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California State University, Los Angeles Launches App with Native PeopleSoft Integration to Rave Student Reviews

California State University, Los Angeles had a social mobile app but it did not integrate with the current ERP student administration system on campus.

"It's a socially-based app that doesn't help students perform critical student functions such as adding or dropping classes or viewing their financial aid info" explains Tosha Pham, Associate Vice President of IT Services. "Its popularity told us we were on to something, but we had a vision for a much more capable mobile solution."

That solution? A unified mobile app with native integrations to Cal State LA system of record, starting with its customized PeopleSoft campus solution, dubbed GET for Golden Eagle Territory.

"Simply providing mobile access is not enough," Pham says. "The real key is delivering a satisfying mobile experience. We wanted our app to make full use of the unique functionalities of mobile devices while pulling content and data from our back-end systems. Our goal was to engage our students by making it easier and more intuitive for them to interact with us."

The app debuted quickly. It enables students to search for, enroll in and drop classes, and view class details and grades. They can also manage their financial information and pay fees, and receive notifications and updates – all through an intuitive, user-friendly interface.

CSULA's app also provides information on athletics and other campus events. It includes links to transit and emergency information –

and the all-important dining halls.

In its next phase, CSULA's app will also incorporates native integration with the school's Moodle LMS, and includes links to Open Access Labs. The app will also be integrated with admissions and financial aid, and will deliver personalized notifications of class assignments and grades, and other important information.

The IT team's focus on delivering authentically mobile experiences through native integrations has already paid off. In just four months, the app was downloaded 11,000 times and received more than 291,000 visits, each comprising an average of eight activities. It received 175 reviews and a 4.6-star rating – including this summation from a grateful student:

"So happy there's an app! Sometimes you need to access information at an inconvenient time and it's not always easy to go looking for a computer to do so. Being able to do that through your phone saves so much time! It's life-saving."

Cal State LA's Mobile Strategy

- Engage students with highly useful, streamlined experiences through an authentically mobile solution
- Improve support for students through easy-to-use self-service model
- Deliver student services on the devices they already have and use

Cal State LA's IT Requirements

- Native integrations using Web Services with customized PeopleSoft Campus Solutions, Moodle, CMS and other systems
- Easy to expand, manage, and update
- Authentically mobile user experience
- iOS and Android native app

Cal State LA's Mobile Partner Requirements

- Expertise integrating with PeopleSoft, Moodle, College Scheduler, bookstore, retention, CRM and other back-end systems
- Experience in optimizing mobile performance and security
- Commitment to deliver consistent upgrades and ongoing support
- Successful deployments with similar schools

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