



CY2 Connect

Student Communications Platform

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Agenda

- Who is CY2?
- Connect solution introduction
- Student Lifecycle
- Channel Matrix
- Connect Functionality Recap
- Proof-of-Concept



Who We Are



- PeopleSoft Campus Solutions consultancy & solutions development
- Dutch roots with Global delivery, including US higher education
- Hundreds of projects in 15 countries
- Oracle development partner for Campus Solutions and Digital Assistants

Solutions:

- **Student Communications Platform**
- **Admissions Management**
- ODA Booking Assistant
- Program Enrollment
- Continuing Education

Services:

- CS Revitalization
- Chatbots

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Solution Premise: Students don't read e-mails...

You still have a library fee to pay of \$5



ECON 101 on, 20th April, 1PM has been canceled



Classes are open for enrolment as of April 26th



Your grade for Math 101 exam is: B



54%



of respondents said they don't always read emails from the university or academic departments

39%

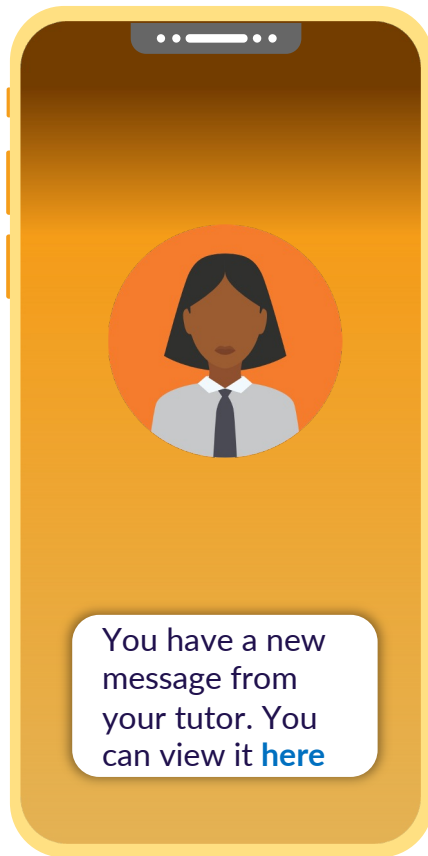


of respondents said they don't always open emails from their advisors

Source: <https://eab.com/technology/toolkit/student-success/optimize-your-student-communications-strategy/>



Solution Goal: Increase Student Response





Student Lifecycle

Use Cases

Recruitment

Event reminders & application completion

Enrollment

Payments, housing, Summer melt,

Student support

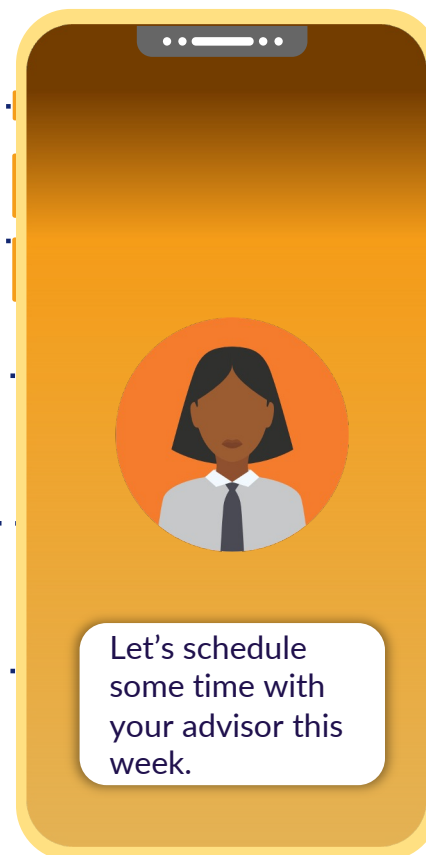
Mental health & at-risk advisement

Career/Workforce

Job fairs & networking

Alumni

Meetups and donations/benefits



Key Features

AUDIENCE

Students, Staff, etc.

