

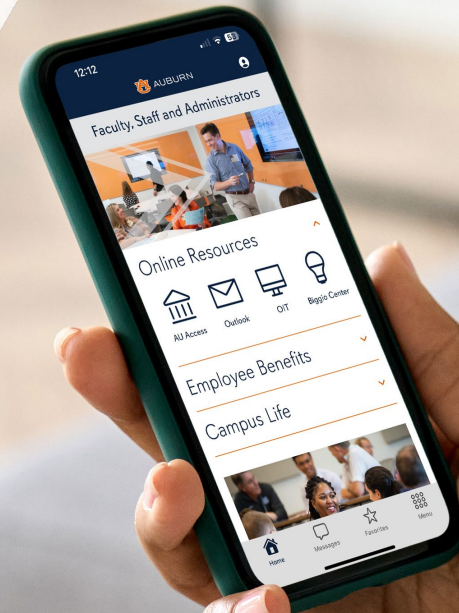


AUBURN UNIVERSITY

DIGITAL APP



Download it on the App Store or Google Play



APP ANALYTICS

SCREEN VIEWS

- 2.3M Total Views
- Student Home - 547K
- Message Center - 506K
- Faculty and Staff Home - 89K

USERS

- 34.6K Unique Users
- 16K Logged In Users
- 2.98K Returning Users

POPULAR LINKS

- AU Access - 241K Clicks
- Outlook - 24K Clicks
- Canvas - 13K Clicks



THE PERSONAS



Prospective
Students



Current
Students



Faculty and
Staff



Visitors and
Friends

AVAILABLE RESOURCES

ACADEMIC SUCCESS

- Apply for admission
- Check affordability
- Explore majors
- AU Access
- Canvas and Banner
- Email and Calendar

CAMPUS LIFE

- Schedule a tour
- Dining Services
- Parking and Transit Services
- On and Off Campus Housing
- Athletics
- Campus Recreation
- Alumni Association
- Stay Connected social feeds

EMPLOYEE BENEFITS

- Professional Development
- Payroll
- Working for Auburn
- Auburn Insider
- HRD Training Schedule
- Healthy Tigers Appointment

FACULTY AND STAFF

ONLINE RESOURCES

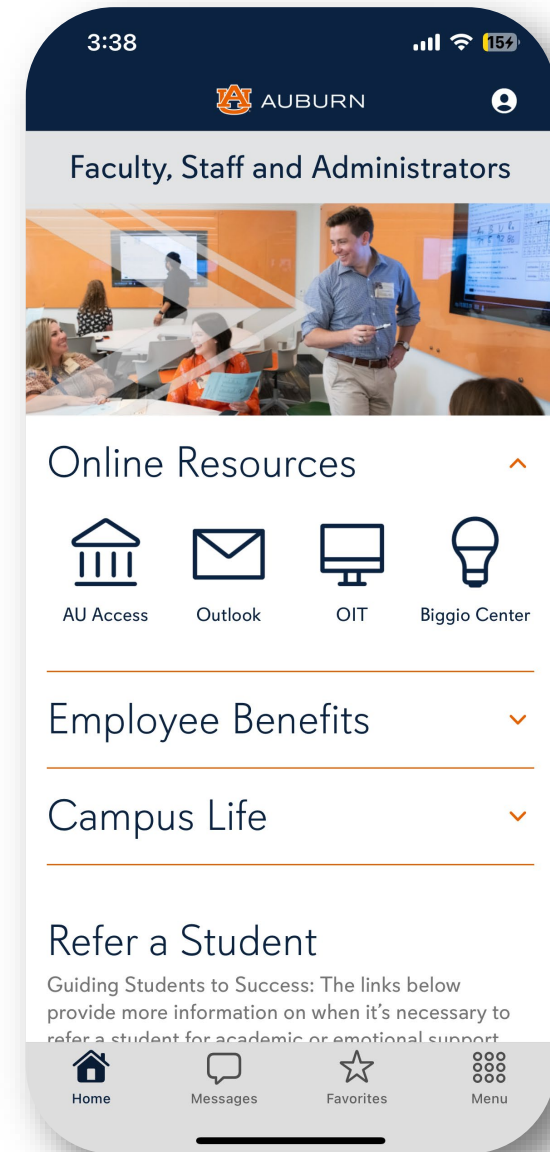
- AU Access
- Outlook
- OIT
- Biggio Center

EMPLOYEE BENEFITS

- Professional Development
- Healthy Tigers
- Payroll Schedule
- Employment Opportunities

