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

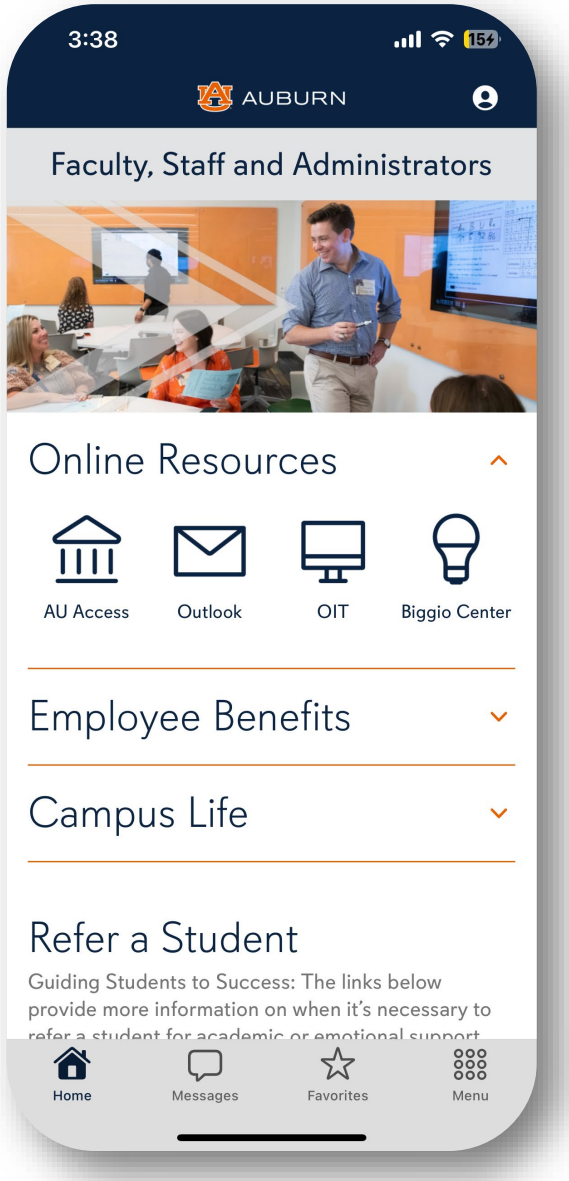
- AU Access
- Outlook
- OIT
- Biggio Center

EMPLOYEE BENEFITS

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

CAMPUS LIFE

- Athletics
- Campus Safety
- Parking Services
- Campus Map



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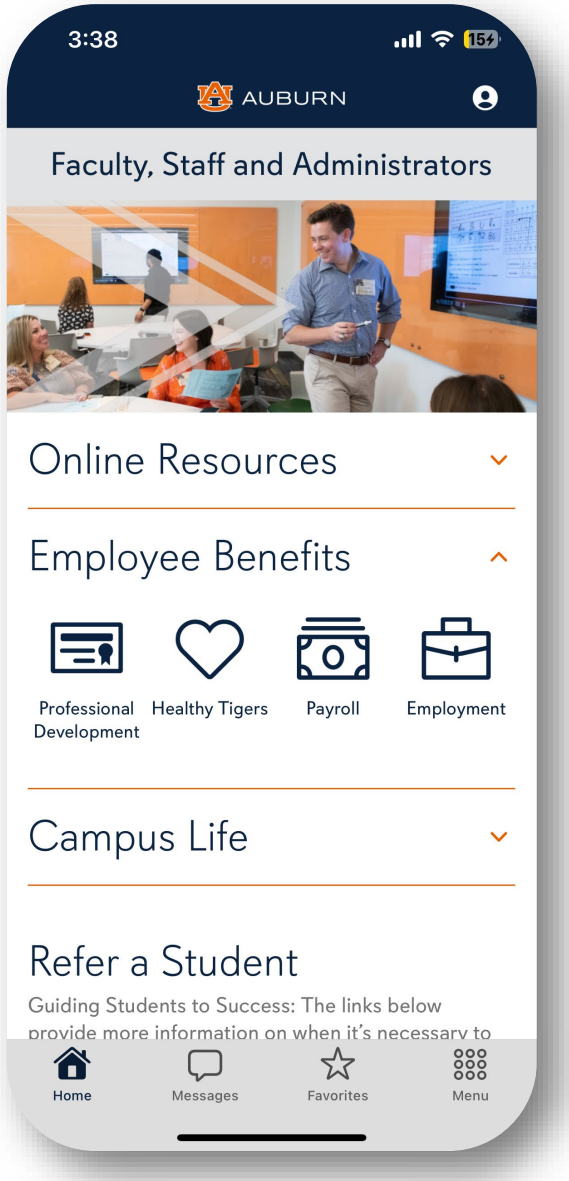

