts, one student arrived feeling completely out of place. Social anxiety made even small interactions feel impossible so she kept mostly to herself on the first day. On day two, she connected with one person. On day three, she made another friend. By the end of the trip, she didn't just join in — she led the group, rallying her peers and delivering a speech about how proud she felt of their journey together.

It's possible we've all felt like this at some point — a little out of place, a little uncomfortable, a little unsure of ourselves. But the right environment changes everything. This student's metamorphosis didn't come from pressure or expectation — it came from the freedom to move at her own pace, build genuine connections and feel supported every step of the way. That's the power of experience — it breaks down barriers and builds confidence. It's what "Ferris360" offers to students every day.

Ferris360: More than a Portal
For years, Ferris State students navigated an outdated, painfully confusing digital portal called "MyFSU." A maze of links, "MyFSU" functioned like a 2003 flip phone — fine in its time but painfully obsolete when compared to modern student expectations.

"Ferris360," our new portal built on Pathify, transformed our campus experiences. It's far from our old link farm — this dynamic, personalized hub delivers exactly what students need when they need it. No more aimless searching, no more information overload. We renamed it from "MyFSU" to "Ferris360" because it reflects a complete journey — enhancing everything happening on campus, streamlining experiences and creating more engaging interactions at every step.

- First-year student? You'll see the New Student group front and center.

- Faculty member? Your dashboard delivers tools and resources tailored to teaching.

- Registration season? You'll only see the most relevant information when it matters — not clogging your dashboard year-round.

Think about how consumer apps evolve with your interests, surfacing ever-changing content based on interests or behavior (more on that in a second). "Ferris360" mirrors this approach — the platform and its granular, Role-based functionalities dynamically adapt to each student's journey, delivering personalized and relevant content and resources every step of the way.

Students engage with thoughtful, responsive and personalized experiences everywhere else in their lives. Why should their university experiences differ?

Competing with the Entire Digital World

Universities no longer compete solely with each other — every digital interaction sets the bar for student expectations. And in that competition — most universities fall short.

Let's return to what we know about consumer applications:

- Netflix anticipates your next show before you even finish the trailer.

- Amazon curates shopping experiences so precisely, you barely need to search.

- TikTok serves up content you didn't even know you wanted.

Meanwhile, most university systems require students to:

- Dig through endless menus to find one essential link.

- Scroll through pages of outdated, irrelevant info.

- Log into multiple platforms to complete basic tasks.

It's no surprise students find higher ed tech frustrating. But this frustration runs deeper than an inconvenience — it fuels a growing narrative portraying higher education as outdated, resistant to change and not worth the investment. How do we expect students to see real value in higher education when outdated systems suggest otherwise? If universities present themselves as relics of the past, students start believing they are relics of the past.

At Ferris State, our portal isn't just an upgrade — it's a rebrand of the entire student experience. "Ferris360" tells our students: We see you. We value your time. We want your experience here to match the ease and simplicity of the rest of your digital world.

The Key to Growth

At the end of the day, students will remember how they felt at your university far more than they'll remember your logo, mascot or tagline. If their experience feels frustrating, frustration becomes part of your brand. If their experience feels empowering, empowerment becomes part of your brand. If their experience feels seamless and intuitive, there's a chance they'll trust your institution and invest in their future there.

Ferris State proves how investing in experience pays off. After nearly a decade of enrollment declines, we've seen enrollment increase for two consecutive semesters — even as other institutions in our region continue struggling. There's no single factor behind our growth, but we firmly believe our renewed focus on creating a seamless, student-first experience — both online and offline — played a big role.

Navigating the Future

Higher education faces a tipping point. Either we cling to outdated methods — expecting students to jump through hoops and navigate complex systems — or we embrace a future where digital experiences shape our brand as much as our colors and logos.

At Ferris State, we've chosen the latter. And as we continue to evolve, one thing remains clear: our experience doesn't just support our brand — it defines it.

> "**Students engage with thoughtful, responsive and personalized experiences everywhere else in their lives. Why should their university experiences differ?**"
>
> **- Eric Hazen**

Photo Credits: Ferris State University

THE POWER OF CAMPUS COLLABORATION
HITTING REFRESH AT PIMA COMMUNITY COLLEGE

Set against the stunning backdrop of the Sonoran Desert, Pima Community College (PCC) stands as a vital cornerstone of the Tucson metropolitan community. Serving over 30,000 students across five campuses and four education centers, the College commits to meeting the needs of its vibrant and diverse student body.

For Isaac Abbs, Pima's Chief Information Officer, ensuring seamless, user-friendly and scalable digital experiences remains a top priority in advancing the College's mission. With Pathify, PCC found the perfect partner to bring its vision to life, with a centralized platform enhancing the student experience.

Out With The Old

For years, Pima relied on a portal and mobile app that felt outdated and was becoming unstable. "The user experience felt subpar," Abbs explained. "Students and employees struggled to navigate the old system."

Abbs and his team moved deliberately away from their legacy system, seeking guidance from peer institutions on new, best-in-class solutions. He connected with fellow Pathify customers like Ventura County Community College and Des Moines Area Community College, both users of the same ERP — Ellucian Banner. "Hearing from peers who use similar technology gave us confidence in our decision," said Abbs. "We had a long list of needs — web/mobile parity, robust integration capabilities, community features and consumer-grade design, and Pathify delivered on all."

A Methodical Approach

The team soft-launched its new "MyPima" portal in August 2024, using the opportunity to gather feedback, refine widgets and integrations and address user provisioning processes. A beta launch in December 2024 focused on additional customizations and API integrations. The full launch, in January 2025, brought the entire campus community onto the new platform. "It's a big change but a positive change," Abbs noted. "We focused on ensuring everyone adopted the mobile app and ensured the search functionality remains robust as users transitioned to the new system."

The Heart of the Project

The success of Pima's Pathify transition stemmed from collaborating across the college's departments. Abbs highlighted how "MyPima" didn't solely rely on IT's initiative but a collective effort involving 27 departments contributing expertise, input and feedback. "Departments across campus — Student Affairs,

IT, Facilities, the Registrar, even the campus Police Department — came together in developing 'MyPima,'" he shared.

Abbs highlighted specific contributions, such as the Web Systems department branding the site, the Media department designing custom widget icons, the PCCTV team producing a "coming soon" sizzle reel to generate excitement and Library representatives organizing labels to enhance search functionality. "It truly took a village effort," he said.

Excited For the Future

The new "MyPima" dashboard reflects the collective needs and contributions of the entire college community. "We're proud of how our dashboard looks and how the whole College came together to create something everyone stands behind," Abbs shared. "Teamwork shines through in the final product — it's not just an IT success, it's a win for the entire Pima community."

Abbs remains confident the new platform will continue elevating the Pima campus experience while streamlining operations across departments. "I believe we have an incredible opportunity to achieve greatness at Pima Community College," said Abbs. "The entire campus is constantly challenged to excel and Pathify empowers us to showcase our greatness."

Isaac Abbs
Chief Information Officer
Pima Community College

About Pima Community College

Student Headcount: 30,000+

Institution Type: Public community college

Location: Tucson, Arizona

Tech Stack:

    SIS: Ellucian Banner
    LMS: D2L
    Productivity: Google Workspace

Technology consolidated into Pathify: Legacy student portal, mobile app

Pima Community College is a comprehensive, two-year institution serving students and employers throughout Pima County, Arizona and beyond. Offering a broad range of high-quality programs, the College equips students with the skills needed by today's employers and prepares them for successful transfer to four-year institutions. Pima's district includes five campuses, four education centers and several adult education learning centers, providing both traditional and online instruction across more than 140 programs. As one of the largest multi-campus community colleges in the U.S., Pima remains dedicated to strengthening industry partnerships and increasing employer engagement, ensuring students are well-prepared for the workforce, both now and in the years ahead. Learn more at pima.edu.

PimaCommunityCollege

UNIFIED & UNSTOPPABLE
AQUINAS COLLEGE CONSOLIDATES TECH & SIMPLIFIES EXPERIENCES

Technology serves as the backbone of modern college life — bridging communities, simplifying processes and keeping campuses competitive in ever-changing environments. At Aquinas College, a liberal arts institution surrounded by the vibrant city of Grand Rapids, Michigan, the need for a more connected campus became impossible to ignore. The College long relied on two separate platforms — Anthology Engage for students and WordPress for faculty and staff — but neither kept pace with the needs of its close-knit community. Even worse, managing disconnected systems drained resources and doubled costs.

Tasked with untangling these inefficiencies and frustrations, David DeJonge, Aquinas' Senior Director of Strategic Communications, saw the cracks widening. Incremental fixes wouldn't suffice — Aquinas needed a transformative solution to unify students, faculty and staff within a cohesive digital platform. What followed involved a bold shift toward system consolidation, cost savings and a completely reimagined campus experience.

Two Systems, Too Much Complexity
Anthology Engage, introduced during the COVID-19 pandemic as a stopgap solution to keep students connected while off campus, fell short. "It presented a huge obstacle anytime we wanted to put anything — content, information, resources — into Engage," DeJonge recalled. "Admins found adding content too complicated, discouraging them from updating it and making it harder for users to engage with relevant information." The platform functioned more like a bulletin board for students, offering little more than sta tic news and event listings. "Students had no incentive to revisit," explained DeJonge. "They received information with no way to engage or connect with others."

The college's WordPress-based website posed an even greater challenge. "Our 15 to 20-year-old website looked outdated, lacked mobile-friendliness and barely functioned on desktop," DeJonge said. To make matters worse, the website doubled as an employee intranet, an inefficient and insecure solution for storing sensitive information. "It didn't serve as the right place to keep private data," he admitted.

Considering the Bottom Line
Managing two disconnected systems didn't just hinder student and employee engagement — it also affected the college's budget. "We paid double the cost for half the experience," DeJonge said. "We took a very hard look at our costs and eliminated systems offering little value."

While the college considered WordPress for the student portal project, it quickly became apparent it required extensive development work and lacked the integration capabilities needed to support the entire community. "Between the two separate student and employee portals, managing campus emails and other underutilized campus systems, moving to a single portal platform offered efficiency and a better experience," DeJonge explained.