CAMPUS LIFE

- Athletics
- Campus Safety
- Parking Services
- Campus Map



FACULTY AND STAFF

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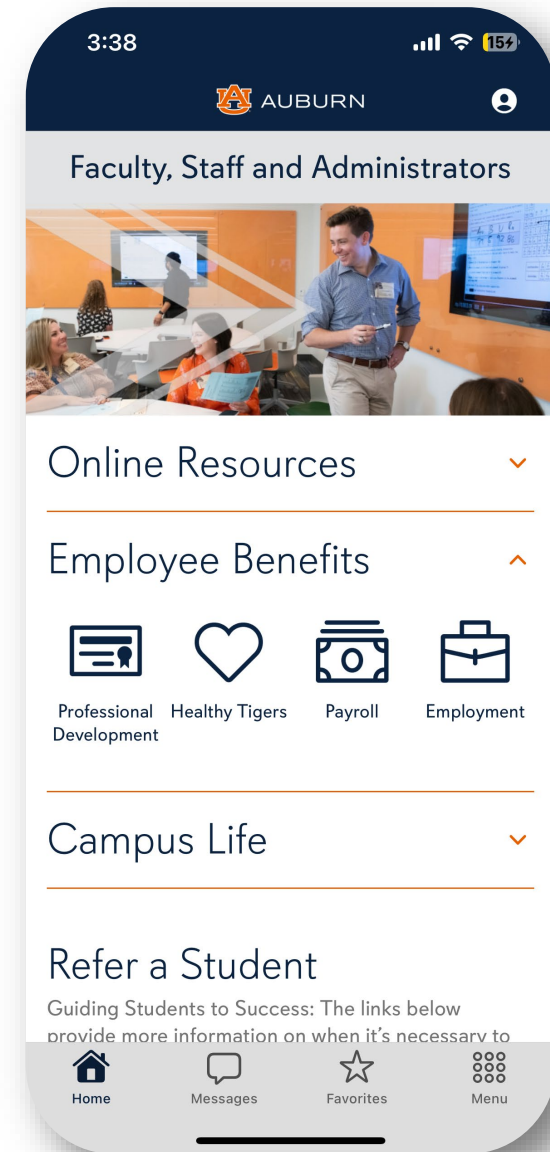
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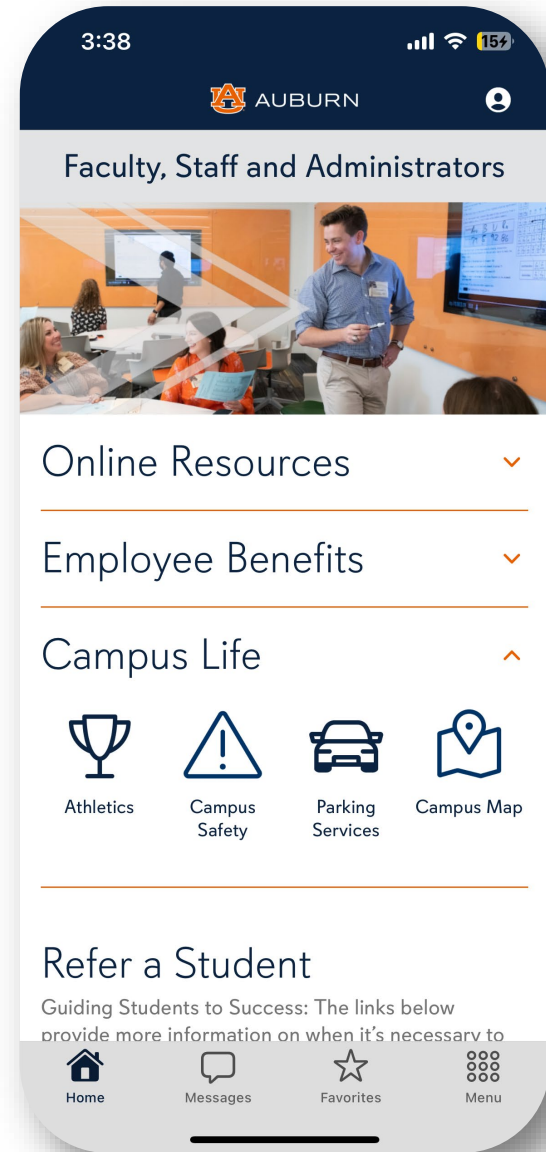
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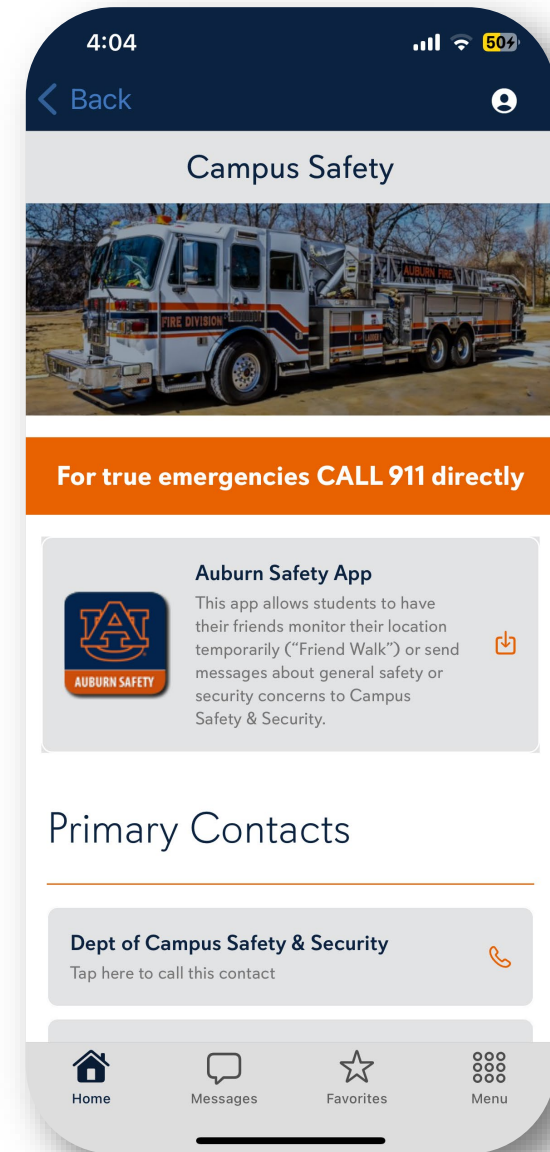
ADDITIONAL FEATURES

- Athletics App
 - Download or access within the Auburn App
- Campus Safety
 - Download or access the Campus Safety app within the Auburn App
 - Helpful contact information: emergency and non-emergency
 - Safe Zone Exchange
- Parking and Transportation
 - Download or access the Parking Services app within the Auburn App
 - Vehicle Registration
 - Parking Map
 - Download or access the ETA Spot app within the Auburn App to track transit services
- *NEW* Campus Map
 - Wayfinding, advanced search, and much more!



