

VCU Portal: How MyVCU Campus Portal Achieved 90% Student Logins Weekly



CASE STUDY

Virginia Commonwealth University

INDUSTRY

Higher Education

The Challenge: Too Many Logins, Outdated Portals, Scattered Systems

With multiple systems (ERP, LMS, card services, blogs, events, and payroll) and siloed department solutions, VCU lacked a modern **campus portal** to unify the experience. Instead, its digital ecosystem created confusion for students and inefficiencies for staff. Without a cohesive **student portal**, students faced “one door too many” when accessing critical resources, wasting valuable time on logins and navigation. Meanwhile, older platforms proved rigid, costly, and unable to keep pace with evolving needs. Faculty and staff experienced the same fragmented reality, i.e., scattered information across siloed platforms and difficulty finding essential resources such as payroll and leave balances.

Solution: A Unified Campus Portal with Modo

Through a partnership with Modo Labs, VCU set out to create a modern, unified **campus portal** to replace outdated and fragmented systems. The goal was to create a flexible digital hub that centralized access to critical resources while still allowing departments to meet their unique needs. By leveraging existing APIs, Google integrations, and custom functionality built on the Modo platform, VCU created a unified campus portal that served as “the door to all the other doors” to their community.

“Every university is grappling with the digital sprawl... our job is cutting through the noise to clarify to the students what they actually need to be doing.”

Jim Yucha
Director, Application Services, VCU

Stats Snapshot

- ✓ **90%+ of students log in weekly to the campus portal**
- ✓ **70% of logins to core systems** begin with the portal, streamlining access.
- ✓ **Portal traffic has doubled in two years**, reflecting increased engagement and reliance.

The *MyVCU Portal* serves as a starting point for all users, including features such as:

- **Centralized Access:** One digital hub for all resources, including email, calendar, course schedules, advising, and events acts as a single source of truth.
- **Custom Integrations:** Google Workspace tools for embedded calendar and mail, Banner SIS data, payroll, and faculty timecard resources.
- **User-Centric Design:** Personalized dashboards and customizable links allow for a more relatable experience.
- **Event Access:** Custom events module that promotes campus events and allows for student submissions keeps students engaged.

Impact: Time Saved, Engagement Boosted, Student Success

VCU's updated **campus portal** has delivered measurable improvements in student engagement, streamlined access to critical systems, and stronger communication across campus, creating a more connected and supportive digital experience for the entire university community.

- **Reduce Support Workload:** Unifies critical academic, financial, and engagement resources for all personas on campus, reducing support requests.
- **Increased Engagement:** Students use *MyVCU* as a primary resource to engage with campus culture through events, announcements, and updates.
- **Reduced Digital Sprawl:** Consolidated siloed systems into one clear, student-first experience.
- **Improved Accessibility:** Simplified navigation to essential services and information, cutting through noise and reducing confusion.

LOCATION

Richmond, Virginia

TYPE

Public Research University

ENROLLMENT

~28,000 students (undergraduate + graduate)

FOUNDED

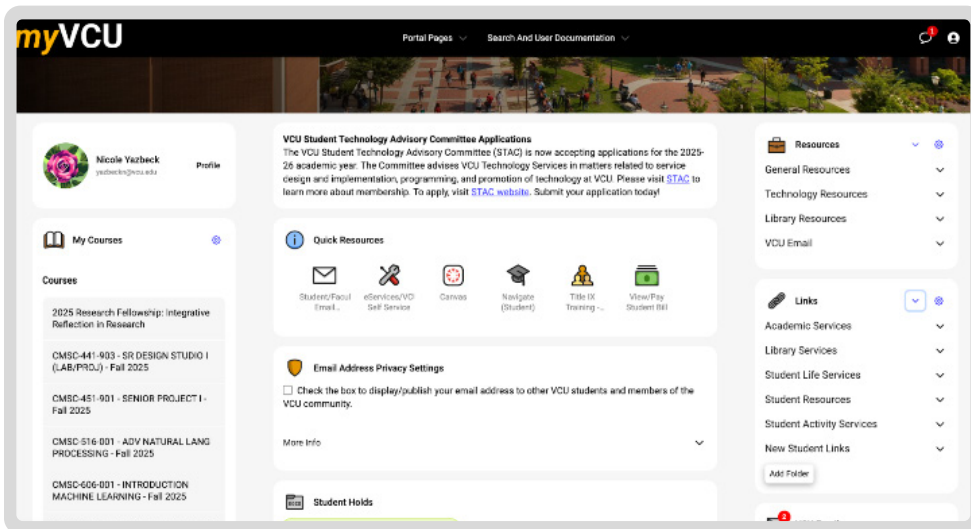
1838 (as Medical College of Virginia)

CAMPUS

Urban, multi-campus institution

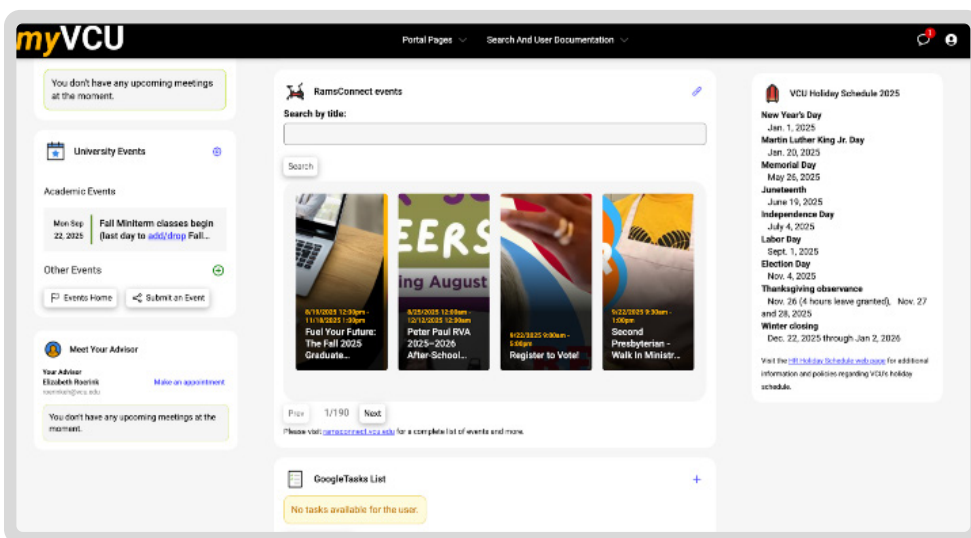
DISTINCTIVE

Known for innovation in health sciences, arts, and student-centered technology adoption



Looking to modernize your portal and create a smarter digital experience for students, staff, and faculty?

Explore what's possible with [Modo Campus](#) or [request a demo](#).



Why It Matters

By modernizing their **campus portal** with Modo, VCU eliminated the noise of siloed systems and delivered a unified, personalized experience that empowers students to succeed. *MyVCU* has become the trusted daily touchpoint for students, faculty, and staff—proving that a well-designed portal can cut through digital sprawl, simplify access, and strengthen campus connections.

Request a Demo

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