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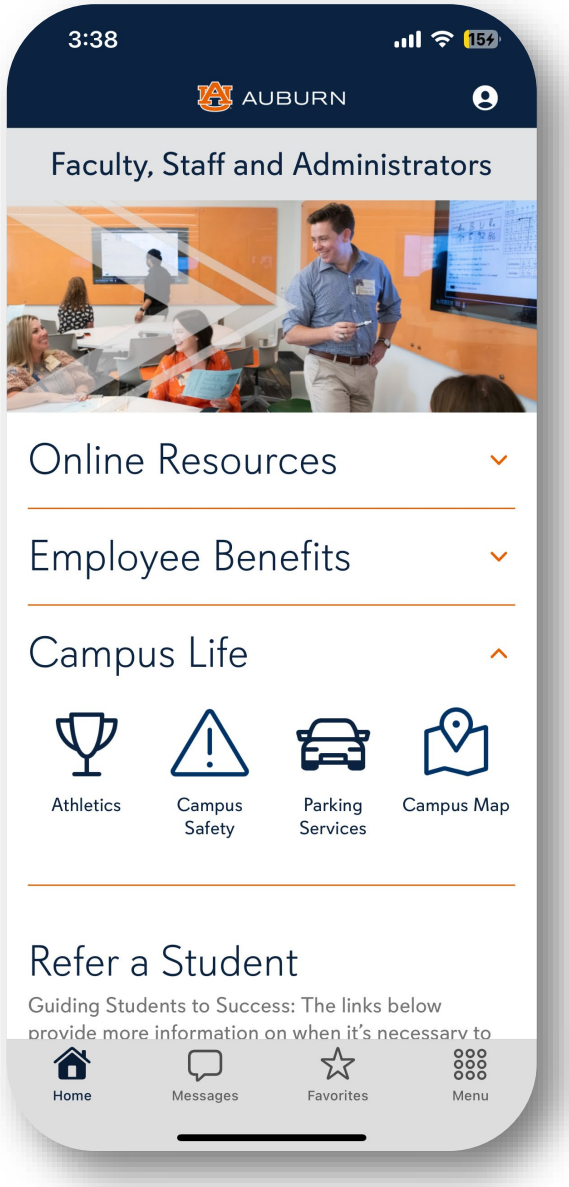
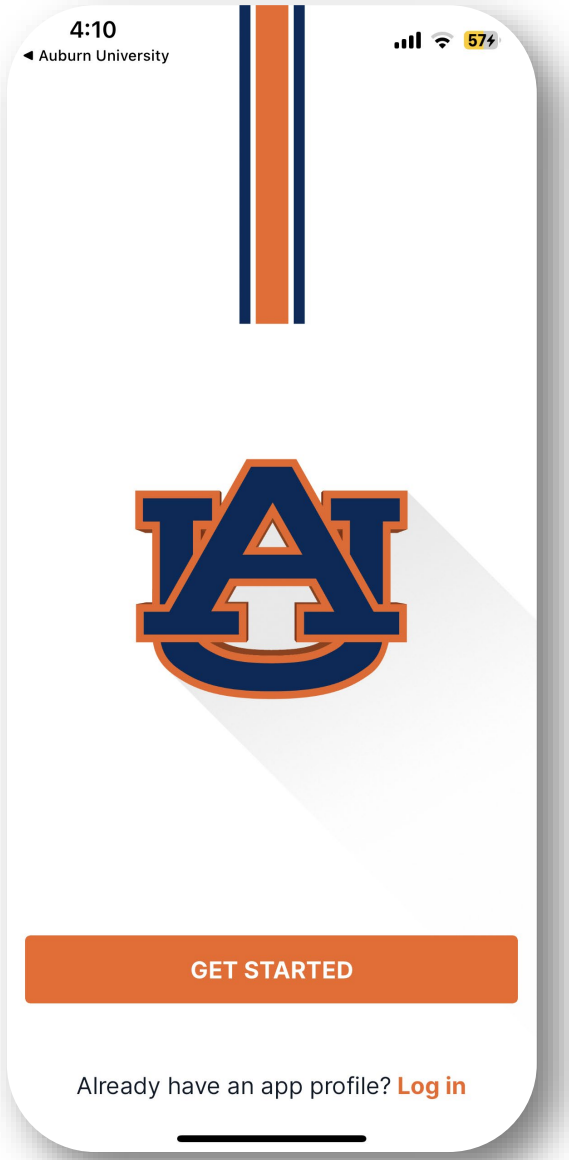


ADDITIONAL FEATURES

- 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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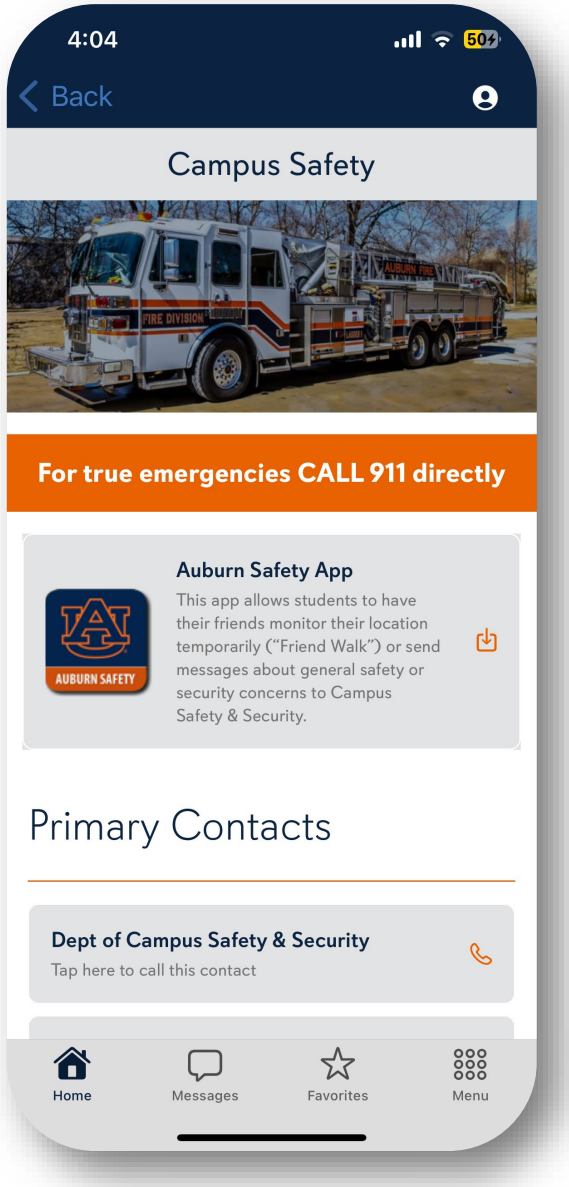