User-friendly way to opt-in on preferred notification channels through self-service.

TECHNICAL ADMINS

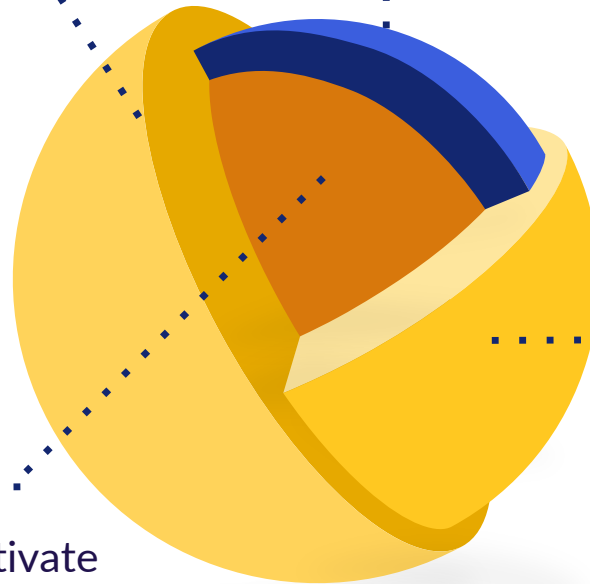
API's to different applications and ability to extend and implement real-time triggers.

FUNCTIONAL SPECIALISTS

Group management, notification templates, message content, dedicated channels and more.