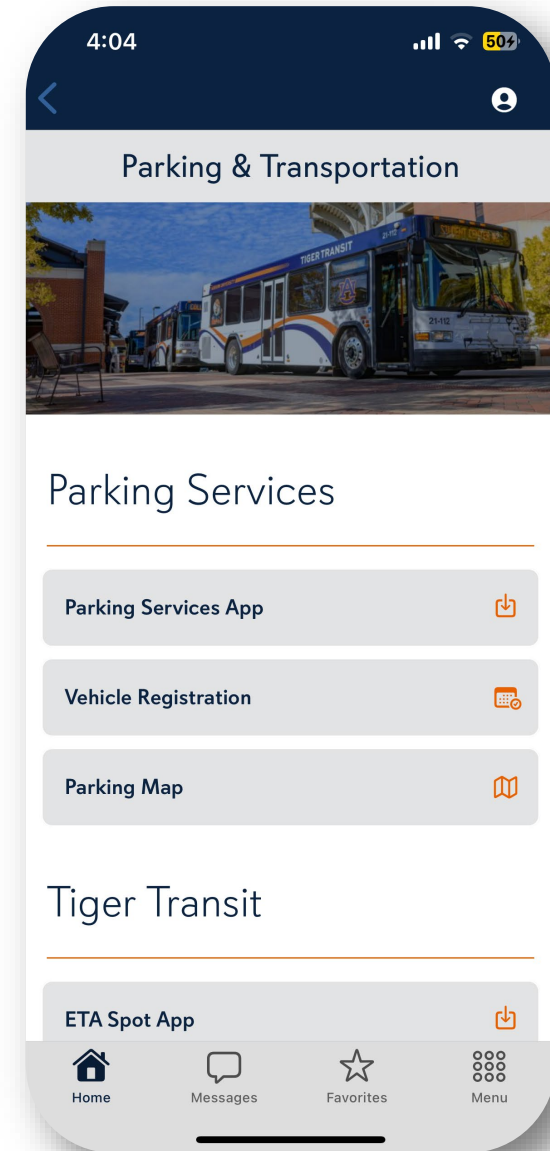
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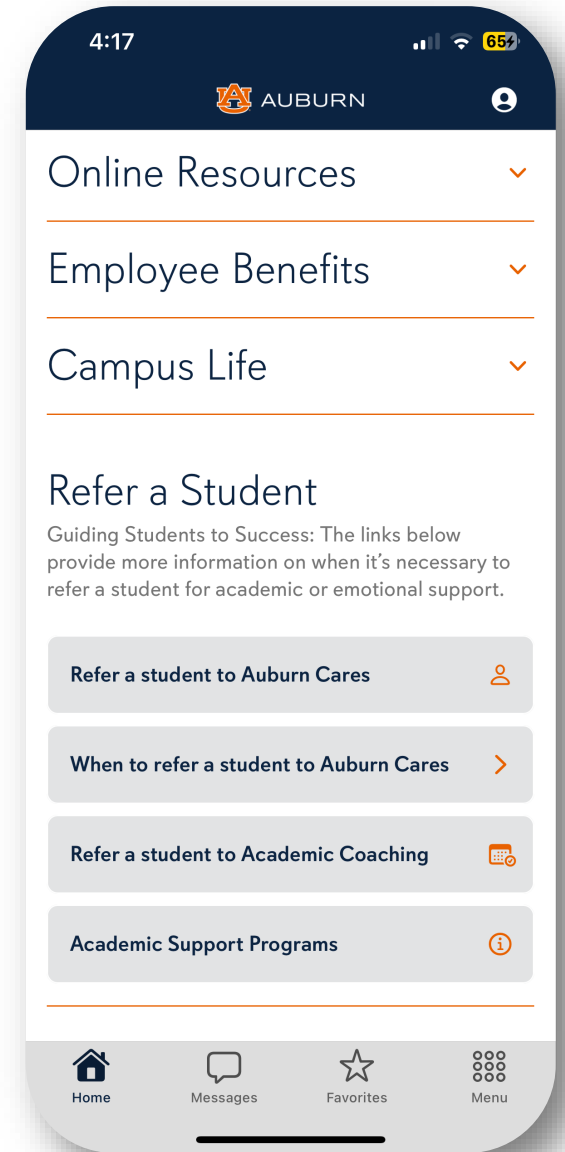
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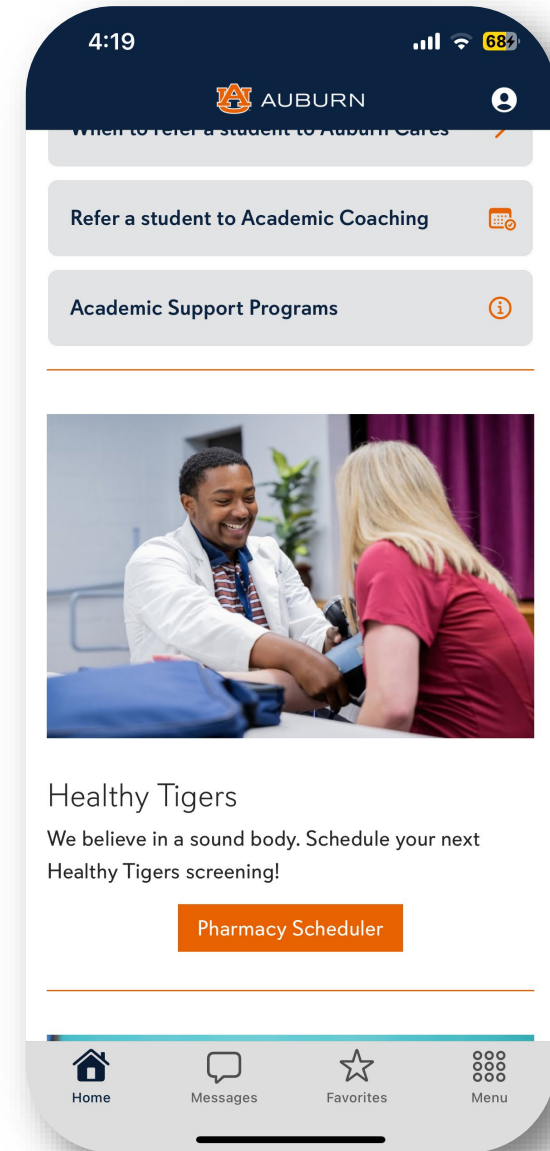
ADDITIONAL FEATURES

