

UT Arlington Improves Student Retention by 2% with a Unified Campus App & Portal



UNIVERSITY OF
TEXAS
ARLINGTON

CASE STUDY

University of Texas at Arlington (UTA)

INDUSTRY

Higher Education

At the University of Texas at Arlington (UTA), digital transformation isn't just a buzzword; it's a student success strategy. With over 42,000 students and rising expectations for seamless access, UTA launched *MyUTA*—a fully integrated mobile and desktop experience that connects students to the tools and services they need to thrive. Since launching, *MyUTA* has seen 100% adoption and contributed to a **2% increase in undergraduate retention among users**.

The Challenge

Prior to *MyUTA*, UTA relied on a static, text-heavy desktop experience that students found difficult to navigate—especially on mobile. The previous environment offered limited personalization and lacked the flexibility students needed to find what mattered most.

As part of a broader digital transformation initiative, leaders across the Office of Information Technology (OIT) and the Division of Student Success saw an opportunity—not just to update outdated tools, but to create a more connected, intuitive experience that would actively support student persistence and engagement.

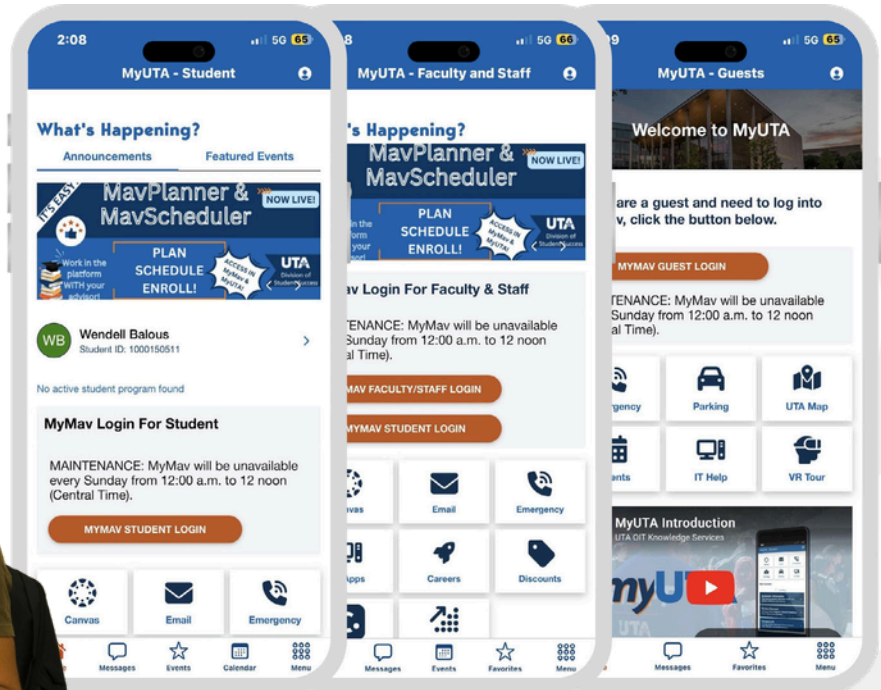
The Solution

UT Arlington launched *MyUTA*, a modern, native mobile campus app and portal built on MODO's low-code platform. Designed collaboratively across UIT, Advising, and Marketing, the new experience consolidates academic tools, advising, events, and services into a single, intuitive hub.

Departments across campus—from Advising and Admissions to Marketing and Campus Operations—collaborated to ensure the portal reflected student needs. Word-of-mouth, digital signage, and coordinated messaging efforts amplified adoption.

Through close collaboration between UTA’s Office of Information Technology (OIT) and the Division of Student Success, the university rebranded with redesigned UI/UX across both desktop and mobile, the platform provides a seamless, centralized hub for:

- Academic tools and advising
- Engagement and campus life
- Personalized student views based on SIS and CRM data
- Various personas, including guest, faculty, and staff



Key Highlights Include



Simplified UI/UX: Streamlined from legacy screens to a few key, personalized dashboards.