Simplify to Amplify

Pathify stood out as the ideal solution — sophisticated, mobile-friendly and equipped with hundreds of pre-built integrations capable of uniting the College's campus systems into one modern interface. "We loved the idea of a single hub, a single pane of glass," emphasized DeJonge. "We needed a way to simplify the overwhelming maze of systems students had to navigate. And, along the way, we reduced our tech spend by about half by consolidating our student portal and employee intranet into one platform."

The college launched "MyAQ" — its Pathify instance — over the summer, capitalizing on the quieter months when students were off campus. The timing allowed the team to focus on configuring widgets, integrating systems and transferring content. "We had breathing room to get everything set up for the following semester," shared DeJonge. The transition went remarkably smoothly, thanks to Pathify's training support and intuitive design. "If you can use social media, you can use Pathify," he added with a smile.

The New "MyAQ"

One of the most impactful improvements in "MyAQ" included the enhanced visibility of campus calendars and events. "Now, students and employees love seeing everything happening on campus — we never had a way to proactively surface this information before," DeJonge explained. Customizing the dashboard's interface enabled students and staff to engage with relevant content and tools — another key outcome. Expressed DeJonge, "By specifically segmenting our campus audiences, we communicate with each group most effectively. Now, we deliver tailored information and content across multiple channels so nothing gets missed."

Further integrating the college's athletic information, email system and campus map proved invaluable in generating engagement and adoption. "Students and employees manage many administrative tasks — registering for courses, paying their bills, submitting time cards — alongside many important, fun activities keeping our campus vibrant. Pathify helped us integrate systems we hadn't even considered."

> "We needed a way to simplify the overwhelming maze of systems students had to navigate. Along the way, we reduced our tech spend by about half by consolidating our student portal and employee intranet into Pathify."
>
> - David DeJonge

Photo Credits: Aquinas College

Navigating Change with Ease

The transition from outdated, siloed systems to Pathify marked a pivotal shift for Aquinas College, delivering both immediate and long-term improvements — streamlining operations while enhancing how students, faculty and staff interact with college resources. As the college continues enhancing "MyAQ," it's poised to unlock even more potential, driving innovation and efficiency, while carefully managing costs.

"Pathify offers the flexibility we need in meeting the evolving demands of our campus community," said DeJonge. "We're constantly gathering feedback from students and staff to understand their needs and how to address them. The beauty of Pathify lies in its ability to adapt to us, rather than the other way around." This flexibility plays a key role in helping Aquinas streamline its systems and reduce complexity while preserving the personal, community-focused experience crucial to the college. As the college continues growing, this adaptability ensures it remains nimble — ready to embrace new opportunities with ease.

David DeJonge
Senior Director of Strategic
Communications
Aquinas College

"We paid double the cost for half the experience… moving to [Pathify] offered efficiency and a better experience."

- David DeJonge

About Aquinas College

Aquinas College, an inclusive educational community rooted in the Catholic and Dominican traditions, provides a liberal arts education with a global perspective, emphasizes career preparation focused on leadership and service to others, and fosters a commitment to lifelong learning dedicated to the pursuit of truth and the common good. Located in Grand Rapids, Michigan, the College educates a student body of undergraduates and post-graduate students across over 100 areas of study. Learn more at aquinas.edu.

AQUINAS
COLLEGE

LISTENING, LEARNING, LEADING
ALLEGHENY COLLEGE REDEFINES CAMPUS ENGAGEMENT WITH PATHIFY

When Allegheny College's Chief Information Officer Katrina Yeung first heard about Pathify in a professional CIO group, she wasn't actively searching for a campus engagement solution. But after hearing rave reviews from other Pathify customers in and around Pittsburgh, curiosity compelled her to take a closer look. And what she found addressed her institution's most pressing communication and engagement challenges.

The College lacked a student portal or mobile app at the time, leaving information scattered across various web pages, multiple scheduling tools and a variety of emails. Working alongside Penny Drexel, Allegheny's Executive Director of Marketing & Communications, Yeung created an initiative for a unified solution to streamline communication while surfacing relevant information and tasks.

Insights from All Corners

Yeung engaged stakeholders across campus — including Marketing & Communications, Library Services, ITS and Student Affairs — to gather input in finding the best tool. After a thorough evaluation, the group zeroed in on Pathify as the ideal solution — setting the stage for a transformative partnership shaping the College's future. "Each group had its own vision of what the new platform needed to accomplish," recalled Yeung. "Our challenge involved ensuring it worked for everyone — not just one department or demographic."

While departmental feedback proved valuable, student input ultimately sealed the deal. "Students told us loud and clear — they wanted social media-style updates, concise messages and mobile accessibility," Yeung said. Students actively participated throughout the process, offering creative ideas and suggestions for the platform's functionality. "Seeing students so involved exceeded our expectations — we wanted to choose a tool that resonated with students and kept them connected and engaged," added Yeung.

A Solution Built for Growth

After considering other vendors — including Ellucian Experience and internally built tools — Pathify emerged as the clear winner, with its modern and adaptable capabilities. Pathify's integrated web and mobile platform, intuitive design and customizable dashboard struck a rare balance, aligning perfectly with student

and administrative feedback. This synergy empowered the College to deliver an experience exceeding campus-wide expectations, all within a controlled, role-based environment.

"Pathify stood out for its flexibility and potential for expansion," said Yeung. "The platform addresses our current needs for communicating with students, faculty and staff while offering the scalability to include alumni and prospective students in the future if we choose," she explained.

In August 2024, Allegheny launched "Gator Hub" — its Pathify portal instance — to a beta group of users, marking the beginning of what Yeung described as a "shockingly organized" implementation. "As an IT professional, it's rare to work with a vendor who delivers exactly what you need, but Pathify made it incredibly easy," Yeung reflected. "Implementation felt like a breath of fresh air."

Katrina Yeung
Chief Information Officer
Allegheny College

Penny Drexel
Executive Director of Marketing
and Communications
Allegheny College

Simplified & Streamlined

Since launching "Gator Hub," Allegheny experienced significant campus-wide benefits. For Drexel in particular, Pathify transformed content delivery. "Pathify lets us tailor content by role and deliver information in ways we've always envisioned," she said. "Now, everyone sees what they need — in one place."

The new Pathify platform also simplified system consolidation. "Integrating our calendars and events into Pathify transformed how we share information," Drexel said. "With shared calendars and events in one place, students easily access all campus happenings in real time. It's so much easier for them to stay informed." Yeung agreed, adding, "It's driving engagement we missed before."

Pathify even replaced Allegheny's legacy student activity platform. "We've eliminated Engage and moved its functionality into Pathify," Yeung noted, recognizing consolidation remains a priority as pricey contracts come up, ensuring "Gator Hub" serves as the true one-stop shop for the entire campus community.

Expanding Campus Impact

Looking ahead, Yeung and Drexel hope to expand Allegheny's Pathify experience by integrating systems like their zero-waste dining services program and internal reporting to track utilization and engagement metrics directly within the platform. Systems tracking integral college activities including community service and cohort programs will also seamlessly integrate into Pathify.

"'Gator Hub' isn't just an IT or marketing project," Yeung emphasized. "It's a community-wide initiative, supported by teams across the College, working together to strengthen our digital and physical campus." Drexel shared similar enthusiasm, "We're excited to continue transforming Allegheny's campus engagement, one feature at a time."

Allegheny College officially launched "Gator Hub" to all campus users in spring 2025.

About Allegheny College

Student Headcount: 1,300

Institution Type: Private college

Location: Meadville, Pennsylvania

Tech Stack:

    SIS: Ellucian Colleague
    LMS: Canvas
    Productivity: Google

Technology consolidated into Pathify: Employee intranet, Anthology Engage student activity platform, campus directory, RSS feed for daily email announcements

Allegheny College, founded in 1815, is one of the nation's most historic and innovative four-year colleges. With the distinct requirement of completing a major and minor in different academic areas, students receive multidisciplinary learning that celebrates their unusual combinations of interests. This develops creative, independent thinkers with a path for educational depth and intellectual growth, preparing students for a successful launch after graduation and possibly for a future career that may not yet exist.

Located in northwestern Pennsylvania, 1.5 hours equidistant from Pittsburgh, Cleveland and Buffalo, Allegheny College is one of 40 colleges featured in Loren Pope's "Colleges That Change Lives" and recently ranked #4 by The Princeton Review in its Top 20 Best Private Schools for Making an Impact. In its 2025 rankings, U.S. News & World Report recognized Allegheny College as one of the country's top 100 national liberal arts colleges, with special distinctions including one of the top 10 best for senior capstone experience and one of the top 25 best for undergraduate teaching, and research and creative activities. Learn more at allegheny.edu.