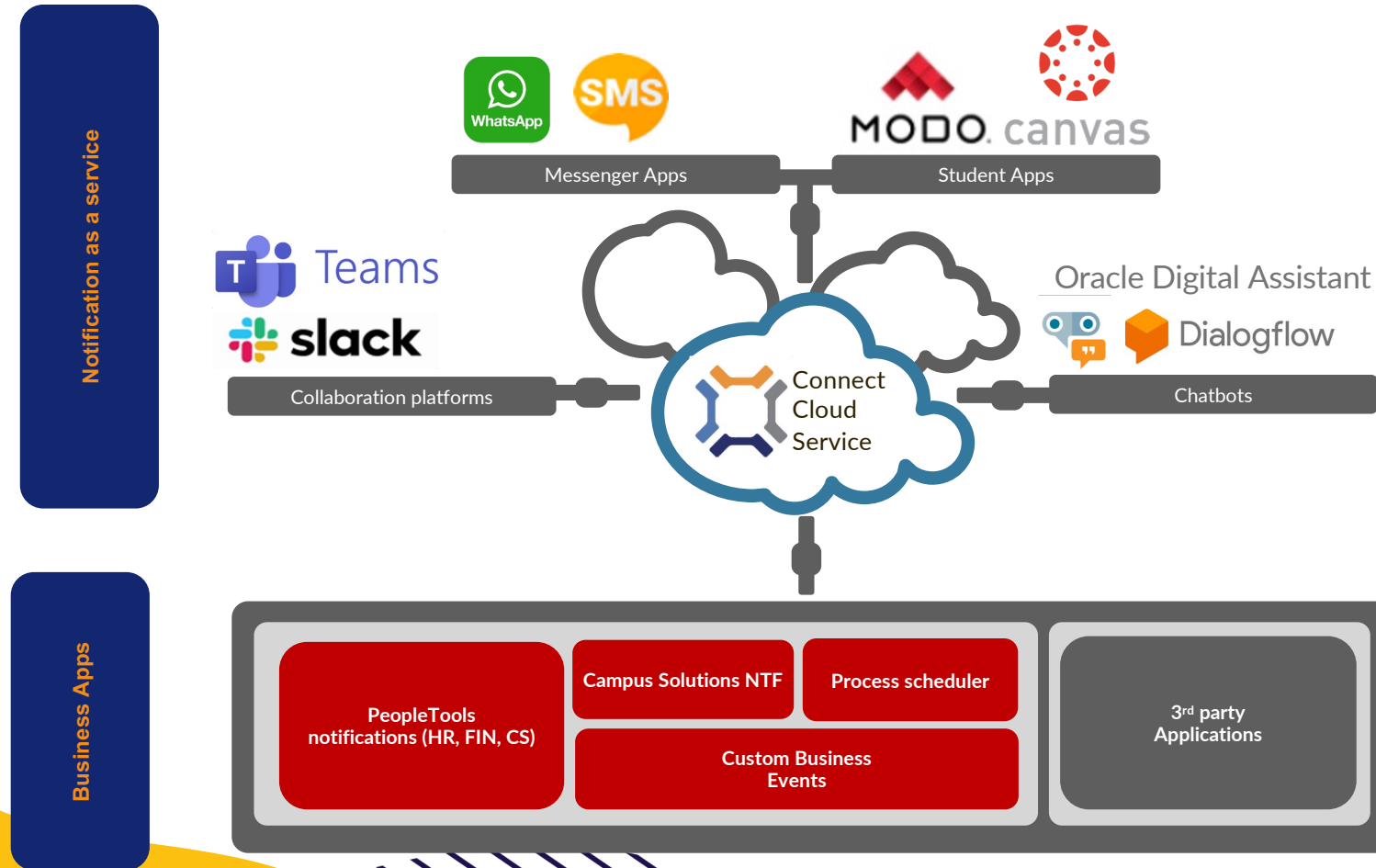
INSTALLATION

One-time installation to activate core functionality and basic modules.



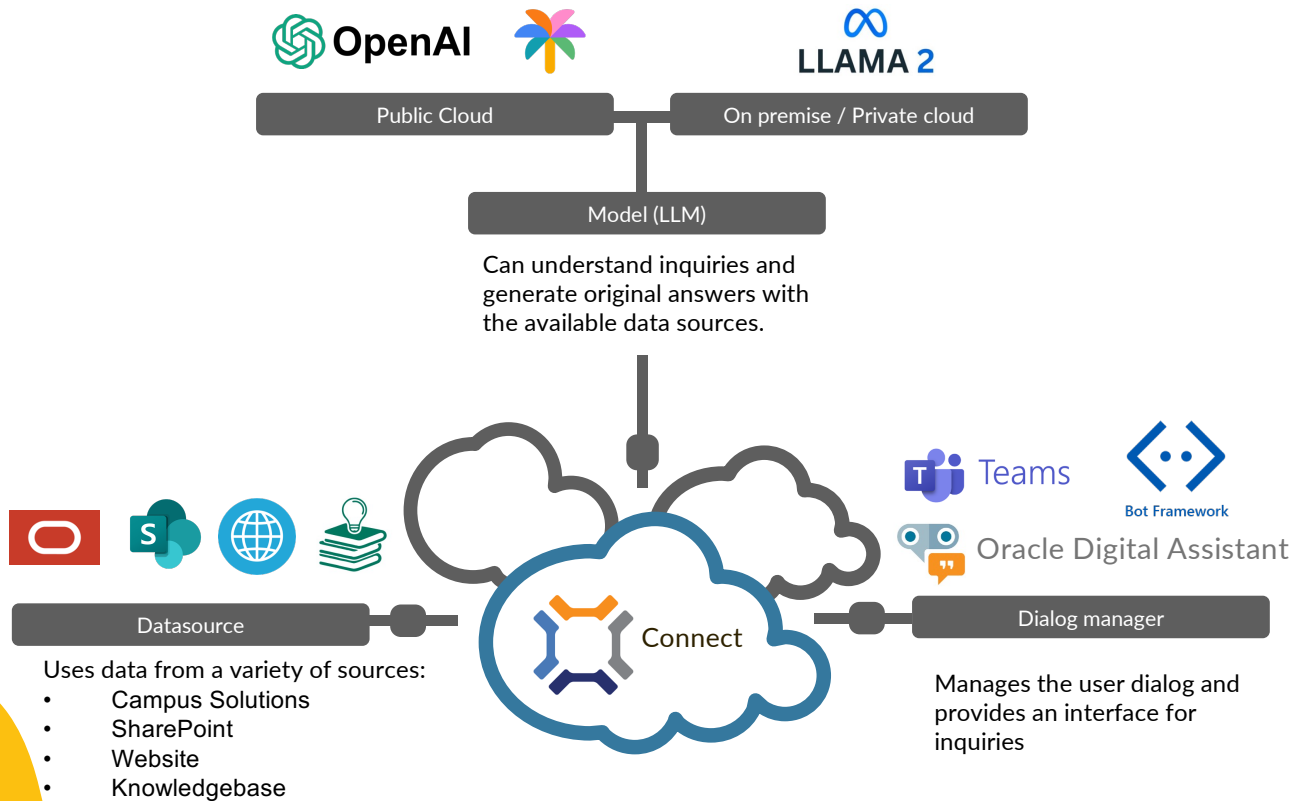
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Architecture





