

# Creating Community from Day One:

## How UConn and URI Help Students Belong and Thrive



THE  
UNIVERSITY  
OF RHODE ISLAND

### CASE STUDY

University of Connecticut  
University of Rhode Island

### INDUSTRY

Higher Education

It's not enough to get students to campus; you have to make them feel like they belong there. For today's students, finding their people, joining the conversation, and feeling part of a community is just as important as academics. Yet loneliness, disengagement, and platform fatigue are on the rise. That's why the University of Connecticut and the University of Rhode Island chose Modo Connect, a powerful new module within their Modo Campus app, to help students meet and engage with their peers—whether they're navigating move-in, looking for a study buddy, or just hoping to feel less alone.

### Challenge

#### University of Connecticut (UConn):

With seven campuses and over 12,000 residential students in Storrs alone, UConn wanted to give students a unified, school-supported space to meet, share, and feel heard. Students turned to third-party platforms to find one another, but they lacked community oversight, safety, and a connection to the university. UConn needed a way to bring the community back into the campus app.

#### University of Rhode Island (URI):

At URI, staff saw the same trend: new students struggling to connect online, overwhelmed by unmoderated apps and platforms, and unsure where to go for peer interaction. The team also needed a digital solution to support commuter students and incoming first-years, especially those navigating orientation and college life post-COVID. With students eager to engage but unsure where to start, URI knew it was time for something better.

## Stats Snapshot



32,000+ students

12,000+ residential students at Storrs campus

740 users on launch day

6,935 views, 27.5% viewed boards, 8.1% posted

Top boards: Dorm Life, Marketplace, Dining



14,500 undergraduates

3,300 first-year students

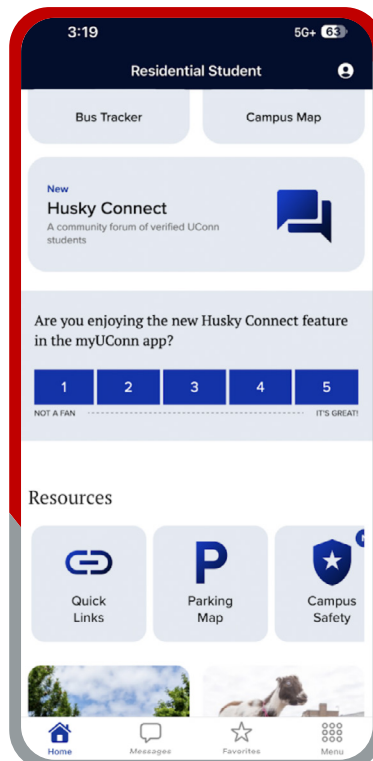
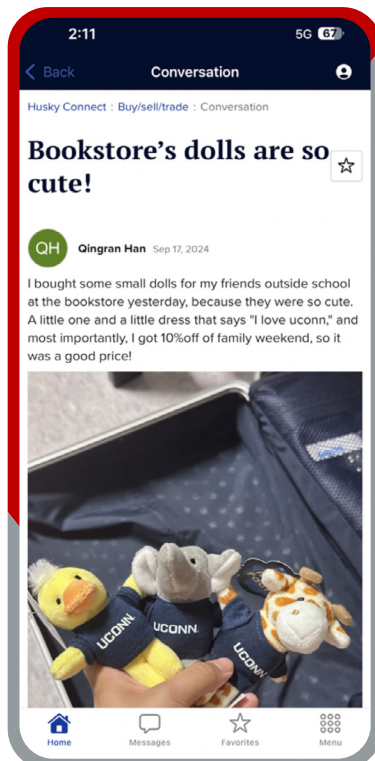
3,500+ initial users on the New Students persona

15,000+ engaged users within 2 weeks

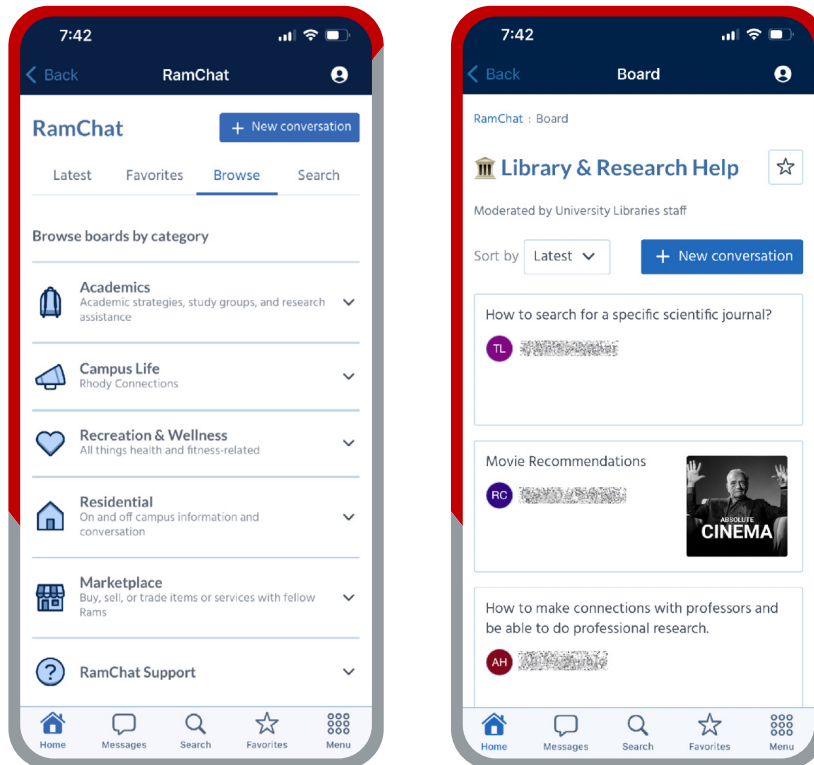
Integrated the New Student persona

## Solution

At UConn, the team launched *Husky Connect* inside their Modo-powered *myUConn* app. Students could now post, reply, and discover new communities through personalized boards like Dorm Life, Dining, and Marketplace—all verified, moderated, and part of the official campus app. Creative promotions like speaker giveaways, banners, and push notifications helped drive traffic fast, while the familiar app interface encouraged organic engagement.



At URI, *RamChat* became part of the New Student persona in their Modo-powered app *Rhody Connect*. Designed to meet students right at orientation, *RamChat* gave students an easy, safe place to ask questions, share resources, and meet peers, with built-in AI nudges to keep conversations flowing. URI even invited upperclass students into the space to seed discussions and show new students how to participate. It wasn't just a tool—it was a strategy for them to focus on more personalized support for students.



Together, these campuses proved that when students are given the right space to connect, they don't just find friends—they find reasons to stay.

Across both institutions, Modo Connect helped establish a centralized, school-managed space for student engagement, boosting app usage, building community, and supporting key moments in the student lifecycle from orientation to residence life.

## Ready to Spark Connection on Your Campus?

With [Modo Connect](#), your students don't need to look outside your institution to find their community. From orientation to graduation, you can create a vibrant, inclusive digital space where every student feels like they belong.

### Request a Demo

1 Washington Mall, #1056, Boston, MA 02108 | 1-888-663-6522 (MODO LABS)

[modolabs.com](https://modolabs.com)