- Refer a Student
 - Refer a student to Auburn Cares
 - Refer a student to Academic Coaching
- Healthy Tigers
 - Schedule your appointment
- HRD Training Schedule
 - Get ElevatED!!
- Auburn University Bookstore
 - Shop the orange and blue!!
- Tiger Perks
 - Find out more about the discount program available to you!!



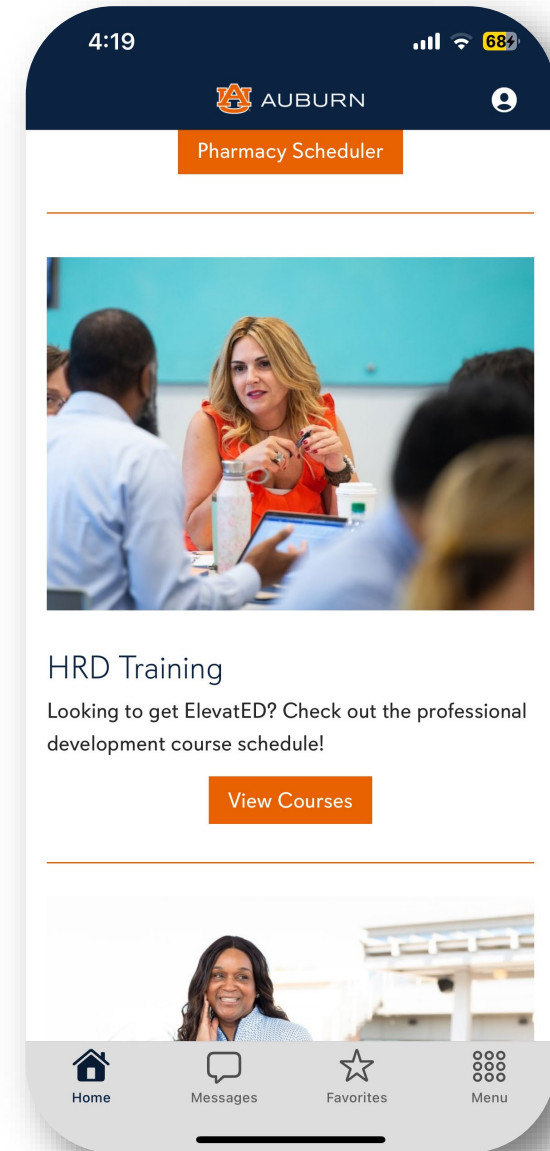