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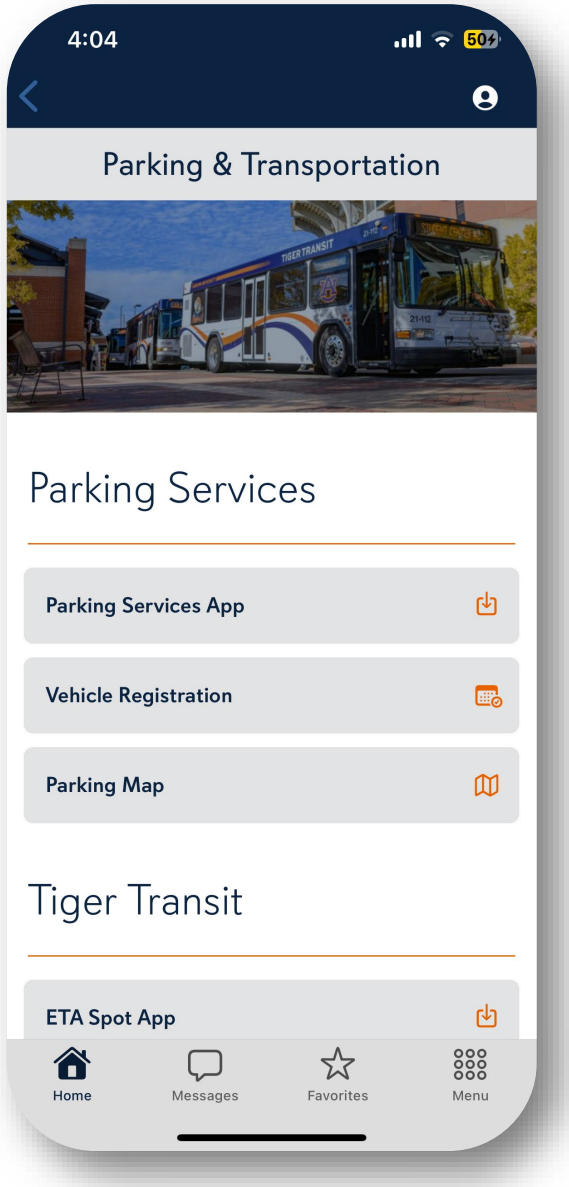

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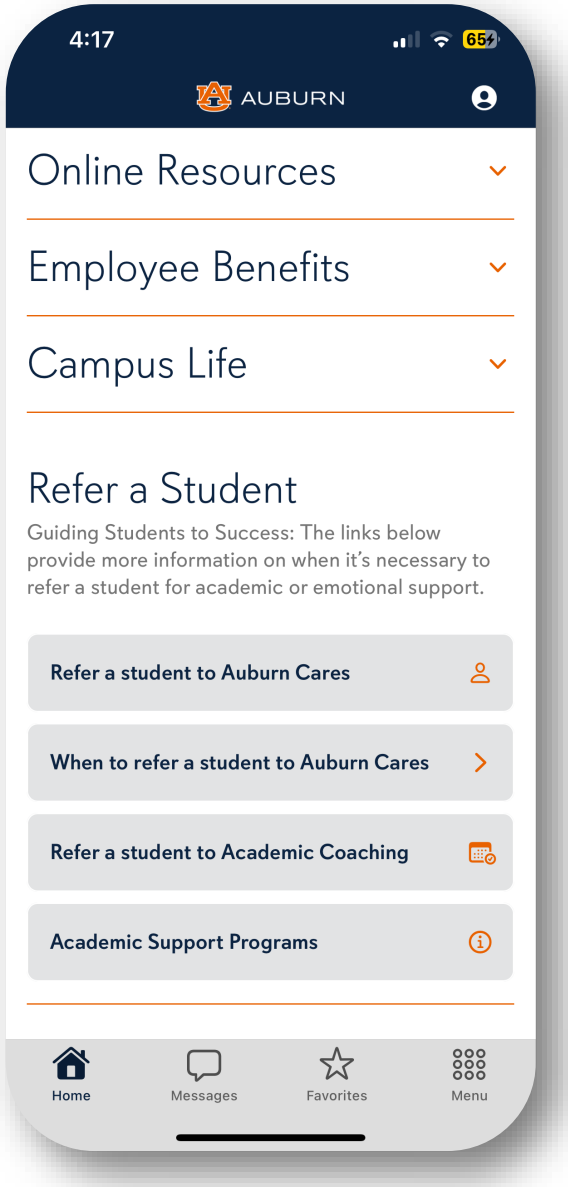
ADDITIONAL FEATURES