ALLEGHENY COLLEGE™

LOUI
ATCHISON

ABOUT THE AUTHOR

As Field Marketing Lead, Loui Atchison brings a unique blend of expertise to Pathify. With a background spanning business consulting, management, sales and even a stint touring as a musical theater performer, Loui effortlessly weaves her diverse experiences into impactful relationships. She leads the company's event presence, representing Pathify both virtually and on the road. When she's not building lasting relationships, you might find Loui cuddling Merl (her cat), carving up Colorado's ski slopes or jamming out to live music. A self-proclaimed "pen connoisseur," Loui values the finer details of life — from smooth writing experiences to perfectly executed marketing strategies.
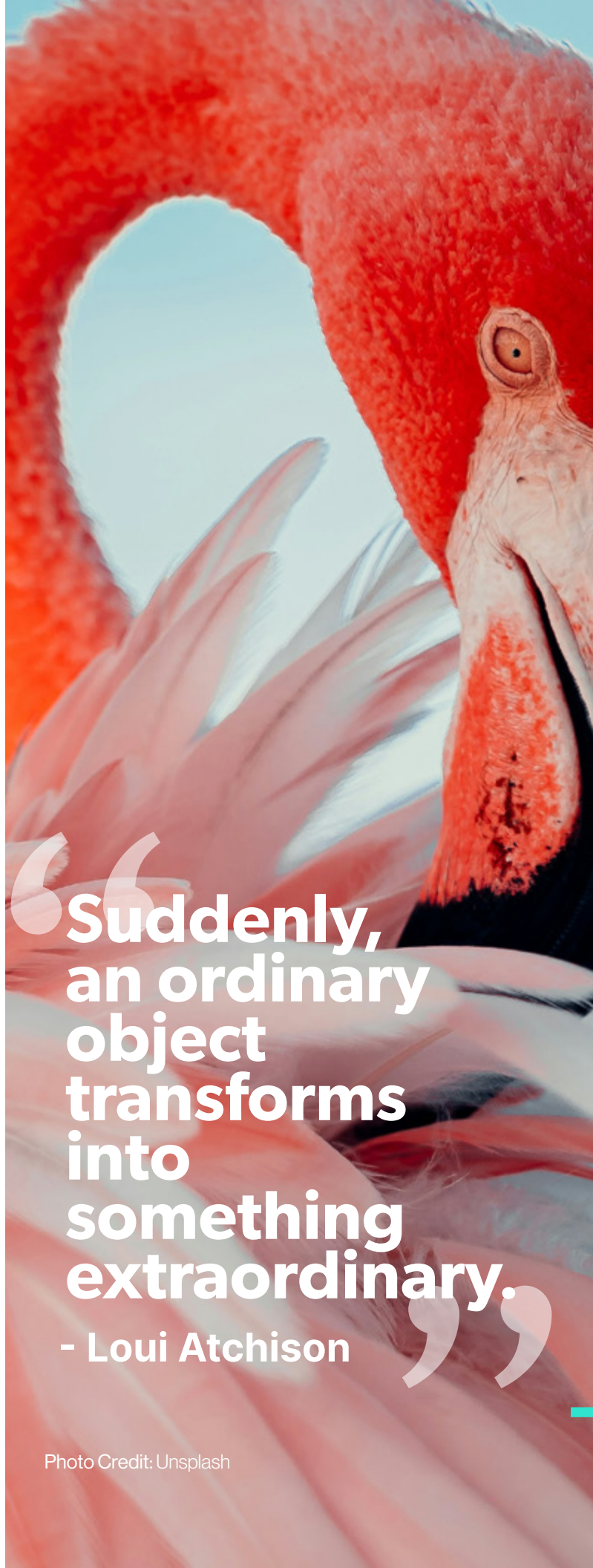
> **"Suddenly, an ordinary object transforms into something extraordinary.**
>
> **- Loui Atchison**

Photo Credit: Unsplash

THE POWER OF PINK INK
TURNING COLORFUL MOMENTS INTO BOLD IMPACT

At Pathify, we believe even the smallest details reflect our biggest promises. Anyone stopping by a Pathify booth at a conference knows we don't do things without going full-bore. From kangaroo plushies and tropical bucket hats to bright red lobster sandals, we put our heart and soul into ensuring our swag stands out, reflecting the work our brilliant Product and Engineering teams put in. But among all the fun, quirky items we offer, one giveaway consistently surprises and delights in a way we didn't expect — our pens.

Yes, *pens*.

The moment people spot them, it's always the same. A hesitant, raised eyebrow and a question, "May I take a pen?" "Absolutely!" I say with a wink and a smile, "These pens write in color."

What follows feels almost predictable — an open-mouthed grin, wide-eyed surprise and an enthusiastic, "What?! It does?!" Suddenly, an ordinary object transforms into something extraordinary. People eagerly lean down, carefully selecting their favorite shade (or two) — electric pink (always the first to go), rich sunset orange, cool celestial blue or the elusive cocoa brown. Each pen feels like a tiny burst of creativity and glee. And at that moment, a simple interaction symbolizes the bigger promise we make to our partners and customers.

A Discovery Worth Writing About
Including colorful writing utensils in our swag box didn't happen overnight. For years, we steered clear of pens, dismissing them as mundane and common. But a lesson from my early days as a waitress lingered in the back of my mind.

During my shifts — hustlin', bustlin' and bustin' my, ahem, *derrière* in serving up a top-tier dining experience — I stumbled upon an unexpected outcome. Somewhere between the pitchers of beer, endless sides of ranch and to-go boxes, I noticed what I called "The Colorful Pen Phenomenon." Handing customers a brightly colored-ink pen to sign their checks brought surprise and joy. It turned a routine, blasé transaction into something fun (yes, it also helped boost the tip line!).

Fast-forward to Pathify and this small moment of joy stayed with me. When the opportunity came to experiment with swag, I asked for a batch of colored-ink pens. A happy manufacturing mix-up left us with 1,000 pens instead of 100 — a serendipitous signal of our full commitment to the idea. From our first conference on, the pens flew off the table. The Pathify team returned with countless stories of pens sparking cheerful conversations and colorful conference notes.

Writing in Color, Delivering on Promises
At last year's EDUCAUSE conference, my colleagues and I wandered through the exhibit hall, marveling at the sheer number of pens. Retractable pens, oversized pens, stylus pens, sleek pens, rollerball pens — some even looked identical to ours at first glance. But upon taking other pens to paper, one truth stood out — ours were the only ones to write in color.

The experience goes beyond the simple joy of writing in color. It's about follow-through — a pink pen *should* write in pink. The pens people keep and use stand out for their vibrancy, reliability and unwavering commitment to their word.

Innovation

A Lesson in Follow-Through

This small distinction mirrors Pathify's approach to everything we do. Pens may appear like a small detail but they represent something much larger — our commitment to delivering reliability, results and joy in each interaction. Just as our pens surprise with the vibrant ink matching their bold exteriors, Pathify strives to deliver on promises in ways that truly resonate.

Our customers (with curiosity and boldness) often tell us about flashy solutions failing to deliver, leaving them searching for something better. When they discover Pathify, the feedback remains consistent — we follow through. Our Engagement Hub doesn't just make an impression — it makes an impact, from first interactions to long-term success. In other words, our ink color matches the outside, and our promises match the results.

Inking Strong Partnerships

Take Internet2, one of our latest collaborations. Every new partnership begins with listening, learning and ensuring our promises translate into results. Jenna Malberg, Associate Program Manager for Internet2, summed it up perfectly:

"Pathify is off to a great start in setting a strong foundation for our program. Their team's collaboration, communication and commitment are impressive, and we truly appreciate their dedication. We're confident as the program grows, Pathify will continue to build successful relationships and make a meaningful impact."

Every partnership we build centers on trust, communication and a shared commitment to creating impact. From enhancing student engagement to streamlining operations, we turn vision into meaningful progress. The same spirit of follow-through shines through in the smallest of details — right down to an unassuming, humble writing utensil.

At Pathify, we don't just stand out, we follow through — with authenticity, vibrancy and purpose. Whether it's a bold burst of pink ink or a transformative digital solution, our commitment to our word remains steadfast, with every detail reflecting the heart of what we stand for. And rest assured, our pens will always write in color.

> **"** Pathify is off to a great start in setting a strong foundation for our program. Their team's collaboration, communication and commitment are impressive, and we truly appreciate their dedication. We're confident as the program grows, Pathify will continue to build successful relationships and make a meaningful impact. **"**
>
> — Jenna Malberg

Photo Credits: Pathify

BUILDING FOR THE FUTURE
DALHOUSIE UNIVERSITY'S SMART SWITCH TO PATHIFY

Perched on the picturesque coast of Halifax, Nova Scotia, Dalhousie University blends rich history with a forward-looking vision. As a leading research-intensive institution, Dalhousie provides student experiences deeply rooted in social responsibility, sustainability and inclusivity. Guided by visionary leaders like Heather Fraser, Deputy CIO & Director of Enterprise Application Services, and Erica Zwicker, Director of Communications (Student Affairs), Dalhousie leverages innovative solutions to continually refine and elevate its approach to student engagement and experience.

Opportunity for Innovation
When Fraser and Zwicker discovered Dalhousie's Ellucian mobile app would be sunset, they jumped at the opportunity to re-engineer the university's entire digital approach, aiming to provide students with a unified, modern platform reflecting the institution's commitment to innovation and success.

Previously, Dalhousie used two separate mobile applications to support and engage students — one through Ellucian for Banner-related tasks such as retrieving grades or registering for classes, and another through Ready Education for campus messaging, events and discussions. Relying on disconnected systems clashed with the vision of simplifying student interactions across campus systems and platforms. "Neither app integrated with the other," explained Zwicker. "The platforms weren't integrated and each had completely different functionalities. We didn't see them as forever systems."

Power of Integrations
The journey to Pathify began with a rigorous Request for Proposal (RFP) process, where the university assessed several options. Ultimately, Pathify's superior digital journey and powerful integration capabilities sealed the deal, as other systems fell short of key requirements. "We love that Pathify integrates with Ellucian Ethos," Fraser explained. Another advantage came from Pathify's fully paired web/mobile portal instance, "providing our users with much more flexibility," she added.

From Complexity to Consolidation
Along the way, Dalhousie gained efficiency — consolidating systems reduced complexity and overhead, while creating cohesive, improved digital student experiences. "Pathify enabled us to merge our two mobile apps into a single platform, making portal management more efficient while saving support staff time," highlighted Fraser. "We're excited to integrate email into 'DalU' — our Pathify portal — ensuring students see messages more frequently," added Zwicker. "We also plan on coordinating announcements, notifications and alerts into the portal to keep students on task."

Shaping Tomorrow's Digital Experiences
Looking ahead, Fraser and Zwicker see Pathify as a platform for future growth — reshaping the digital campus experience and setting new standards for the university's tech stack. "There's been an effort to combine forces — implementing systems and platforms designed for larger groups, not just singular departments," said Zwicker. "Pathify consolidates and amplifies our systems now but also gives us opportunities as we look ahead. We plan on streamlining other systems and apps in the future." The university launched "DalU," its Pathify portal instance, in fall 2024.

Heather Fraser
Deputy CIO & Director of Enterprise Application Services
Dalhousie University

Erica Zwicker
Director of Communications (Student Affairs)
Dalhousie University

About Dalhousie University

Student Headcount: 21,000+

Institution Type: Public research university

Location: Halifax, Nova Scotia

Tech Stack:

SIS: Ellucian Banner (on prem)
LMS: Blackboard
Productivity: Google
Technology Consolidated into Pathify: Ellucian Luminis portal, Ready Education mobile app

Dalhousie University is located in Nova Scotia, Canada, with campuses in the vibrant oceanside city of Halifax and an Agricultural Campus in the town of Truro. Dalhousie welcomes 21,000 students from more than 115 countries around the world. Dalhousie is Nova Scotia's leading research-intensive university, with 13 faculties and more than 200 degree programs that expand understanding through teaching excellence and a drive for discovery resulting in more than $210 million in external research funding each year.