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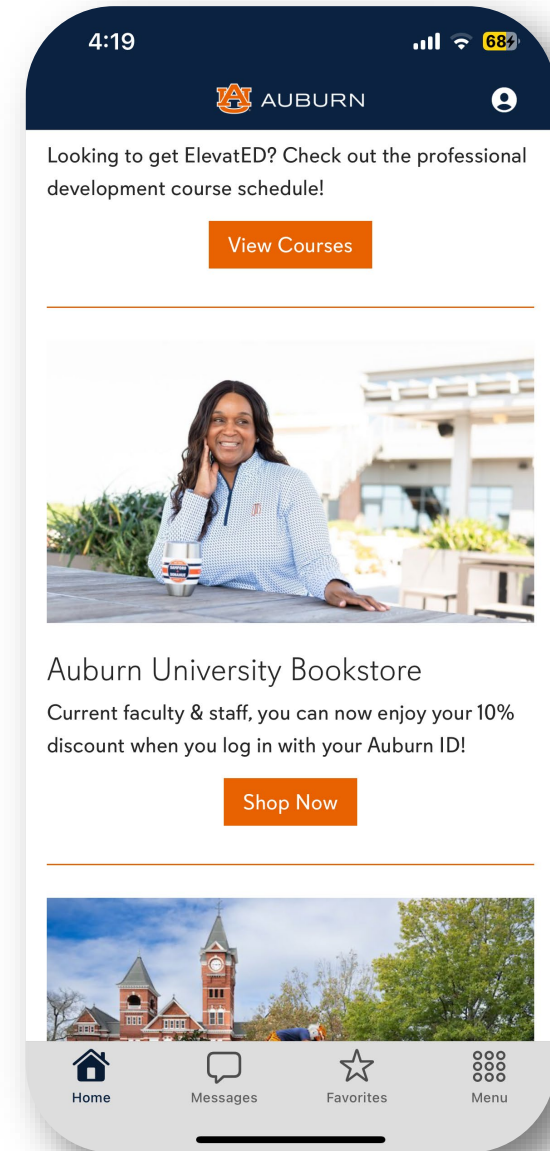
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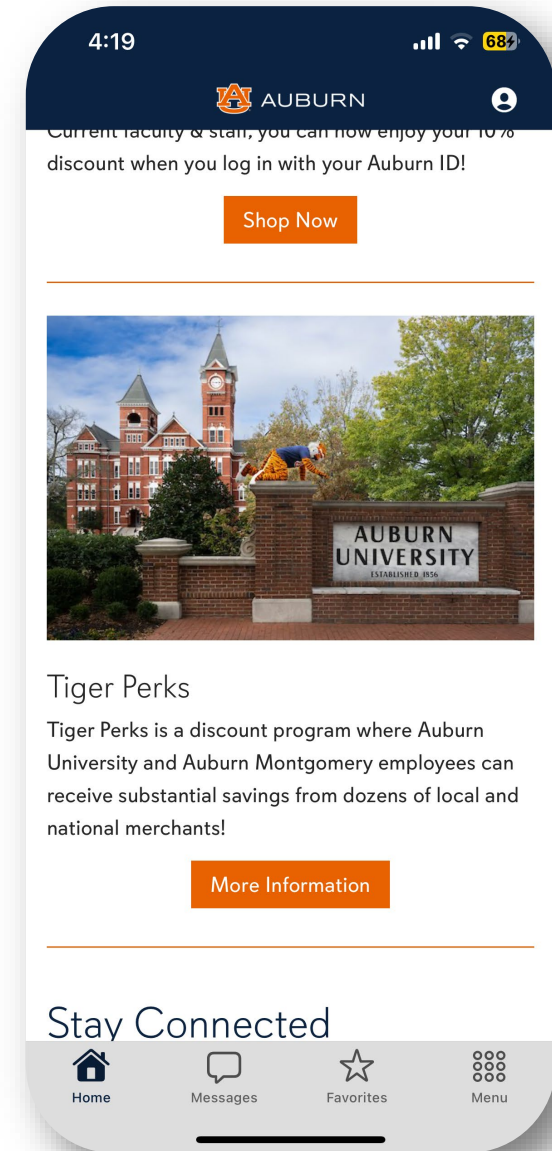
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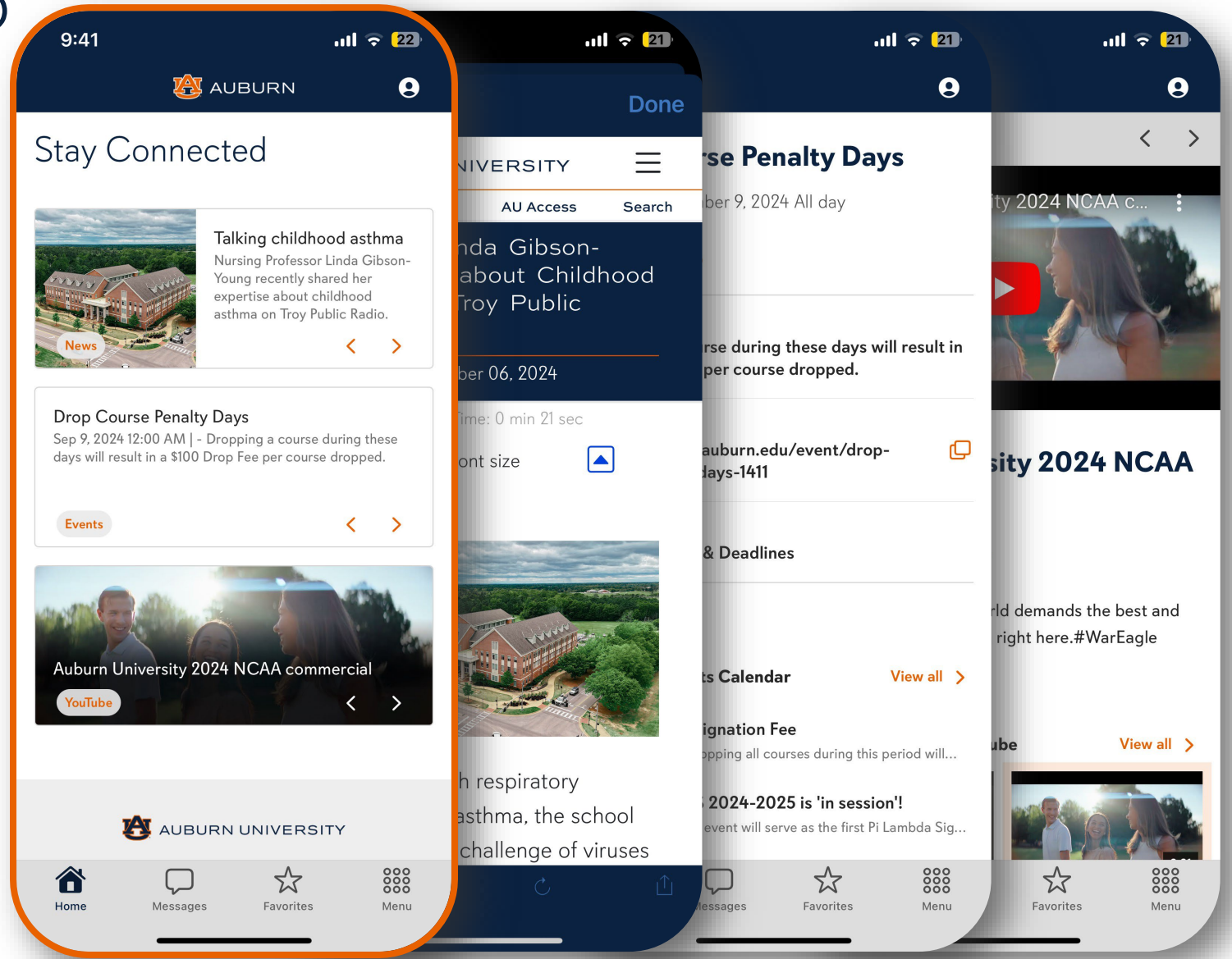
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STAY CONNECTED