- 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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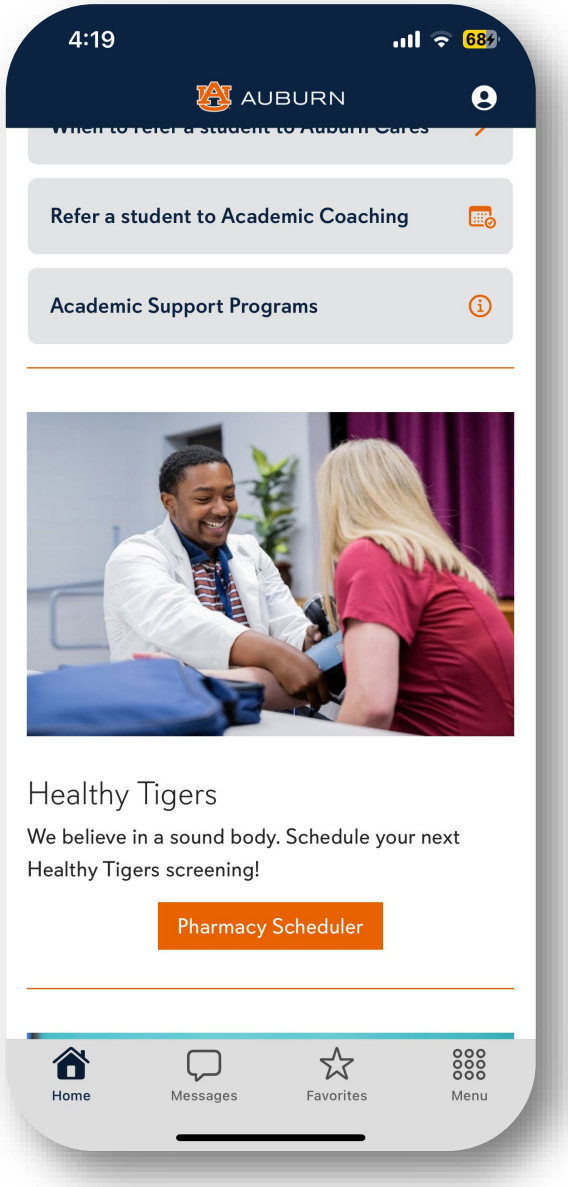

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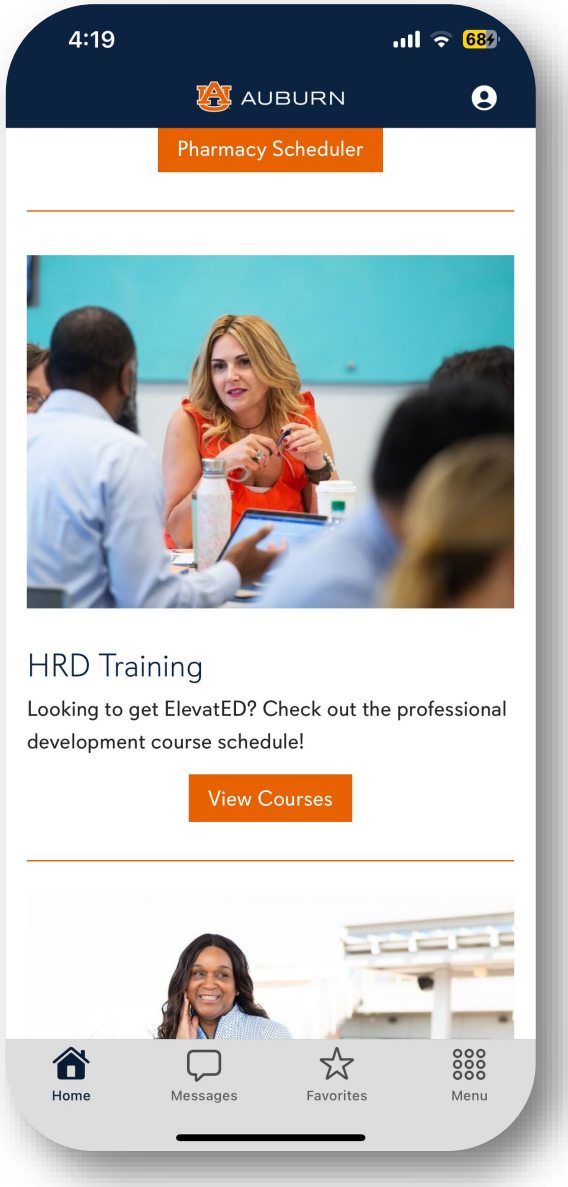

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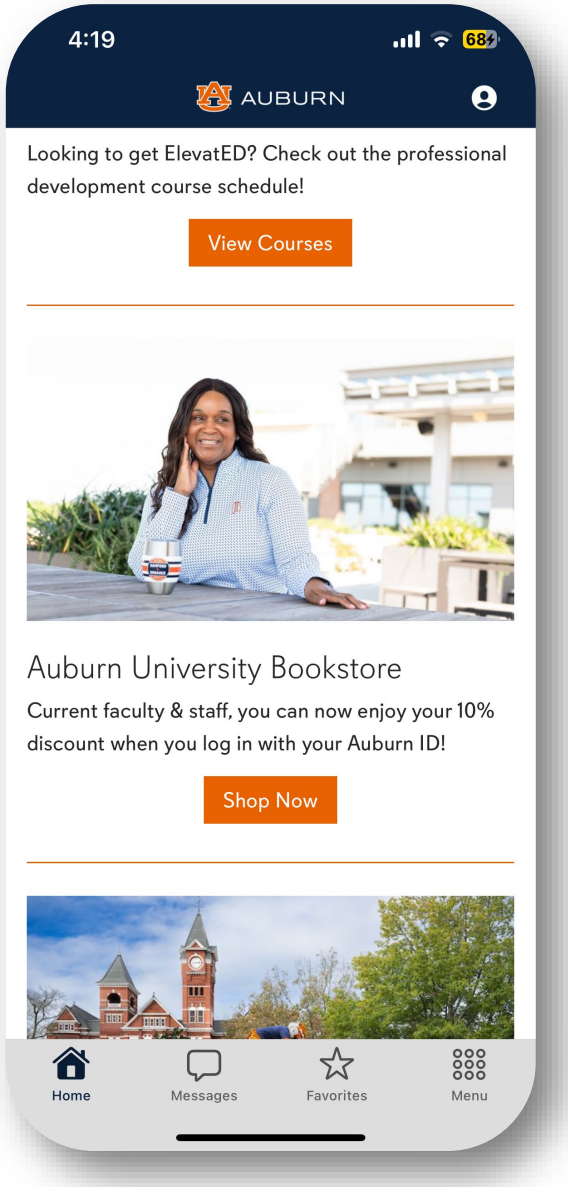