Cross-device access: Fully integrated mobile and desktop experience for students, faculty, and staff.



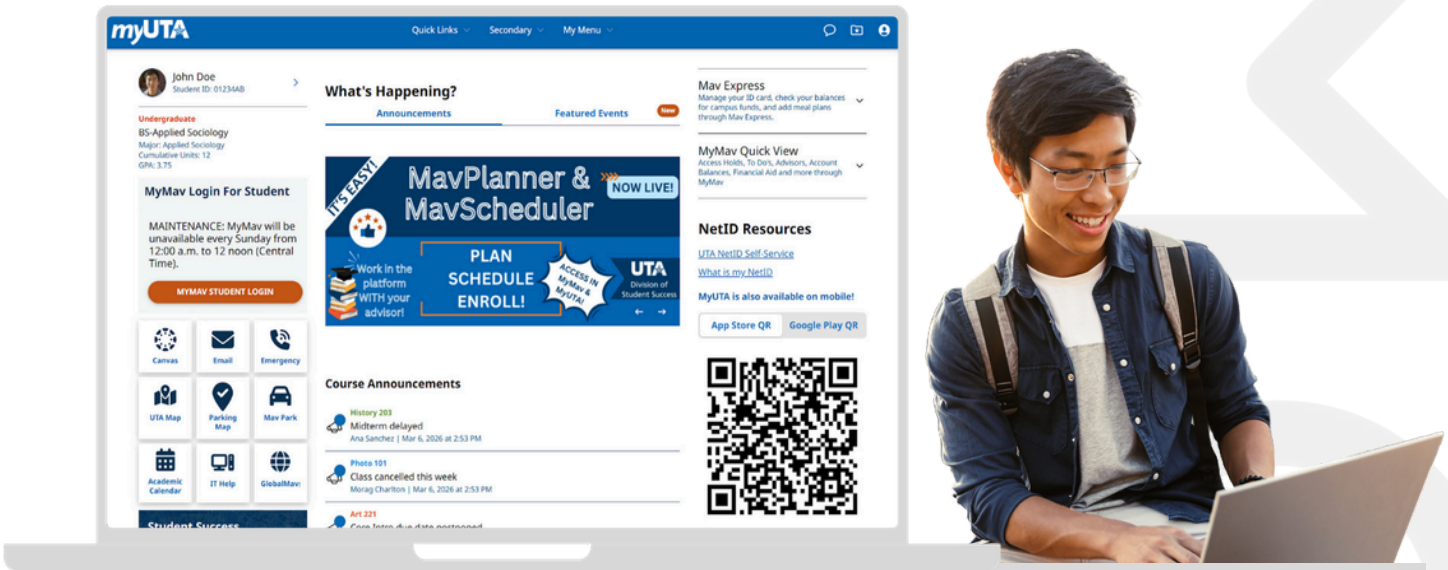
Personalized dashboards: Role-based content based on SIS and CRM data (advising, academics, onboarding).



Seamless integrations: TouchNet (Finances), Civitas (Advising), Library Search (including 5 databases), and other integrations (e.g., room reservations, GPA access, registration).



Engagement insights: UTA tracks views through a centralized dashboard, using SIS/CRM data to tailor the experience for key student groups and align usage with retention goals.



The Results: Measurable Retention Impact

Since the MyUTA relaunch, the university has seen impressive results:

- **92% of students adopted the platform** in Spring 2025
- **1.15 million student logins** in a single term
- **Students using the app had a 2% higher retention rate** than non-users
- **84% adoption on desktop and 63% adoption on mobile**
- **75% fewer screens**, streamlining the user experience
- Student feedback praised the app as a **“one-stop shop”** and praised features like GPA visibility, parking info, and classification access

A Foundation for Long-Term Student Success

To ensure long-term success, UT Arlington has formed a cross-functional governance group to guide the roadmap and integrations for MyUTA—focusing on integrations, student needs, and communication strategy. With executive support and a data-first mindset, the team continues to optimize the student experience, with the shared understanding that retention isn't just an outcome, it's a priority.

Want to boost student retention like UT Arlington?

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