Dalhousie's blend of groundbreaking research with outstanding teaching makes for a unique and collaborative environment that empowers all students, professors, researchers and staff to achieve excellence and make a positive impact for the province, country and world. Learn more at dal.ca.

DALHOUSIE UNIVERSITY

Innovation

HIGHER ED, HIGHER IMPACT
TRANSFORMING COMMUNITY & COLLABORATION

Photo Credit: Pathify

Shana Holman, Pathify's Vice President of Customer Success, leads a passionate team dedicated to supporting customers, strengthening relationships, championing platform adoption and nurturing a collaborative, resilient culture.

With a wealth of experience in higher education technology — and the added insight of parenting two college students — Shana brings a thoughtful, forward-thinking approach to her work. Her leadership shapes Pathify's customer experience, blending technology with connection to build authentic communities and connections.

I sat down with Shana to dive into her vision, how Pathify champions community and collaboration and why the student experience is the glue tying it all together. Here's what she had to say.

Hannah Fitzsimons (HF): What makes community so central to Pathify's philosophy?

Shana Holman (SH): I love the phrase "together, we go farther and faster" — it perfectly captures how we approach Customer Success at Pathify. For me, community represents leveraging the strength of collective effort and coming together to share, learn and solve problems.

Community drives everything we do for our customers and their students. Our customers repeatedly hear from students that finding community ranks among one of the hardest parts of the college experience. Our mission builds spaces where everyone — customers, students, parents, faculty and staff — feels connected and supported.

HF: Tell us more about Collegium. How does it align with Pathify's vision for collaboration?

SH: Customers often tell us they're looking for a place to connect with others facing similar challenges. Sure, our customers share the commonality of choosing Pathify, but the shared goals run much deeper.

Whether attracting new students, improving experiences, embracing new technology or managing limited resources — those shared goals or challenges create a natural space for connection and collaboration.

Collegium, Pathify's digital customer forum, serves as the heartbeat of our customer community. It's already the go-to destination for everything our customers need — technical training, support, success stories and best practices — while continuing to grow and evolve. It's also where we spotlight events, creating incredible opportunities to connect face-to-face and strengthen our shared journey.

HF: What should customers expect from Collegium in 2025?

SH: This year, we're making it even easier for customers to get the support they need by integrating Salesforce Service Cloud into Collegium. Salesforce Service Cloud gives our team the tools to provide next-level customer support, with features like milestone tracking, custom reports and dashboards — making tracking customer information and outcomes easier and more efficient.

With enhanced insights, our support and account management teams will provide faster, more personalized assistance. These improvements ensure customers spend less time navigating systems and more time focusing on what matters — maximizing their Pathify experience.

What excites me most about our work is blending technical resources with community-driven experiences. Collegium represents more than just a repository — it's a vibrant space where customers exchange ideas, share stories and explore new ways to use technology. Whether part of a large institution or a smaller campus, Collegium creates networks and support systems connecting and empowering all our customers.

HF: I love hearing Collegium described as a one-stop shop.

SH: It's true! Much like students turn to Pathify for everything they need, Collegium serves as the go-to place for our customers — offering answers, ideas, solidarity and a bit of inspiration along the way.

HF: You balance supporting customers with the experience of raising two college students. How does parenthood shape your perspective on community and the student experience?

SH: Navigating college as a parent really highlights the complexity and overwhelming nature of the student journey. There's so much to manage — deadlines, schoolwork, campus life — not to mention all the paperwork. Even with my background in education and technology, I get it. It's a lot.

Parents and students don't just want information — they want clarity. They want reassurance they're on the right track.

Missing a step leads to real consequences — financially, academically and beyond. Scale this across an institution and we see the outcomes we want to avoid — declining progression and completion rates. The current enrollment spike is encouraging but many institutions still struggle to graduate students on time and without overwhelming debt due to missed steps.

As a parent and an ed tech enthusiast, I see firsthand how powerful it becomes when institutions step up to bridge those gaps. Platforms like Pathify — and modules like our Delegate Hub — play a critical role in creating digital spaces where students, admins and families thrive. By creating a stronger customer experience and building a community around that, we help institutions make meaningful impact, ultimately benefiting students by helping them feel supported, informed and confident.

HF: What a great perspective. It sounds like Pathify would've been an incredible resource for you as a parent!

SH: Funny story — my Pathify journey actually started as a parent. When my daughter navigated her college decision process, I found myself peering over her shoulder, curious about the systems and technologies she used. I quickly noticed the stark difference between some of the portals she used as an admitted student — some felt clunky and confusing while others proved more user-friendly and genuinely helpful.

As a mom and someone in ed tech, I couldn't resist digging deeper — that's when I discovered Pathify powered the seamless, polished platforms. The mission to transform the student experience really spoke to me, both personally and professionally. A few years later, I joined the team to help bring the mission to life. And the rest, as they say, is history!

HF: You've highlighted the importance of community and student experience. How do these two elements connect?

SH: Community plays a huge role in student success. Research consistently shows community, connection and a sense of belonging deeply influence retention and overall well-being. When students feel like they belong, they thrive.

In higher ed, there's immense pressure to improve student outcomes, streamline processes and provide top-notch experiences. Far too often, schools work in silos. Community-driven spaces like Collegium break down these walls, creating environments where everyone learns from each other. Collaboration helps us move faster, innovate better, and ultimately — provide a better student experience.

HF: What makes Pathify's approach to community-building stand out?

SH: Pathify's approach to community goes beyond the product — it's about the ecosystem we build around the platform. We meet with customers daily and the resounding sentiment — and differentiator — is our teams work together to elevate experiences for all users. When digital ecosystems become increasingly complex, Pathify keeps things simple, enjoyable... and impactful.

This collaborative spirit drives the magic — we learn as much from our customers as they do from us. Our mission to empower students and institutions to strengthen connections is reflected in our community, where everyone comes together to grow and make lasting change.

Shana Holman
VP of Customer Success
Pathify

Shana Holman leads Pathify's Customer Success team, driving customer impact across implementation, training, support and expansion efforts. With deep experience as a strategic leader in ed tech, Shana excels at transforming customer experiences. Her relationship-building skills aren't just reserved for humans — along with her yellow lab, Lily, Shana is training Poppy, the newest puppy addition to her family. Shana enjoys blazing new trails in her home state of Colorado — whether hiking, snowshoeing or, of course, helping Pathify customers modernize and simplify the college experience.

HISTORIC STRENGTH, MODERN RESILIENCE

WASHINGTON COLLEGE FORTIFIES CYBERSECURITY WITH PATHIFY

Founded in 1792 with the support of General George Washington, Washington College builds its legacy on enduring values like integrity, determination, curiosity and leadership. As the first college chartered in the sovereign United States, the college remains dedicated to inspiring citizen leaders by honoring its historic roots. But in today's evolving world of escalating cyber threats, upholding this mission requires blending timeless principles with modern technology.

Chief Information Officer Irving Bruckstein leads the institution's efforts to adapt, bringing decades of experience across IT and cybersecurity to Washington College. During his tenure as CIO and Chief Information Security Officer at several higher ed institutions, Bruckstein established a proven track record of leveraging state-of-the-art tools and methods to prevent data breaches.

Faced with cybersecurity challenges — including the aftermath of a significant ransomware attack — he turned to Pathify to support modernizing Washington College's enterprise applications architecture, strengthen cybersecurity and enhance the student experience. Yet the partnership wasn't just about technology — it began with a firm handshake at a Pathify happy hour, a moment embodying both organizations' commitment to integrity and trust.

Turning Challenges Into Opportunity

When Bruckstein arrived at Washington College in early 2024, he immediately identified a critical cybersecurity challenge — the college relied on its public-facing website as a primary source for sharing campus information, leaving sensitive data dangerously exposed. The absence of a campus portal or intranet represented an unacceptable risk — a ransomware attack the previous year revealed serious cybersecurity vulnerabilities. Data scrubbed from the public website was scattered across the dark web.

"Washington College had four to five times more sensitive data available to cybercriminals on the dark web than peer institutions of similar sizes," Bruckstein recalled, noting the public-facing website displayed key details like core business systems URLs, executive org charts and contact information — gold mines for cybercriminals phishing and spear-phishing attacks.

Bruckstein recognized an immediate need to move community-specific data behind the authentication wall. "From a cybersecurity perspective, we needed to centralize and safeguard sensitive information intended only for the eyes of the college community," he said. Bruckstein's familiarity with Pathify's Engagement Hub gave him confidence in the solution — he saw it in action during his tenure as CIO and CISO at Salve Regina University. "Pathify represented the natural choice to create an internal portal for the entire college," he explained.

Raising the Bar

Implementing the "MyWashColl" portal quickly became one of Bruckstein's top priorities. "MyWashColl" launched in August 2024, creating a centralized, secure hub for internal communications and resources. "Pathify became one crucial component within a larger framework of state-of-the-art cybersecurity tools and methods," he said, noting the initiative also supported compliance with federal regulations like GLBA.

Pathify's impact extended well beyond securing sensitive data — it redefined Washington College's cybersecurity profile and reputation. "When I arrived on campus, third-party cybersecurity insurance

ratings like Cowbell Cyber and MasterCard's RiskRecon confirmed our risks and vulnerability scores were sub-par," Bruckstein reflected. "Now, we hold an A rating for our cybersecurity profile and posture, placing us in the top 7% of scores across higher education." Within months of launching Pathify as a foundational cornerstone of its overall cybersecurity strategy, Washington College transformed its cybersecurity ratings into industry-leading status. "Pathify played a pivotal role in making it happen," he added proudly.

Bruckstein emphasized Pathify as an indispensable tool for institutions aiming to mitigate cyber risks. "The platform plays a crucial role in safeguarding data from scrubbing bots deployed by cybercriminals to target institutions public-facing websites," he continued. "Pathify provides a fast track to a secure and protected environment."

A Smarter Way to Manage

Beyond significant cybersecurity improvements, "MyWashColl" tackled another noteworthy challenge — resource consolidation. Washington College relied on a fully outsourced website, where even minor updates required going through the marketing and communications team — often accompanied by a vendor invoice. "Every time we needed to update the website, we received a bill. It wasn't cost-effective or sustainable," Bruckstein shared.

Pathify Pages (WYSIWYG content management system) offered a game-changing solution, enabling campus departments to manage their own content without additional costs. "The CMS delivers spectacular results. We've seen exponential growth in how the portal and content get used," Bruckstein said. "Consolidation remains a top priority and Pathify played a key role in kickstarting this initiative."

