

How Roosevelt's MODO-Powered Personalized Onboarding Helped Build Its Largest Class in History (34% Growth)



CASE STUDY

Roosevelt University

INDUSTRY

Higher Education

The Challenge

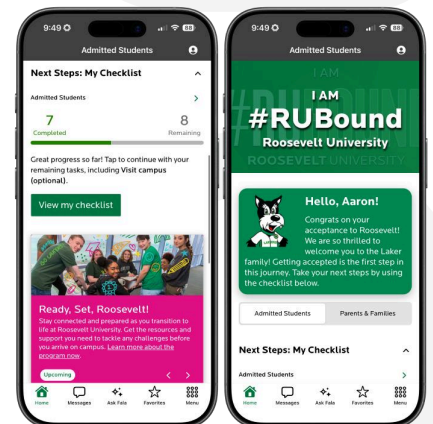
For many students, the college decision doesn't end the day they're accepted. It continues for weeks and months afterward, through every confusing email, every unanswered question about financial aid, and every moment where they can't figure out how to activate the account they need to do basically anything. At Roosevelt University, that last friction point had a name: NetID activation. Getting students to activate their NetID, the credential connecting them to virtually every campus system, had been a persistent stumbling block in the admitted student experience for years.

Layered on top of that was a broader challenge familiar to many institutions: too many systems, not enough clarity about where to look. Current students were frustrated. They knew what they needed (their class schedule, their financial aid balance, their advisor's contact info), but finding it meant bouncing between platforms that weren't designed to work together. Roosevelt needed two things at once: a better way to welcome and convert admitted students and a better daily experience for students already enrolled.

The Approach

Roosevelt turned to MODO to rebuild both experiences from the ground up and approached each with a clear, student-centered goal in mind.

For admitted students, the team replaced a static informational site on Roosevelt's public website with a dedicated Admitted Students persona inside the MODO campus experience platform, accessible via native mobile app and web browser.



The persona was built around two priorities: walking students through the NetID activation step by step, and delivering a personalized onboarding checklist that surfaced different tasks depending on each student's situation. Transfer students saw different checklist items than first-year students. International students saw content relevant to their needs that domestic students didn't. This kind of conditional logic was powered by Modo's role-based persona attributes, which let the team tailor the experience without creating separate versions of the site.

The persona also housed "Ready, Set, Roosevelt!", an engagement program that combined on-demand video content on topics such as academic advising and campus involvement with live Zoom sessions staffed by Financial Aid Services, Residence Life, and other key offices.

For current students, Roosevelt built a personalized Student Dashboard as the new home screen for the Modo higher education mobile app. The dashboard was organized into six sections (Academics, Finances, Get Help, Campus Life, My Info, and a Holds view), each pulling in data relevant to the individual student. Many of the most critical widgets were developed using Modo's extensibility framework, allowing Roosevelt to build custom components that surface real-time, personalized data directly from its Banner student information system. Modo's role logic ensured that residential students saw Residence Life content while commuter students didn't, and that international students were surfaced with information from the Office of International Programs that wasn't shown to domestic students. Students could also opt into Communicate channels, automatically populated from Roosevelt's news and events feeds, to receive customized morning alerts based on their interests, whether that meant campus performances, athletics schedules, or university news.

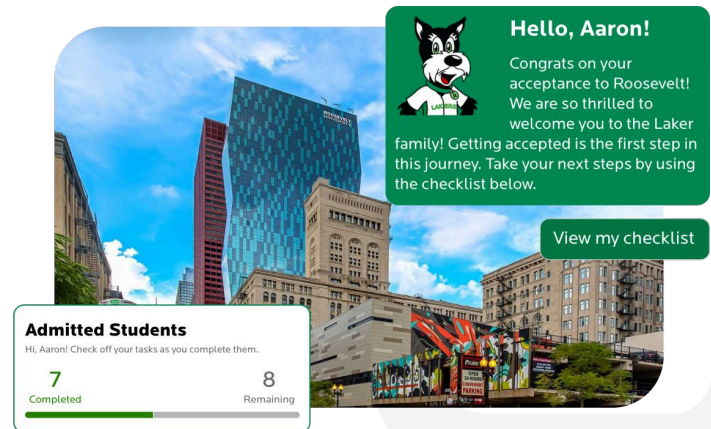
The Experience

The shift was meaningful for students at both stages of their Roosevelt journey.