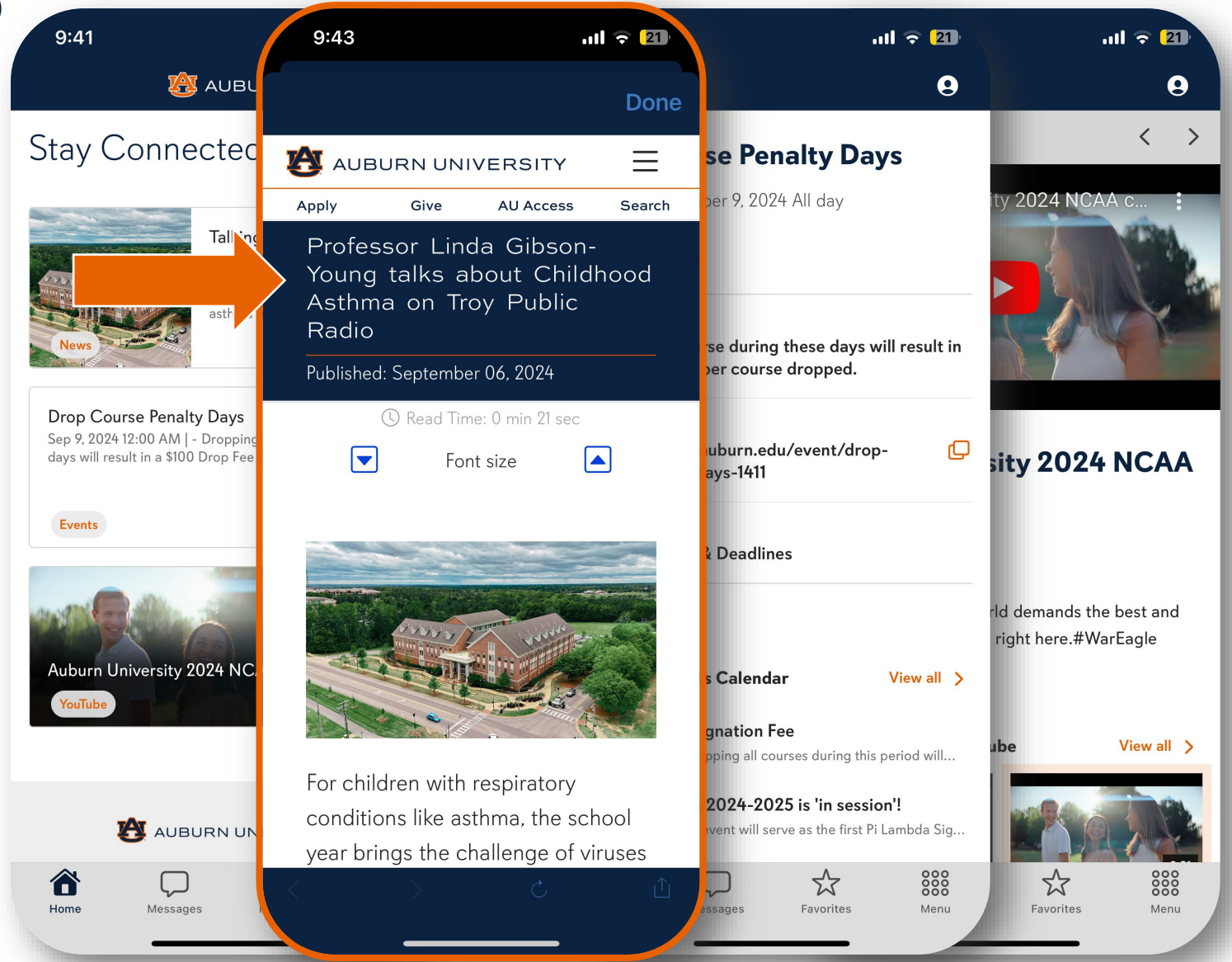
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- University Events Calendar
- Auburn University YouTube