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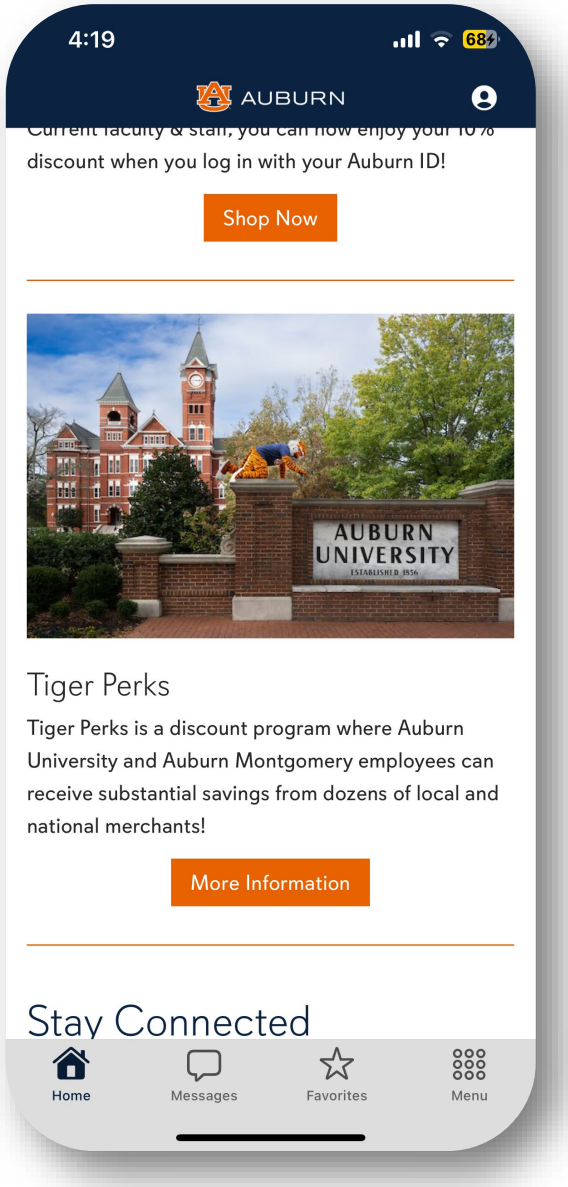

STAY CONNECTED

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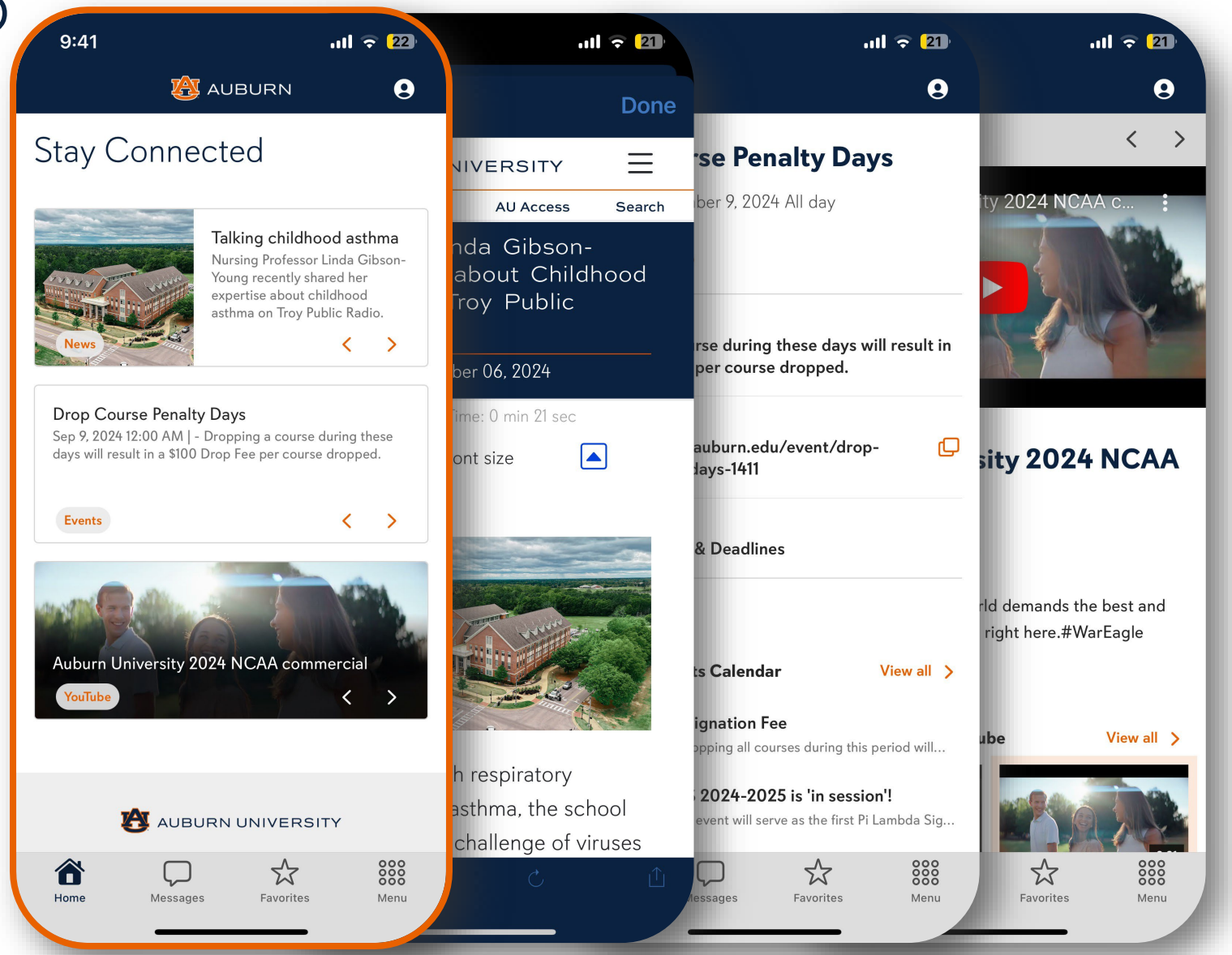
- University Events Calendar
- Auburn University YouTube