Snapshot of Success

What began as an IT-driven initiative quickly caught fire, transforming into a campus-wide movement. "I took a 'build it and they will come,' approach, starting with IT and the portal as the example," explained Bruckstein. His strategy sparked widespread enthusiasm, with departments across campus clamoring to adopt the platform.

Pathify's seamless web and mobile experience drive excitement by putting relevant information directly in front of students. "We know students pick up their smartphones over 100 times per day," Bruckstein noted. "Mobile devices are prime real estate for communication." Before "MyWashColl," users faced a maze of bookmarks, apps and systems without a central access point. Now, the platform serves as a landing spot for mission-critical systems, cutting through clutter and delivering an intuitive, connected experience.

"Pathify represented the natural choice to create an internal portal for the entire college."

- Irving Bruckstein

Photo Credit: Washington College

A Handshake Deal

While Pathify's technology proved transformative, the partnership represented a commitment to old-school business values — something Bruckstein deeply appreciated. "Most contracts these days get signed digitally but for me, doing business face-to-face, with a handshake, still matters," he said.

In April 2024, this philosophy came to life when Bruckstein and his colleagues attended one of Pathify's legendary happy hours. Over drinks and appetizers, Bruckstein struck up a conversation with Pathify Account Executive Tim Edwards. "I knew Pathify fit perfectly as the solution for Washington College but I hadn't talked directly with anyone at the company until then," Bruckstein recalled.

After a few hours negotiating, Bruckstein and Edwards sealed the deal on the spot. "I signed the contract right there at the happy hour — we even took a photo to commemorate the moment," he smiled (Pathify note: check out page 4 for the photo!). For Bruckstein, the experience captured the essence of partnership — mutually beneficial, built on trust and rooted in shared values. "A good deal works for everyone involved," he quipped. "That's exactly what we got with Pathify."

Building a Legacy

Today, Washington College exemplifies the power of combining advanced technology with strategic leadership — proactively mitigating cybersecurity challenges while fostering a more connected, efficient and user-friendly campus experience.

"Pathify directly touches every single person on this campus," Bruckstein reflected. "As CIO, much of my work happens behind the scenes — if we are successful, no one gets hacked or experiences a breach. But Pathify? It's unique, it's highly visible, it's transforming how we operate and communicate as a community."

By uniting cutting-edge technology with timeless business values and steadfast dedication to its historical roots, Pathify and Washington College forged a partnership as enduring as the institution itself. Together, they not only secured a historic campus but paved the way for a vibrant and innovative future.

Irving Bruckstein
Chief Information Officer
Washington College
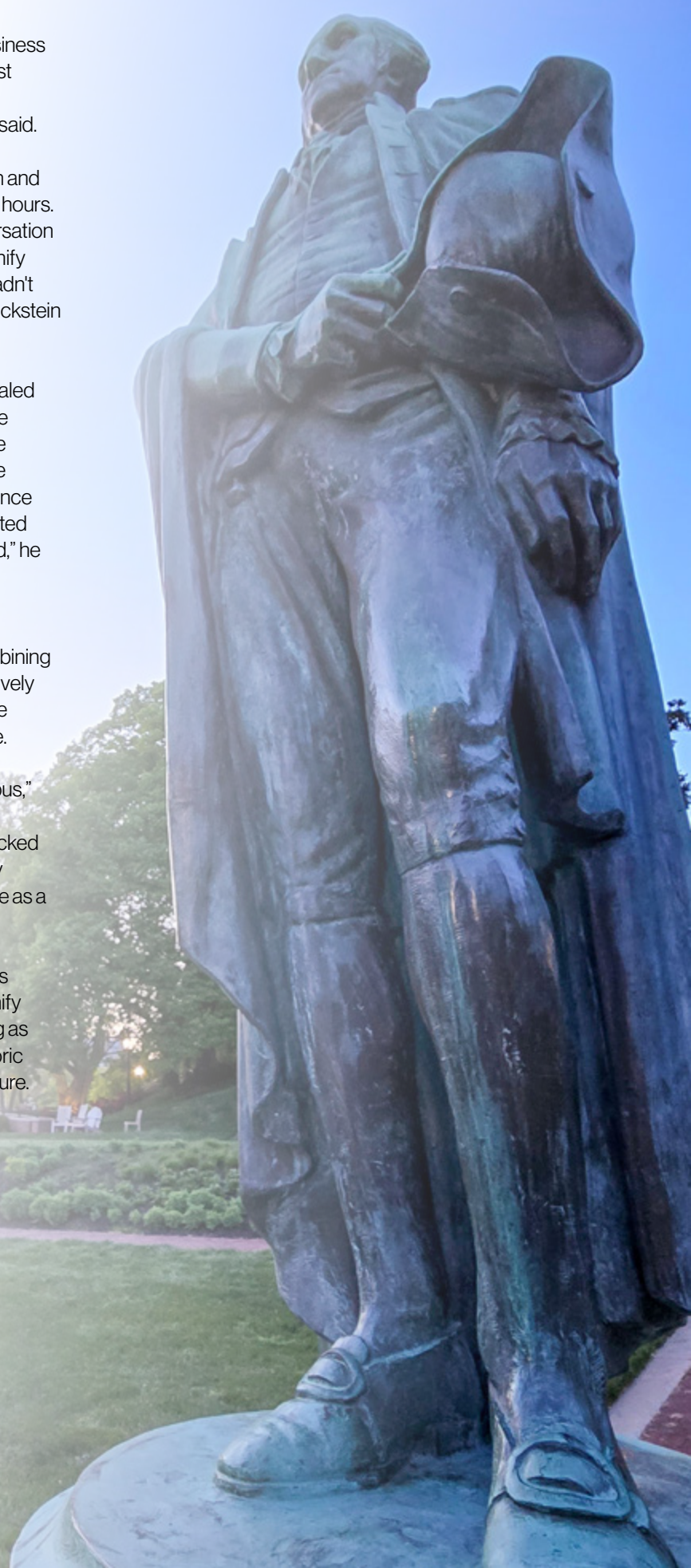
About Washington College

Founded in 1782, Washington College is the tenth oldest college in the nation and the first chartered under the new Republic. With an emphasis on hands-on, experiential learning in the arts and sciences, and more than 40 multidisciplinary areas of study, the College is home to nationally recognized academic centers in environment, history and writing. Learn more at washcoll.edu.

Washington College

FROM LEGACY TO LEADING EDGE

OAKLAND UNIVERSITY BRINGS STUDENTS (AND STAFF & ALUMNI!) CLOSER TO CAMPUS RESOURCES

Oakland University (OU) serves as a launchpad for nearly 16,000 students drawn to the university's pioneering research, tailored learning experiences and industry connections. With a sharp focus on enhancing student engagement and success, Todd Nucci, Director of Marketing and Digital/Web Services, along with Oakland University's Technical Services Department (UTS), led the charge of creating a more integrated digital student experience. Oakland's revamped "MySail" portal now unifies the entire OU campus body, transforming campus life into a connected, informed and modern community.

Passing the Torch

After over a decade, Oakland's legacy portal — built on Ellucian Luminis — needed an upgrade. Limited to desktop access, the system felt cumbersome, difficult to navigate and definitely not aligned with the university's digital vision. Driven by a commitment to empower students with tools for a more connected, modern experience and to simplify campus life, Oakland University's Chief Information Officer, Bhavani Koneru, sought a solution to unify the university's systems and create a more personalized, intuitive experience for all users. Koneru's team led the project, including Nameeta Dhir, Senior Systems Director, George Varghese, Director of Enterprise Systems, and Nucci.

"The purpose of replacing our legacy portal centered around making it easier for students and staff to manage information related to their academic and professional lives," Nucci explained. The university underwent a formal Request for Proposal (RFP) process, considering Pathify alongside other vendors like uPortal and Ellucian Experience. In the end, Pathify's integration capabilities, modern interface and web/mobile parity stood out over the competition.

Embracing a Fresh Chapter

The transition to Pathify's Engagement Hub allowed Oakland to re-imagine its digital environment. By consolidating a wide range of resources and systems — like Moodle, Handshake and Banner — into one platform, the new "MySail" portal surfaced course materials, events and campus news into one place, eliminating the need to navigate multiple platforms or websites.

Creating a unified digital landing spot enables students to personalize their experience, stay informed and build community, fostering a sense of autonomy and ownership over their campus journey. "Customizing your dashboards and widgets greatly enhances the student experience," Nucci shared.

One Portal, Many Uses

To accompany the web-based instance, the Oakland team plans on releasing Pathify's accompanying mobile application to further streamline the entire campus experience. With full web and mobile parity, students gain immediate access to everything they need across any device, from academic resources to social connections.

The portal prioritizes user-friendliness and accessibility for students, alumni, and faculty alike. "Now, we have a path within the portal for alumni to continue their university

Todd Nucci
Director of Marketing and Web/Digital Services
Oakland University

experience, receive event information or contribute to the university," said Nucci. "For faculty, 'MySail' consolidates their efforts through courses, grading and ensuring they have a central repository for information," he added.

Looking Ahead

With the new "MySail" portal, Oakland University aims to expand its connected campus community even further. By centralizing resources and providing an adaptable, accessible interface, the university created experiences to evolve with student, faculty and alumni needs. "We want to continue simplifying access, increasing engagement and improving the overall university experience," Nucci said. This approach signals Oakland's commitment to supporting every aspect of campus life as it evolves alongside its students.

The university launched "MySail," its Pathify instance, in fall 2024.

About Oakland University

Student Headcount: 15,768

Institution Type: Public university

Location: Auburn Hills and Rochester Hills, Michigan

Tech Stack:

   SIS: Ellucian Banner
   LMS: Moodle
   Productivity: Google

Technology consolidated into Pathify: Ellucian Luminis portal

Oakland University is a public doctoral research institution in Greater Metro Detroit that promotes a global perspective amid an inclusive, close-knit community. With a $1 billion economic footprint, Oakland is a regional powerhouse with international reach. By forging relationships with hundreds of businesses, including hospitals, Fortune 500 companies, cities, government agencies and educational institutions, OU connects students to their community, career and beyond. To learn more, visit oakland.edu.