New usages!



CY2 Connect enables you to connect **Datasources**, **LLM** and **Dialog manager**.

Channel Matrix

	Email	Modolabs	Text/SMS	Microsoft Teams	Canvas	WhatsApp
Classes	x		x		x	
Financials	x	x				
Events	x	x				
Advising				x		
Recruitment	x		x			x

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Demo time!

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Setup



Custom app config
e.g. Modo or Canvas



Save messages
To Connect or Peoplesoft



Service
Configuration



Channel Matrix



Notification
Templates



Group management



Self-service and
manage preferences



Functionality

Anywhere

- Supports student communications from PeopleSoft Campus Solutions to virtually any mobile-based, student facing application.
- Two-way communication

Sending

- Batch
- Event driven
- Ad hoc
- Groups

User preferences

- Page where users can select where messages go.
- Opt-in on channels

Supported Services

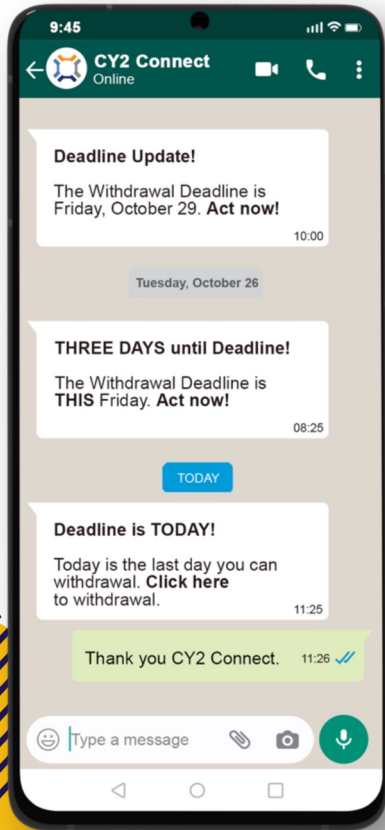
- SMS
- Microsoft Teams
- Slack
- Modo
- Canvas
- Email

Message Content

- Read/Unread status in Peoplesoft
- Group messages will show up in inbox
- Link to message content in PeopleSoft
- Storing messages in PeopleSoft or Connect



Proof of Concept



- 2 – 4 weeks
- Customer PS environment
- Preferred channel: SMS; Modo; Canvas; etc.
- Zero cost

2 – 4 weeks

The logo consists of the letters 'CY2' in a white, sans-serif font, enclosed within a rounded orange rectangle. The background of the slide is a vibrant yellow-orange with abstract, flowing organic shapes in lighter and darker shades of the same color. In the top right corner, there is a pattern of small dark blue dots. In the bottom right corner, there are several parallel white diagonal lines.

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THANKS!

Ernst La Haye

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