



# Pathify

## Muhlenberg College

Elevating Engagement & Moving to a Unified Campus Experience

### At a Glance:

- Student headcount/enrollment: 1,995
- Faculty & Staff: 351
- Institution Type: Private liberal arts
- SIS: Workday Student
- Systems Consolidated into Pathify:
  - Employee intranet
  - Mobile app
  - Student portal

### More than a Mobile App

Pathify powers Muhlenberg College's *BergConnect* campus hub — transforming how users access and engage with personalized information, content and resources throughout their entire campus journey. The College replaced its previous mobile app with Pathify, recognizing the need for a more dynamic and integrated solution to improve student engagement and simplify the digital experience.

*BergConnect* delivers an intuitive, user-friendly interface, centralizing the digital experience into one modern, hyper-personalized platform. With full parity across both mobile and desktop devices, the platform eliminates the need for separate layouts or navigation patterns. *BergConnect*'s powerful search functionality and extensive pre-built integrations ensure quick, efficient access to essential information.

Muhlenberg further strengthens its digital ecosystem by consolidating multiple, disconnected systems into the hub, such as standalone mobile apps and traditional portals. By configuring *BergConnect* as a complete intranet solution, the College enhances its campus-wide experience while unifying employee resources, internal documents and collaboration tools within the hub.

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**"Pathify transformed the way our campus connects, communicates and collaborates. Our previous mobile app was outdated and lacked flexibility and basic search functionality. We needed more than a basic content management system — we needed a solution that delivered dynamic, personalized experiences at scale. With *BergConnect*, we're creating dynamic, hyper-personalized experiences where users receive and engage with information that's directly relevant to them — the community and engagement features are game-changers."** -José Dieudonné, Chief Information Officer, Muhlenberg College