OAKLAND
UNIVERSITY ™

ALL FOR ONE, ONE FOR ALL

ALABAMA A&M CONSOLIDATES SYSTEMS — SAVING BUDGET WITH PATHIFY

For many universities, managing the technology stack feels like piecing together a broken puzzle — systems don't fit together, costs spiral out of control and IT teams bear the brunt of navigating through the chaos. When Alabama A&M University's (AAMU) CIO and Ryan Adkins, Cloud Application Administrator, surveyed the university's technology landscape, they identified a core issue — too many tools accomplishing too little. The fragmented mix of vendors and redundant capabilities not only created inconveniences — they hindered innovation and fiscal sustainability.

When AAMU first purchased Pathify, the goal remained simple — unify disjointed web and mobile portal applications into one platform. While initially successful, the real breakthrough came when the team expanded Pathify to consolidate additional constituent-facing systems. This move quickly created a more modern, one-stop shop experience, unlocking significant annual cost savings and proving when technology and people align, efficiency, cohesion and a thriving campus community follow.

Selecting a New Solution

Adkins identified two main objectives when evaluating portal solutions — consolidate the university's Single Sign-On (SSO) portal and replace its outdated mobile application. With guidance and insights from AAMU's CIO, Adkins aimed to implement a solution that displayed relevant content and resources across any device. "We didn't want users wasting time hunting down information," Adkins shared. "We wanted to deliver it in a personalized, timely way."

With these objectives in mind and evaluating their needs, AAMU quickly identified Pathify met and exceeded their goals. With its advanced role-based capabilities, unified desktop and mobile experience and modern, engaging interface, Pathify stood out as the perfect solution. Unlike other options — like Ellucian Experience and Unifyed — Pathify's vendor-agnostic

platform offered seamless integrations without adding unnecessary technical complexity to the tech stack. "We wanted something modern and efficient — a solution uniting our systems, not adding to them," explained Adkins.

One Hub, Many Uses

Today, "myAAMU" — the university's Pathify instance — connects students, faculty and staff to personalized content, tasks and information. For students, the new portal seamlessly integrates with systems like Blackboard and Handshake to surface homework assignments, job postings and personalized tasks such as graduation reminders and financial aid deadlines.

For faculty and staff, "myAAMU" replaced a clunky, underutilized SharePoint intranet with a sleek, centralized space for employee-specific tools and communications. Once an overlooked repository, it now functions as an essential, secure hub — keeping university employees informed and connected.

As the University's SSO hub, "myAAMU" ensures universal adoption, by serving as the gateway to everything a user needs on campus. "Change feels intimidating at first, but 'myAAMU' quickly became the one-stop shop everyone relies on," said Adkins. "The entire campus embraced it because it simplifies everything."

When Less is More
AAMU's transition to Pathify represented a masterclass in consolidation — by replacing the legacy mobile app, student portal and employee intranet, the university simplified processes, reduced vendor management and achieved significant financial savings. "I don't believe in paying extra for duplicated services or systems," Adkins quipped. "Every time we consolidate costs, it's a win for the end user's experience and the team managing the tech stack."

The university recently intensified efforts to eliminate redundancies and consolidate additional systems into Pathify, including its campus-wide chatbot. "Pathify's GenAI Chatbot matched — and in some areas exceeded — the performance and functionality of our previous provider,"

Adkins said. "Much like the Engagement Hub, the bot enhances user experiences while seamlessly integrating into our Pathify ecosystem. It's one less vendor to manage."

The results speak for themselves — condensing the portal, mobile app, intranet and chatbot into Pathify saved AAMU $25,000 annually, accounting for 18% of the IT department's budget. The university continues evaluating consolidation opportunities — including bringing its existing student activities platform into Pathify, potentially saving an additional $20,000.

Beyond the financial impact, consolidation efforts redefined and simplified the user experience. "It's about giving our campus community one place, one login, to access everything they need," Adkins noted. "Pathify transformed how we connect our campus to information. Yes, we've saved budget but the real achievement lies in creating a smoother, more engaging digital experience."

Key Outcome

Recognizing the need for a more integrated and efficient approach, AAMU consolidated their portal, mobile app and chatbot into Pathify — reducing budget by 18%.

Photo Credits: Alabama A&M University

A People-Driven Portal

As Adkins and AAMU continue their Pathify journey, their transformation showcases the power of strategic consolidation. "With Pathify, everything lives in one place," Adkins explained. "It provides a simpler, more efficient tech stack, less vendor management and a smoother campus experience prioritizing what matters most — the people."

AAMU's strategy creates a unified, collaborative environment, breaking down siloes and empowering users across campus. With Pathify at the center, features like personalized alerts and campus-wide Groups drive engagement and communication. "It's about making technology work for us, not the other way around," Adkins remarked. By building a balanced, secure and future-focused tech stack, AAMU fuels innovation, ensures smart budget allocation and delivers a more connected, sustainable and user-centric campus experience — an all-around win for students, faculty and staff alike.

Ryan Adkins
Cloud Application Administrator
Alabama A&M University

"
Pathify transformed how we connect our campus to information. Yes, we've saved budget but the real achievement lies in creating a smoother, more engaging digital experience.
"

- Ryan Adkins

About Alabama A&M University

Alabama A&M University (AAMU) is a historic, community-focused institution located in Huntsville, Alabama. Reflecting on its heritage as a Historical Black College and University (HBCU) and a traditional 1890 land-grant institution, AAMU functions as a teaching, research and public service institution, including extension. Founded in 1875 by a former slave, Dr. William Hooper Council, AAMU is a dynamic and progressive institution with a strong commitment to academic excellence. The university provides more than 60 undergraduate, graduate and certificate programs and concentrations, a diverse international faculty, 50+ student organizations and an extensive alumni network, many of whom are change agents on the local, national and international stage. Learn more at aamu.edu.

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COOK'S CORNER

By Loui Atchison

Pineapple on pizza… a debate so fierce it divides families, fractures friendships and ignites political debates. Iceland experienced uproar when then-president Guðni Th. Jóhannesson suggested supporting a national ban, prompting Canadian Prime Minister Justin Trudeau to proudly declare his allegiance to #TeamPineapple. While Americans hold unfavorable views (with only 22% loving the tropical pizza sprinkle), a whopping 72% of Australians say pineapple is "a definite yes."

Is pineapple on pizza a sweet-and-savory masterpiece or an unforgivable culinary crime? At Pathify, we don't take sides — we create communities where every preference (even the most contested) thrives.

Much like Pathify empowers users to personalize their dashboards and widgets, our Fruit Pizza recipe unites a medley of colors for an irresistibly customizable, flavorful flatbread. With tangy kiwi and juicy berries — or a drizzle of sweet honey or crunchy almonds — each slice reflects your unique taste.

We like to say "pizza" only gets you halfway to "pizzazz," and what better way to add some extra spark than a fun beverage? In the same way Pathify energizes digital campuses, our Berry Bubbly Bellini adds a refreshing fizz to your build-your-own pizza creation.

So whether you're a pineapple pioneer or a pizza purist, embrace the joy of whipping up something uniquely yours — turning even the fiercest debates into delicious experiences.

Fruit Pizza

Celebrate the joy of building your own — just like Pathify's Engagement Hub. Layered with flavors, Fruit Pizza serves as a sweet, blank canvas where imagination and tasty pairings run wild... and where, maybe for once, pineapple isn't (as) controversial.

Prep Time: **20 minutes**

Cook Time: **30 minutes**

Total Time: **50 minutes**

Servings: **6-8 Slices**

Fruit Pizza

Ingredients:

1 8oz can refrigerated crescent roll dough

8 oz cream cheese, softened

1/3 cup powdered sugar

1 tsp vanilla extract

Assorted fruit, for topping

> Sliced strawberries, blueberries, kiwi slices, mandarin oranges, raspberries, pomegranate arils, pineapple, banana, mango, peach chunks. The world is your oyster!

Optional: honey, sliced nuts, coconut flakes or any other toppings you prefer!

Assembly and Cooking:

Prepare the Crust: Preheat your oven to 350°F (175°C). Unroll the crescent rolls and press into a baking pan, sealing any seams. Bake for 10-15 minutes, or until golden and slightly crisp. Let cool completely.

Make the Frosting: Using a hand mixer, whip the cream cheese, powdered sugar and vanilla extract until silky smooth. Slather frosting across the cooled crust.

Top with Fruit: Now for the real fun! Layer fruit in dazzling patterns or build a completely chaotic masterpiece. Whether you prefer traditional concentric circles or a Pollock-esque fruit explosion, the choice is yours!

Need a lil extra? Sprinkle on coconut flakes, a drizzle of honey or a handful of sliced nuts for some added texture.

Chill and Serve: Pop your creation in the fridge for 30 minutes to let the flavors mingle and the frosting set (we recommend a Berry Bubble Bellini while you wait!). Slice and serve chilled. Prepare for compliments.

*Extra Credit

Post a picture of your Fruit Pizza masterpiece on LinkedIn and tag **@Pathify** for a chance to win a Pathify Hawaiian shirt!

Pathify's Pizza Verdict

64% say "Pineapple?! Absolutely!"
36% say "Absolutely not"

The Pineapple Pioneers

"Pineapple on pizza is fantastic."

"I was feeling welcomed by this team until this poll. What did pineapple do to deserve the hate?!"

"Bonus if you add jalapeños."

"I'm proud to be the first to vote to support pineapple on pizza. There's dozens of us."

"Pepperoni, pineapple and jalapeño is a common pizza in this household."

"I had a boss who made me eat her roadkill squirrel soup, so pineapple on pizza is the least of my concerns."

The Topping Trucers

"Pizza topping rules: have things you like, try new things, don't tell other people what to have on their pizza."

"This is not a yes or no question. There is a lovely gray area involving mood, weather and other toppings. On warm summer days, a lovely pineapple, ham and cream cheese pizza with a fizzy beverage hits the spot."

"Pineapple on pizza can be wonderful and terrible, depending on what else is on the pizza. To be fair, this is true of every other ingredient."

The Pizza Purists

"Pineapple on pizza is a heinous thing to do."

"I love pineapple and I love pizza but not together."

"Pineapple on pizza is disgusting."

"I cannot stand the sweetness of pineapple on pizza. It just doesn't sit right with me."

Berry Bubbly Bellini

Whether you're soaking up a lazy, sunny brunch or using extra toppings from your pizza, our bellini is the ideal, fizzy and fruity companion.