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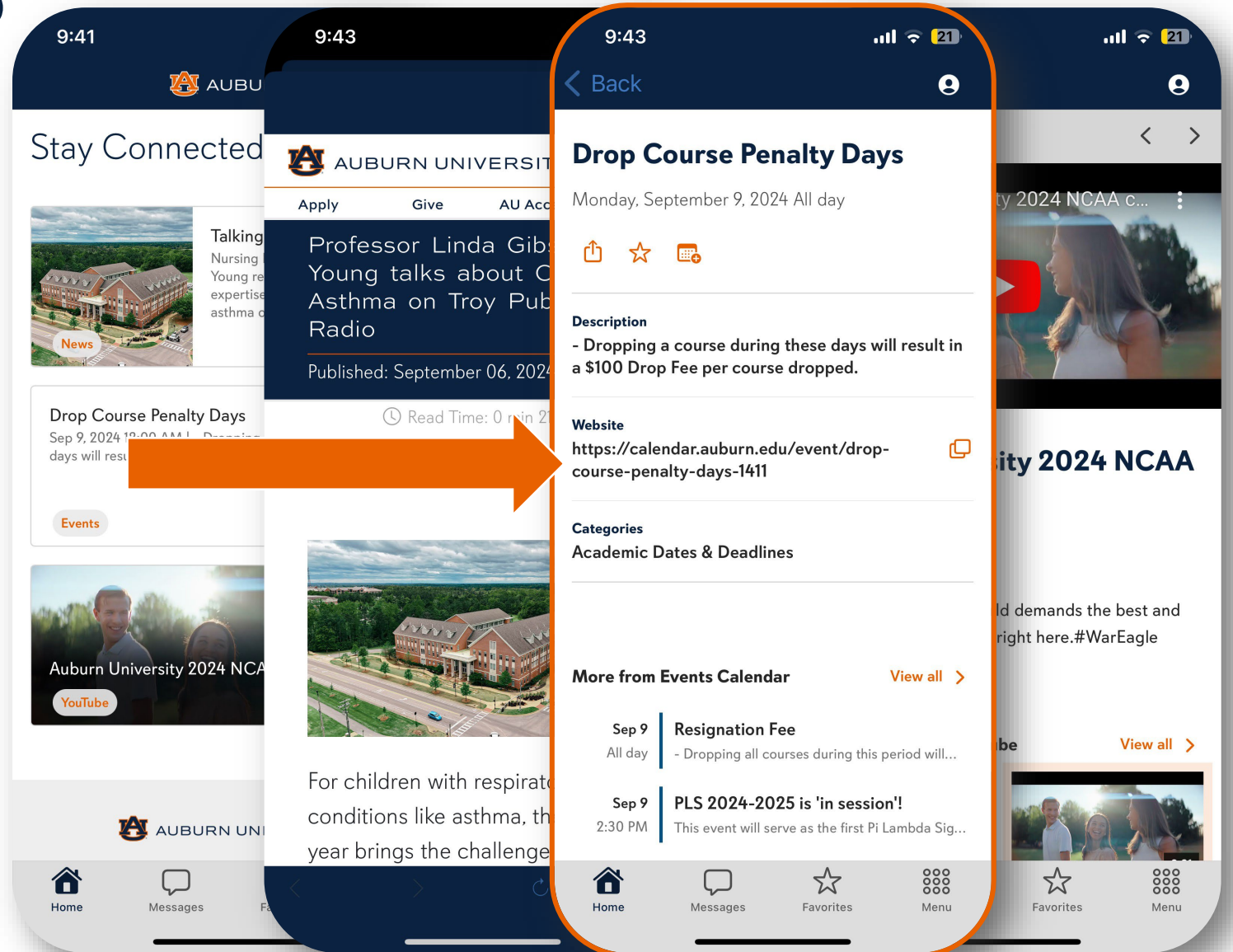


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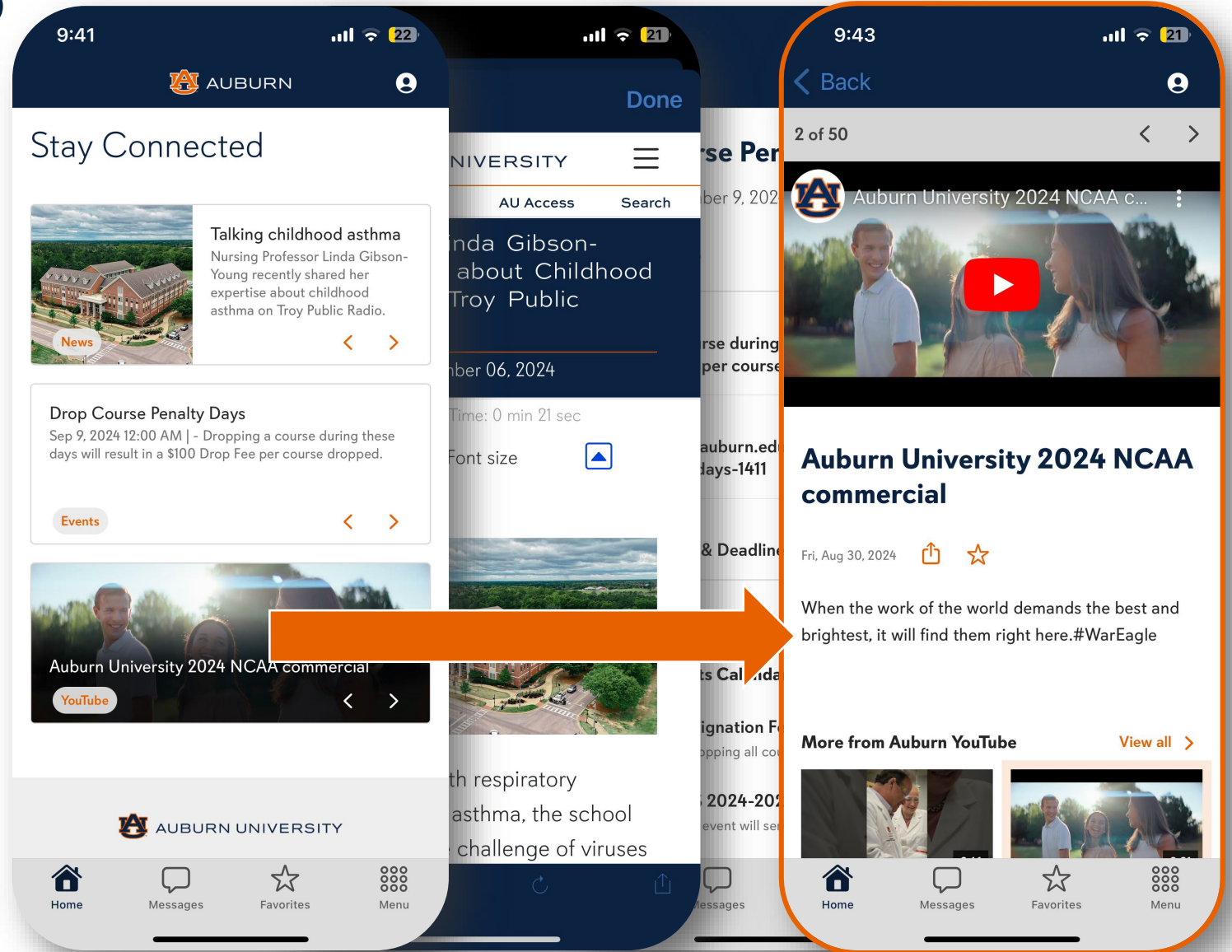
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COMMUNICATE