For admitted students, what had been a fragmented, generic web experience became something that felt built specifically for them. A first-year student from out of state and a transfer student balancing work and school were no longer looking at the same undifferentiated checklist. Instead, the student portal and campus app, working together as one experience, guided each of them through the steps that actually applied to their situation, including the often-skipped but critical step of activating their NetID.

For students who weren't sure where to start, the Ready, Set, Roosevelt! program offered both self-paced video content and scheduled live sessions where they could ask real questions to the offices that mattered most during the enrollment process.

For enrolled students, this campus engagement platform replaced the daily frustration of navigating between disconnected systems with a single place to get oriented each morning. A student checking in before class could see what was on their schedule that day, whether any assignments were due in Blackboard, and whether spring registration was open, all in one scroll.

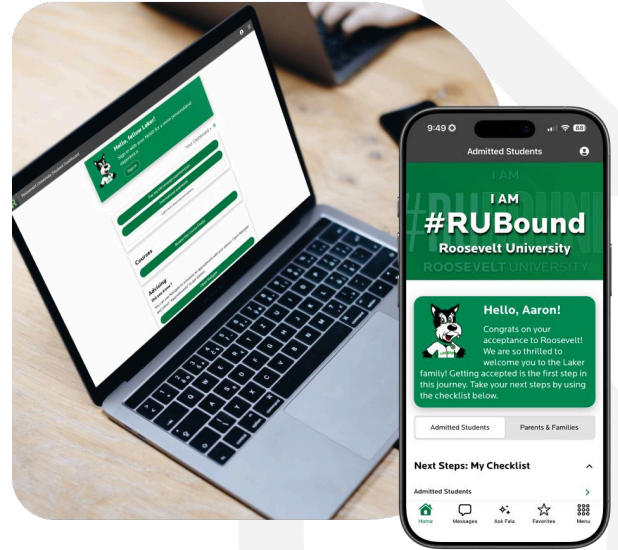


The Results

The impact was swift and measurable. After launching the Admitted Students persona in Modo, **traffic to that experience nearly tripled, from 4,188 visitors during April through August 2024 to more than 12,000 during the same period in 2025.** Of those 12,000 visitors, 5,560 were authenticated users, meaning they had successfully activated their NetID. The onboarding checklist, which launched in May 2025, reached 2,949 students, with **70% completing at least one task and 14% (423 students) finishing everything on their list.**

In conjunction with many other efforts, those engagement numbers contributed to yield improvements across both first-year and transfer populations. The Admitted Students persona contributed to a 1.4 percentage-point increase in first-year yield and a 1 percentage-point increase in transfer yield, and helped Roosevelt welcome the largest incoming class in university history. The Class of 2029 includes 845 first-year students, a 34 percent increase over the prior fall, and total new student enrollment reached 1,782, the highest since 2014.

The Student Dashboard showed similarly strong results. In the Fall 2025 semester, the dashboard generated 219,000 screen views from 6,080 unique authenticated users, compared to 142,000 views from 4,280 users the prior year, an increase of 54 percent in views and 42 percent in users. During a summer soft launch, students rated the dashboard 4.6 out of 5 for helping them find what they need to succeed.



+54%

views

+42%

users

4.6/5

rating

The Takeaway

Roosevelt's experience points to something worth paying attention to: the moments that determine whether a student enrolls or an enrolled student feels supported are often smaller than they appear. Activating a credential. Finding an advisor's phone number. Knowing whether a financial aid award covers tuition this semester. These are the basic things students need to feel like they belong and know what to do next.

By meeting students where they were and surfacing the right information for their specific situation, Roosevelt turned its student engagement platform into a genuine tool for both enrollment and retention. The latest iteration of the Student Dashboard, launched at the start of 2026, takes personalization even further, giving students direct control to rearrange or hide widgets on their home screen through a unified My Widgets container. The team expects usage to continue growing as students shape the experience around how they actually work.

Request a Demo

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