Total Time: **5 minutes**

Servings: **1 cocktail**

Berry Bubbly Bellini

Ingredients:

1.5 oz vodka

1 oz strawberry purée

0.5 oz elderflower liqueur

Prosecco

Ice

Fresh berries, for garnish

Assembly and Cooking:

1. Before building your Bellini, chill your glass (we like a flute glass!) in the freezer for a few minutes.

2. In a cocktail shaker, combine the vodka, strawberry purée and elderflower liqueur. Add ice and shake vigorously for 10 seconds.

3. Strain the mixture into your chilled glass. Top with Prosecco and garnish with fresh berries.

Non-Alcoholic alternative

Swap sparkling water for the vodka, liqueur and Prosecco — don't shake, just mix!

Photo Credits: Pathify

LOOKING AHEAD
PATHIFY'S PRODUCT ROADMAP

Pathify's 2025 roadmap brims with exciting updates, from refining the core Engagement Hub to unlocking more integration capabilities — all designed to seamlessly connect your tech stack to Pathify. We're also strengthening key modules like Delegate Hub, Dashboard and Success (Tasks), ensuring intuitive, highly personalized experiences for every user.

1. Delegate Hub & Delegated Access

A powerful addition to the Engagement Hub, Delegate Hub enables access for parents, guardians and other trusted family members. Much like the Prospect and Alumni modules, Delegate Hub centralizes communication, tasks and updates, providing delegates with the visibility and tools they need to support their students effectively.

Delegated access empowers students (granting users) to link family members or others they trust (delegates) to specific areas of the Engagement Hub while adhering to FERPA guidelines.

DELEGATE HUB EMPOWERS INSTITUTIONS TO:

- *Support User Autonomy* - Granting users determine exactly what content or information delegates see and interact with, including grades, GPA, financial aid information and more.

- *Provide a One-Stop Shop* - Delegates receive a personalized view of relevant widgets, announcements and resources, ensuring clarity and efficiency, without overwhelming their experience.

- *Streamline Complex Relationships* - From sharing course announcements with parents to enabling academic advisors to monitor academic progress, or allowing athletic coaches to track NCAA grade eligibility requirements, Delegate Hub supports a wide range of use cases while ensuring compliance.

- *Save Admin Time* - Equipping delegates with self-service access to key information significantly reduces the volume of parent inquiries, freeing up valuable time and resources for campus administrators.

2. Generic API Recipe

Bring your own API using Pathify's new Generic API recipe! We're unlocking additional integration opportunities — whether enabling PeopleSoft customers to access data previously out of reach or empowering Ethos-connected Banner schools to integrate through Mulesoft — Pathify's Generic API recipe redefines flexibility.

Even institutions with custom-built APIs can now effortlessly retrieve and display key data — like advisor information, balances, courses, final grades and holds — within the Engagement Hub.

Photo Credits: Unsplash

3. Pathways

As part of Pathify's expanding Success module, Pathways — or sequential tasks — guide users through key milestones, creating personalized journeys aligned with different phases of the student experience. From pre-admissions checklists to first-year orientation programs, academic planning and graduation preparation, Pathways ensure students, faculty and staff stay on track.

FEATURE SPOTLIGHT:

- **Engaging Visuals** - Bring the journey to life with dynamic visuals like progress bars and milestone markers, keeping students informed and motivated.

- **Automated Next Steps** - Effortlessly guide users to next steps with automated prompts that inspire action.

- **Flexible Design** - Empower Admins to design custom sequential task sets directly within Pathify or automatically sync with external systems, such as the SIS.

Pathways releases in the first half of 2025.

4. Pathify V3: Portal Experience

We're elevating the Engagement Hub with a refreshed user interface and more robust, customizable features. The Portal Experience update transforms the dashboard into a dynamic, role-based workspace, with the flexibility to create unique digital environments while maintaining a familiar, intuitive — and immersive — Pathify experience.

FEATURE SPOTLIGHT:

- **Dashboard Creator** - Say goodbye to static, cookie-cutter dashboards — with the new creator, Admins have the freedom and creativity to design dashboard (and their components) exactly as they envision.

- **Pages & Content Management System** - The UI refresh extends to Pages and CMS editors, too, making them sleeker and even more adaptable.

- **Portal Experience** - Branding, onboarding, accessibility and navigation settings are conveniently located under the "Portal Experience" tab, giving Admins a one-stop shop for building and refining colorful, Role-based Engagement Hub experiences.

- **Revamped Modules** - Pathify's V3 Portal Experience transforms every touchpoint, from unauthenticated view to the Prospect, Alumni and Delegate Hubs, ensuring seamless experiences across all user journeys.

Pathify V3: Portal Experience releases in spring 2025.

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THE AUSTRALIAN UNIVERSITIES ACCORD REWRITES THE EDUCATION PLAYBOOK

ABOUT THE AUSTRALIAN UNIVERSITIES ACCORD FINAL REPORT & RECOMMENDATIONS

The Australian Universities Accord Final Report maps a transformative vision for meeting Australia's modern economic and societal needs. Spanning 400+ pages, the report sets ambitious targets for student outcomes like attainment and exam success. Emphasising equitable access, robust support services, early interventions and partnerships, the report includes 47 recommendations for ongoing improvements, advocating for improvements through feedback, evaluation and analytics. These legislative proposals will overhaul university operations, resource allocation, educational methodologies and workforce management across Australia. Learn more at education.gov.au/australian-universities-accord.

A BIG LEAP INTO A SMARTER FUTURE

Australia's tertiary education sector stands at a crossroads — and not the kind you wander through without a second thought. With the release of the Australian Universities Accord, we've got a rare chance to revamp how we educate and support future generations. With over 400 pages jam-packed with nearly 50 recommendations, the Accord represents the type of policy that shouts, *"Right, let's shake things up!"*

The Accord signals an exciting wave of change and standardisation — ushering in innovation and stability. Investing in critical areas such as improving communication, enhancing prospect and current student experiences, increasing accessibility to support services and streamlining the user-friendliness of systems and processes all lay the groundwork for long-term transformation. The emphasis on standardisation reinforces these changes are here to stay.

At its core, the Accord tackles massive questions — how do we build a better, more equitable education system? How do we make tertiary education accessible to more Australians? How do we keep them engaged? And — most importantly — how do we prepare them for a world that changes by the minute? In my experience, working closely with institutions across Australasia for several decades, the Accord feels like a rallying cry for innovation, inclusivity and transformation.

Photo Credit: Unsplash

A Working System for All

Let's get real — Australia's current tertiary education system cannot meet the growing demand for a skilled and educated workforce. The stats don't lie — in just 10 years, more than 45% of new jobs will require a bachelor's degree or higher, while another 40% will require vocational qualifications.

Bridging this gap is intimidating and exhilarating (and will ultimately contribute to a better Australia) but we must rethink how we engage prospective students, especially those left on the sidelines for too long. The Accord focuses on supporting key disenfranchised groups — First Nations students, people from challenged socioeconomic backgrounds, those living in remote areas and students with disabilities. It's not just about numbers — it's about ensuring everyone gets a fair go.

Closing the Skills Gap

Getting more Aussies into uni means preparing the country's next generation of brilliant engineers, skilled trade technicians and resilient healthcare workers to thrive in a rapidly changing economy. To make it happen, universities must tackle two big challenges head-on:

- Attracting Australians who don't engage with tertiary education
- Boosting retention rates for already-enrolled Australians

Here's the thing — even the keenest, most prepared students hit roadblocks at the front door with confusing, inconsistent application processes. And getting in is just the start. Once they arrive on campus, students face a maze of systems and services, often left to untangle the web and fend for themselves with little guidance. For those already feeling out of place, these barriers feel impossible to overcome. The real opportunity lies here: by reimagining and rebuilding the student experience, universities create a culture where every student feels supported, equipped and empowered to succeed.

No More One-Size-Fits-All

Students remain crystal clear about what they need — a personalised, intuitive, laser-focused and mobile-friendly experience. Basically, they're expecting their university to function like their favorite modern-era apps — think about how YouTube or TikTok algorithms work. And honestly, who could blame them? The Accord nudges us to rise to the occasion, not just to keep up appearances but to ensure every student is seen, supported and set up for success.

From Pirate Maps to Precision

University ecosystems already house the information students need — it's just often hidden under so many links, logins or layers that it feels like a treasure hunt (but without the fun 'X marks the spot' map or pirate hats). Whether tracking down student support, accessing key resources like courses or library holds or completing tasks like paying their bill, institutions need a new kind of system — one connecting students to exactly what they need — without the clutter of random, extraneous announcements.

Such a system would also enable universities to ditch the copy-paste approach to communication. Instead, students receive precise, customised, actionable reminders — no more scrolling through a sea of "urgent" emails about irrelevant deadlines or events they'll never attend. Students need to know they are in control, tech-savvy and ready to crush their goals.

Obviously, I believe the answer points to Pathify because we created it to solve this exact issue.

Here's the bottom line — students are the heartbeat of the Accord's vision. By investing in tools like Pathify and adopting a student-first mindset, universities meet the Accord's benchmarks while building legacies of bold innovation and inclusivity.

Stronger Experience, Stronger Future

Preserving the rich traditions of Australian universities doesn't mean resisting change — in fact, the only way to preserve their history involves embracing change! The most successful institutions blend their cultural values with forward-thinking solutions — the Accord champions this balance — urging universities to adopt technologies elevating the student experience while remaining true to their identity.

Although no firm funding exists and the Tertiary Education Commission — which oversees the implementation of the Accord's recommendation — has not yet formed, its establishment looms on the horizon. In the meantime, universities must start laying the groundwork to align with forthcoming benchmarks.

Australia's tertiary education sector stands as a source of national pride but the Accord paves the way for something even more powerful — a system that prepares students for the workforce and actively equips them to excel and lead. The future of Australian tertiary education — and the students who rely on it — deserves nothing less.

"**Preserving the rich traditions of Australian universities doesn't mean resisting change — in fact, the only way to preserve their history involves embracing change!**"

- Conrad Spendlove

Conrad Spendlove brings over twenty years of ed tech experience to the Pathify team. After leading the successful launch of Instructure Canvas in Australia and New Zealand, he joined Pathify in April 2024 to establish the company's footprint in the Tertiary sector across Oceania. As an Account Executive, he focuses on expanding Pathify's presence, building strong partnerships and driving innovation to enhance the student experience.