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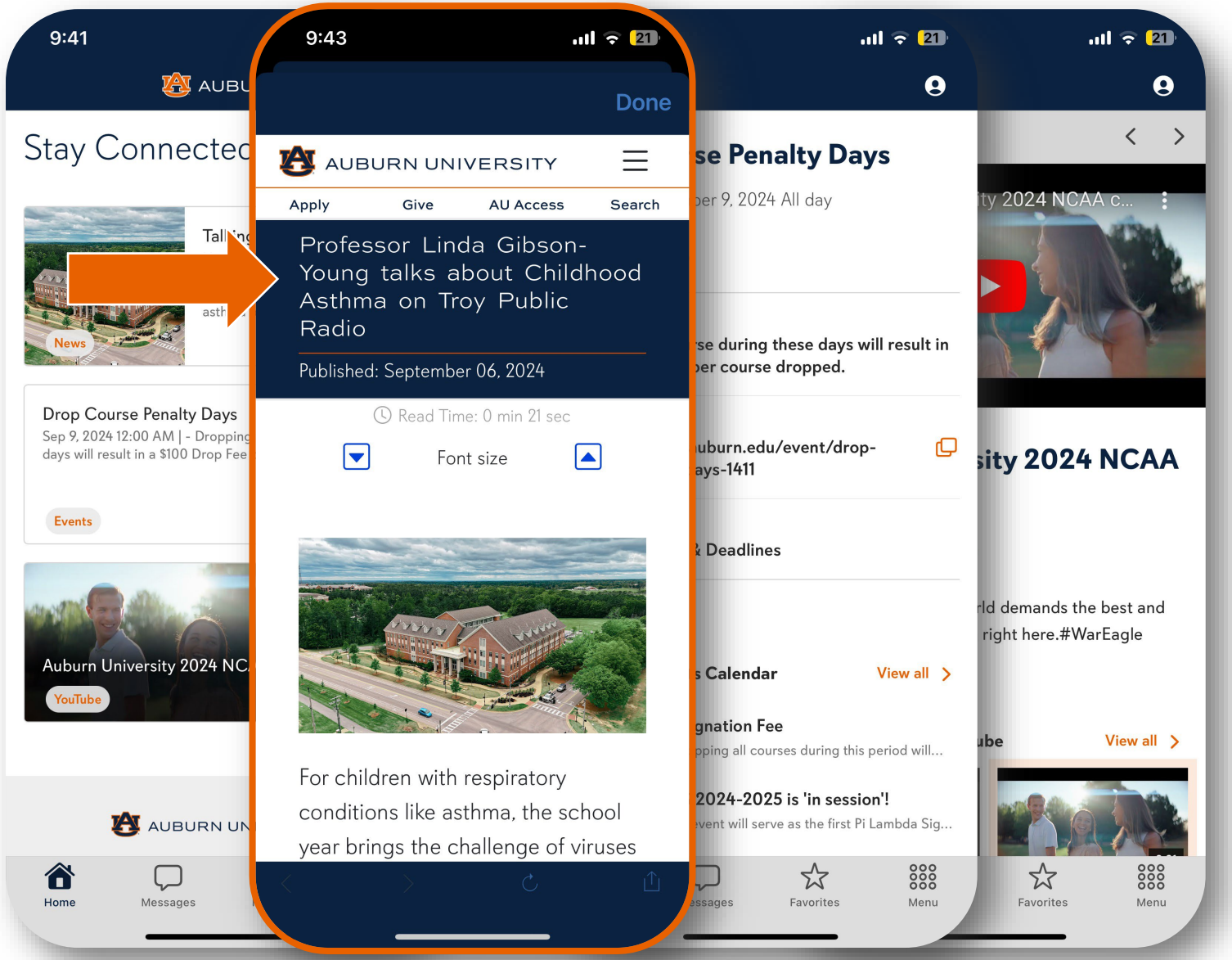