INSTANT CONNECTION

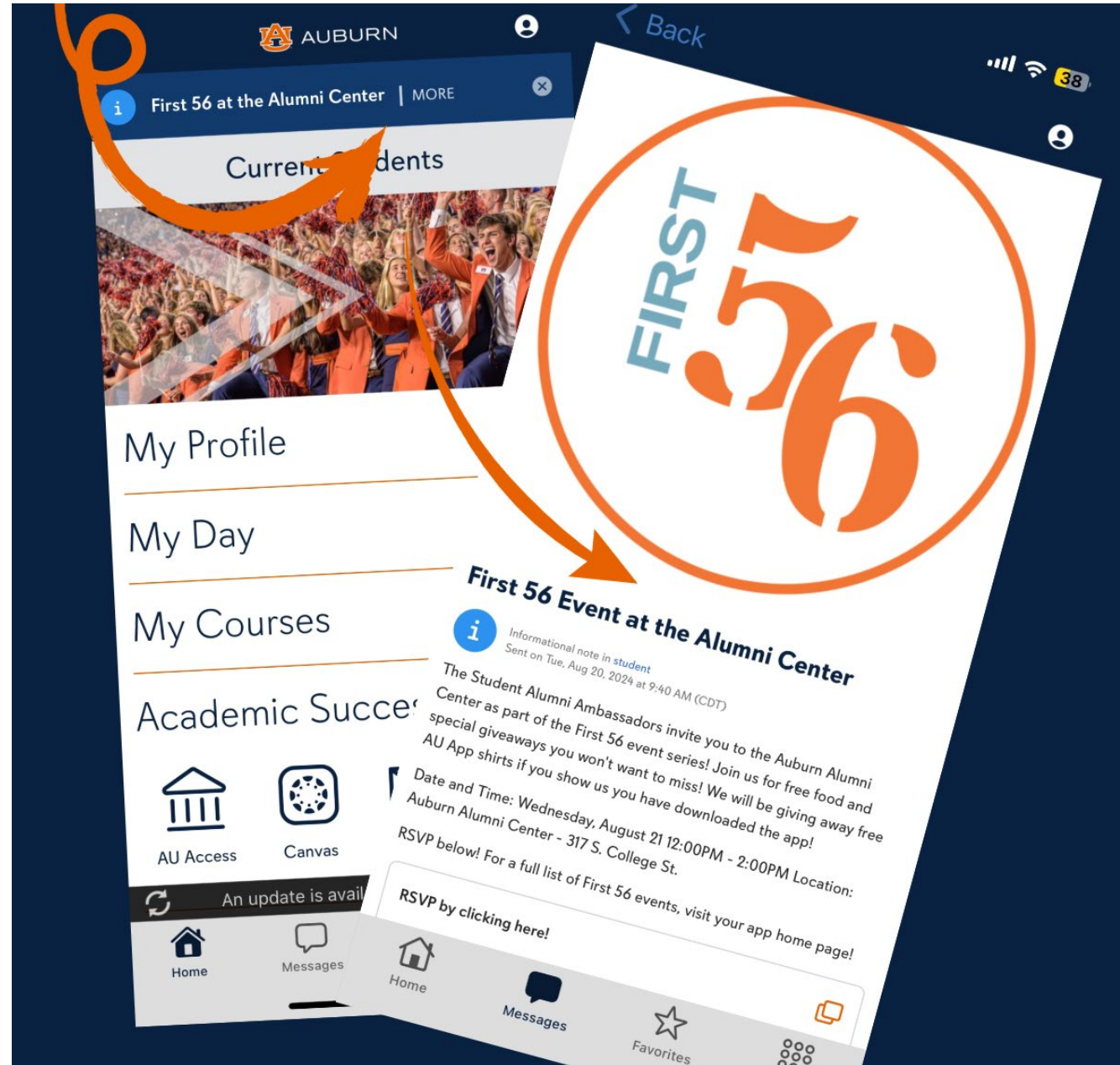
- Communicate in real time with users
- Opt-In channel to receive the most up to date information and messaging

MULTIPLE NOTIFICATION TYPES

- Banner and push notifications
- Message center

CAMPUS ENGAGEMENT

- Fosters interaction, involvement, and connection among the campus community, including students, faculty, and staff.



FACULTY AND STAFF - OPT IN CHANNELS

DEBUTING THIS MONTH



Campus Announcements

University-wide updates, leadership messages, and faculty/staff-specific news.



Professional Development

Workshops, training opportunities, and faculty/staff resources.



Academic Affairs

Important dates for faculty, grading deadlines, curriculum changes, etc.



Research & Grants

Information on research opportunities, grant deadlines, and scholarly resources.

FACULTY AND STAFF - OPT IN CHANNELS

DEBUTING THIS MONTH



Human Resources

Benefits, payroll updates, job postings, and performance reviews.



Health & Wellness Programs

Resources for employee wellness, fitness, and mental health.



Parking & Transit Alerts

Parking availability, road closures, and transit schedule updates.

DOWNLOAD THE AUBURN APP



MORE INFORMATION: [AUB.IE/APP](https://aub.ie/app)
FEEDBACK FORM: [AUB.IE/AUAPPFEEDBACK](https://aub.ie/auappfeedback)