Conrad Spendlove
Account Executive
Pathify

BRAIN GAMES

PATHIFY PUZZLE CHALLENGE
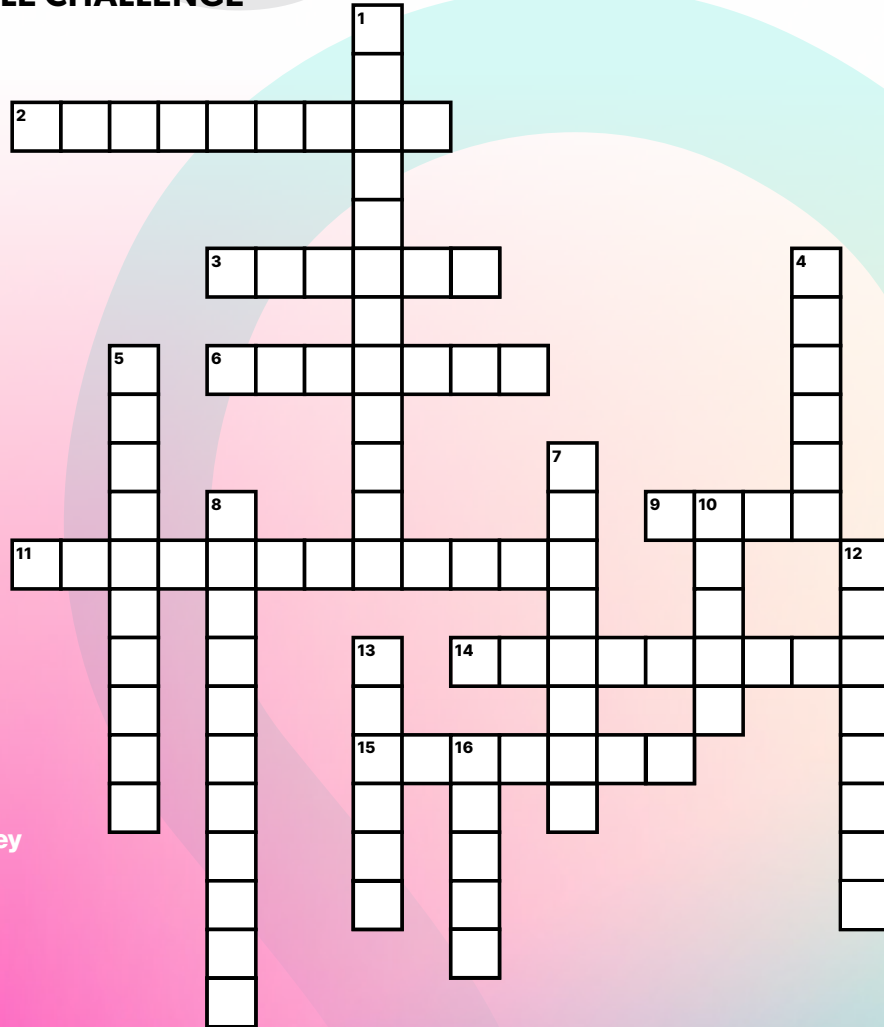
Scan for answer key

Across:

2. Explorer's name turned into a pool game

3. Leader who won India's independence through nonviolent resistance

6. Homer's legendary epic

9. Don't you ___

11. Time-bending space journey with Matthew McConaughey

14. Famous queen known for her beauty and power

15. Vision's sibling in company strategy

Down:

1. Tube of shifting, colorful patterns

4. A flight or a strong coffee drink

5. A vibrant greenish-yellow hue

7. Vibrant orange spice

8. To initiate conversation or ease tension

10. Book of maps or Greek Titan

12. A state of boldness or a Taylor Swift album

13. Panda's favorite snack

16. Shoot for the ____

COMPOUND WORD PUZZLE

Find the word that forms an open compound word with both clues. This word will complete the first clue when added at the end and will start the second clue when placed at the beginning.

EXAMPLE
School | **Bus** | Tour

The answer is "Bus," forming the words School Bus and Bus Tour.

Number | _____ | More
Paper | _____ | Room
Ground | _____ | Table
Fishing | _____ | Vault
Fire | _____ | Clock
Cotton | _____ | Land
Golf | _____ | Remix
Time | _____ | Learning
Green | _____ | War

SUDOKU

		6			4	9	8	1
9	5	1		7	6	3	4	
	2						7	
	6	5		2	7		9	3
1	9	3	5		8	7		
	4			1	3		6	8
	1		6			2		
6	3			4	2		5	7
		2			9		1	6

Each row, column and square must contain the numbers 1-9, without repeating any numbers within the row, column or square.

THE FINAL WORD

By Matt Hammond

Five years.

Five years may not seem very long to folks who make their career in higher ed — but for a serial technology startup guy like me — five years represents a *lifetime*. Over this timeframe, I've been absurdly lucky to lead Pathify's Revenue Team, encompassing our Sales, Marketing and Customer Success teams.

The irony? I felt *absolutely* certain I didn't want to work at Pathify.

Let's take a trip down memory lane — I first met Chase Williams, Pathify's intrepid CEO and Co-founder, in the early winter of 2017. A mutual friend (Seth Goldstein, Pathify Account Manager, former Mayor of Denver… and now the Prefeito of Lisbon) arranged a dinner, thinking I might impart some level of mentorship to the young entrepreneur. Dinner turned out fantastic, and we hit it off immediately. Yet despite my deep admiration for Chase as a startup CEO, I felt far less impressed with the business he was building. I'll never forget walking out of the restaurant, looking at my wife and saying, "Great guy, terrible business… dude needs to come up with a better idea."

Shows you what I know.

Chase and I saw each other socially from time to time and ended up randomly bumping into each other a few years later. At the time, I had spent about six months in a consulting phase, helping tech startups with go-to-market strategy

and management coaching. Chase and I met for a beer (which quickly turned into several) and he shared his plans for fundraising, scaling the team and his plans to step back from juggling sales, marketing, customer success, finance and solutions on his own.

"Well," I thought. "Easy money." Consulting with Pathify proved easy — my experience aligned perfectly with the early stages of scaling the business. But getting paid? That was a different story. The relationship came naturally. The compensation? Not so much.

At the time, Chase (and the other Pathify executives — James McCubbin, Co-founder and Chris Hagan, CTO) fought each week to keep the lights on. Pathify carried seven customers, about 13 employees and a constant battle to make payroll. Paying me barely cracked the top 20 on their priority list.

Yet somehow, Chase leveraged the same charisma, charm and intelligence that won over those first seven customers to convince me to work for him — essentially for free. Looking back, I'm still amazed a kid from Melbourne convinced a career negotiator to take on what became, essentially, a volunteer gig.

And I'm so happy he did.

Throughout my career I've used consulting as a reverse interview process... kicking the tires on startups to identify if I'd want to work there full-time. As months passed and I got deeper into Pathify, several things impressed me about the business — and one major thing repelled me. No matter how hard I tried, I couldn't shake my bias against selling to higher ed. Across the thousands of deals my teams closed over the years, maybe 3 or 4 involved higher ed — and every single one turned into a nightmare. Decision by committee... no budget... unclear project priorities... lack of urgency. Selling to people focused on making money often proves easier than selling to those focused on increasing students' capacity to learn. So I kept telling myself — I might help Pathify... but I'll never work there.

Three things changed my mind.

First, I started spending time with Pathify's customers — and people like Joe Mancini at Montgomery County Community College (MC3) impressed me beyond belief.

The amount of care, compassion and dedication people like Joe put into their partnership with Pathify surpassed anything I'd ever witnessed. I've worked for companies where customers hated us... so the fact Joe got up on stage at EDUCAUSE and sang Pathify's praises to the world left me completely floored.

Check in the yes column.

Second, I conducted an exhaustive analysis of Pathify's competitive landscape and quickly realized — I'd never seen a weaker group of competitors. These companies' websites look and feel like they came straight from 2001, their customers openly despise them and their apps look like the fingerpaintings my 18-month-old daughter brings home from school. In other words, the bar was — and still is — super low.

Check in the yes column.

Finally, I spent time with Pathify's Board of Directors and investors. As a startup guy, I'm well-versed in the venture capital and private equity networks spanning from San Francisco to New York to Boston. What stood out about Pathify's Board (outside of their funny Aussie accents)... they're people I'd genuinely enjoy having dinner with. They're the individuals who provide the agency, latitude and freedom to do what I do best — find, win and renew revenue.

Check in the yes column.

Over the past five years, we've grown from supporting 7 schools to partnering with nearly 250. We've increased revenue by 4,300%, and for the past two years, we've proudly earned the distinction of the fastest growing higher ed tech SaaS company — in the world. We finished 2024 12% ahead of our revenue target and slightly below our budget spend goal. We also completed a successful $25M fundraising round with the incredible team at Five Elms Capital, throwing gas on the growth fire. It's important to add this minority round ensures Chase, James, Chris and I continue driving the mission, partnership and relationship our customers deserve.

I'm endlessly grateful Chase convinced me to join Pathify. I'm beyond excited we've reached the end of the beginning, and stand poised to take the business from great to incredible. I'm continually inspired by people like Joe Mancini (MC3), Rene Eborn (Utah State University), Loren Malm (Ball State University) and the customers found across the pages of this magazine edition who constantly engage and challenge Pathify with curiosity and boldness.

Every day, I'm honored to work with some of the most amazing people in the world. Thank you for making this the best job I'll ever have.

To the next five years.

" **... for the past two years, we've proudly earned the distinction of the fastest growing higher ed tech SaaS company — in the world.** "

- Matt Hammond

Pathify

Catch the highlights of Pathify's Fall 2024 Virtual Summit!

Our virtual summit came packed with innovative ideas, surprising polls, GIF battles and... even a llama costume?!

Higher ed leaders and Pathify enthusiasts gathered to explore key topics, including the importance of consolidation, Pathify's role in SIS migrations, empowering students with modern mobile experiences, exploring Pathify and Ellucian Experience's coexistence and more.

Watch the recap here!

CURIOSITY & BOLDNESS

THE PATHIFY MAGAZINE

Collegium

Front & Back Cover: Washington College
(Proud Pathify customer since 2024)