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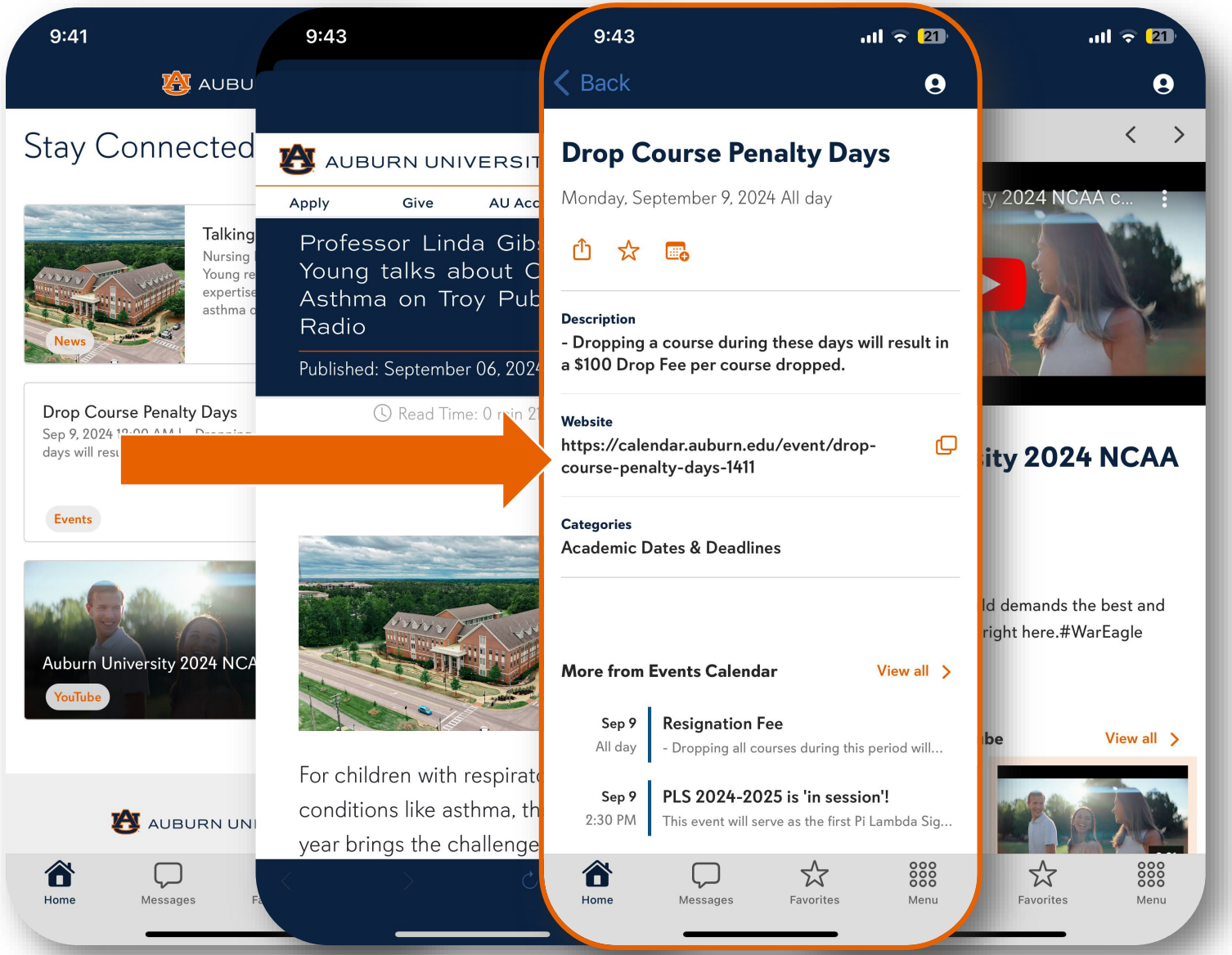

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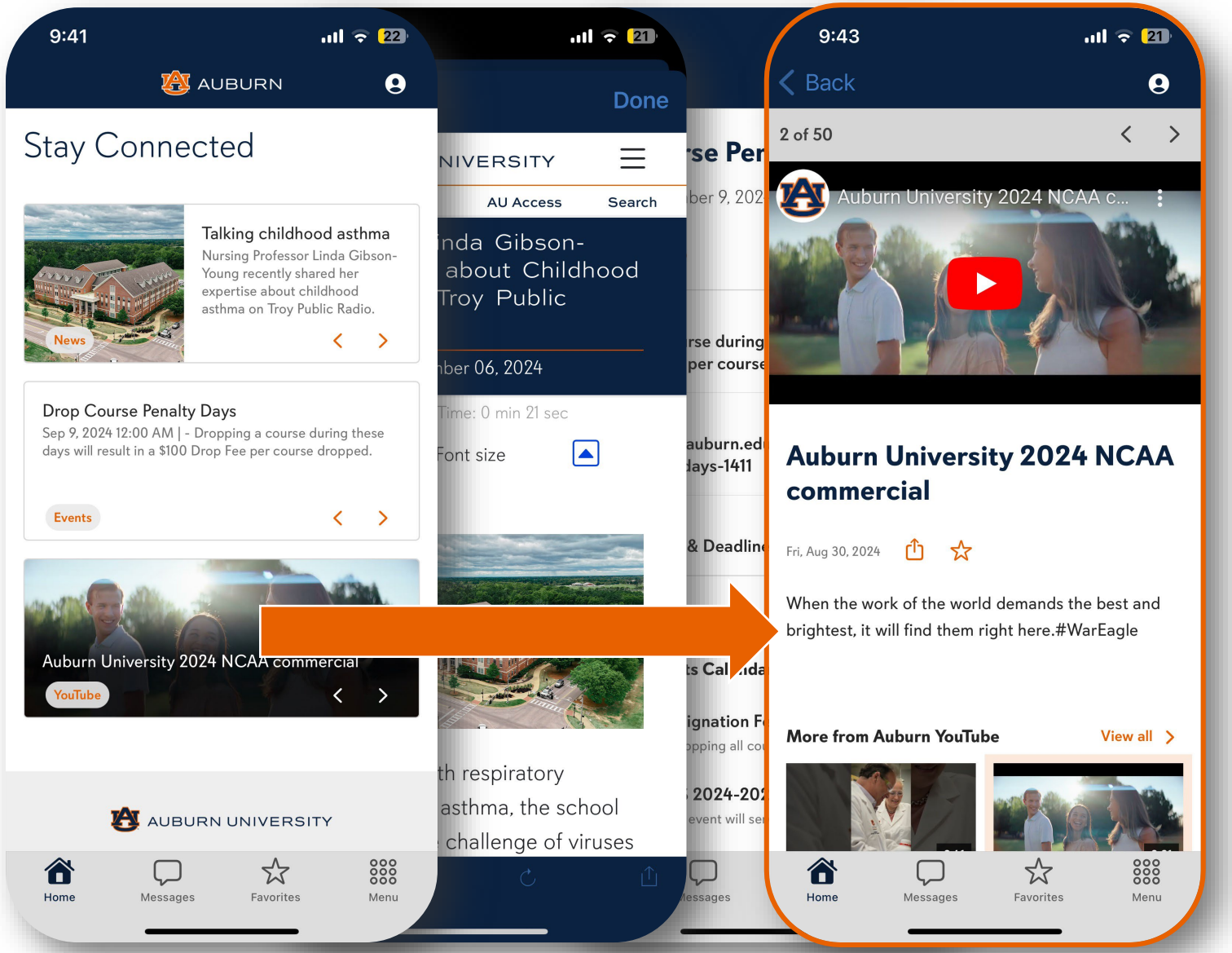


COMMUNICATE

INSTANT CONNECTION

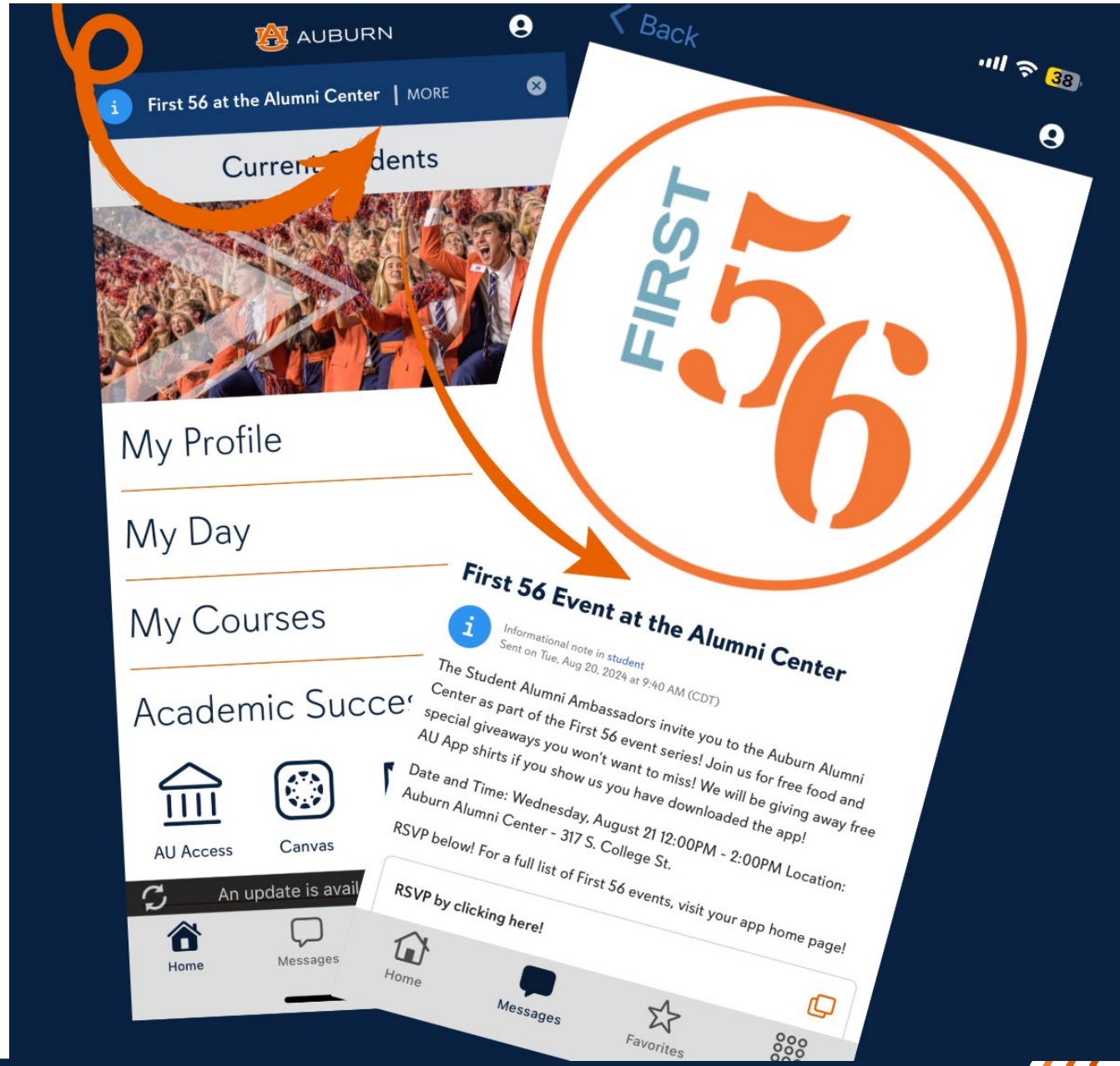
- Communicate in real time with users
- Opt-In channel to receive the most up to date information and messaging

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
FEEDBACK FORM: AUB.IE/AUAPPFEEDBACK