



Introduce yourself in the chat! Which institution are you representing?

Integrations with Involve

What's Possible, What Makes Sense, and Who Needs to Be Involved

Kelsey Seale

Thursday, February 19, 2026

Agenda

1. Universal Integrations

- *Zoom / Teams*
- *Google Analytics*
- *APIs / Feeds / Calendars*
- *Data reports*

2. Subscription Specific Integrations

- *25Live*
- *Pathify*
- *Transact*
- *Nudges*

3. Q&A

Which systems does your campus use?

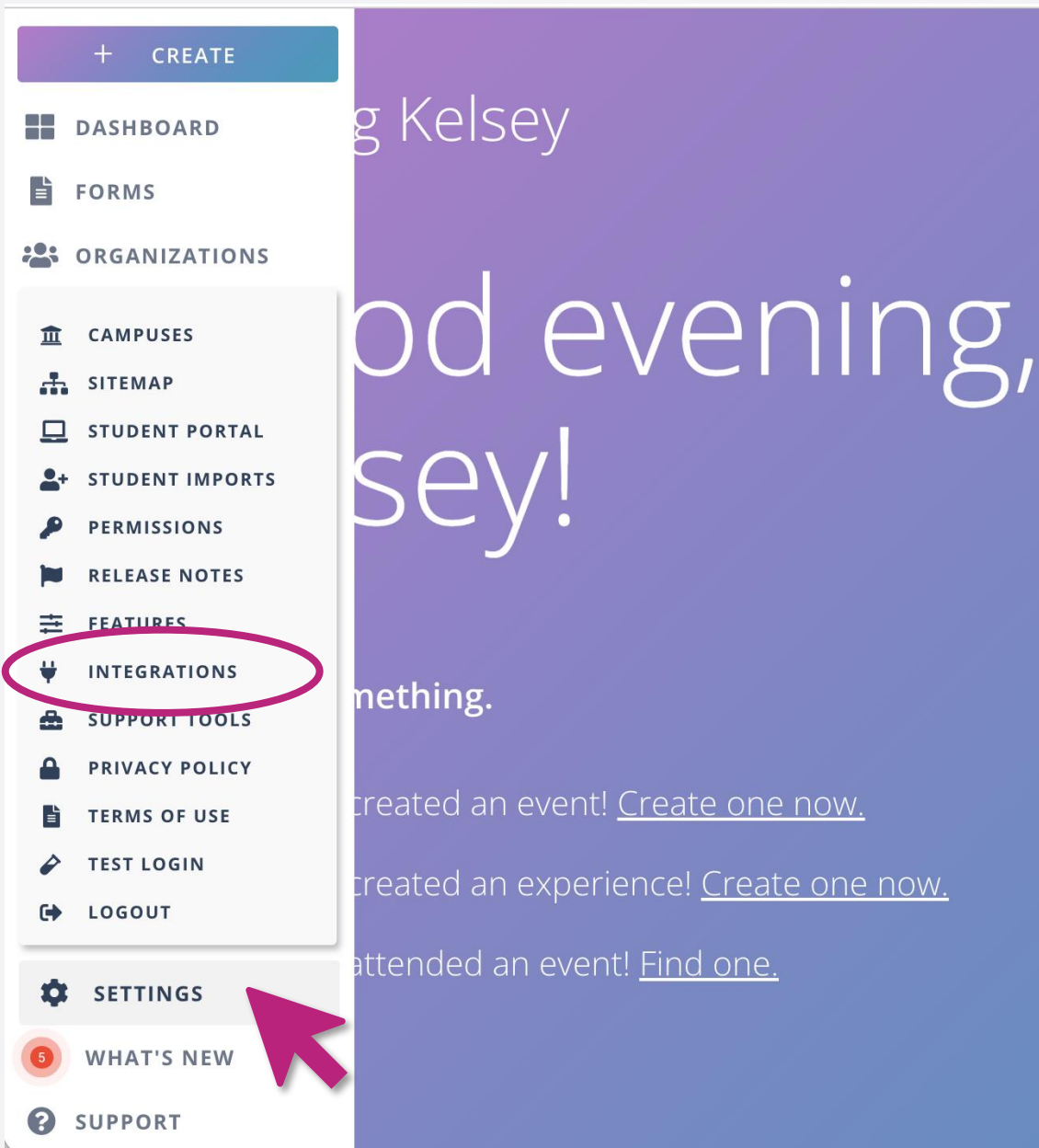
Zoom, Teams, EMS / 25Live, Pathify, Transact, Google Analytics

Integrations Framework



Integration Landscape

- **Attendance tracking:** Zoom, Microsoft Teams
- **Analytics:** Google Analytics (web portal)
- **Distribution:** APIs, Feeds, Calendars (web + campus systems)
- **Institution-specific:** EMS/25Live, Pathify
- **Hardware check-in:** Transact
- **Engagement add-on:** Nudges



Integration Settings

Locate your institutions integrations

- Select **Settings** from the left side menu
- Select **Integrations**
- Must be an account admin

Zoom & Teams

Zoom & Microsoft Teams

- Automatically adds attendees to an Involve event after a Zoom/Teams meeting
- Reduces manual check-in / uploads
- Best for **virtual events** where login identity is known



Create a Unique Meet Link

February 2026 Today < >

6

0 AM
00 AM

0 PM
00 PM

b 10

0 PM
30 PM

b 11

0 PM
00 PM

b 12

7 PM
57 PM

b 17

0 AM
30 AM

0 PM
30 PM

ay

0 PM
00 PM

b 23

You haven't connected your calendar yet. [Connect now](#) to manage all your meetings and events in one place.

Survivor Virtual Watch Party

2/19/26 7:45 PM → 10:00 PM 2/25/26

(GMT-05:00) Eastern Time (US a... ▾

Repeat Never ▾

Invitees

Add invitees

Meeting ID

Generate Automatically Personal Meeting ID 607 637 6208

Meeting Link

Create generate **NEW**

Attachments ⓘ

+ Add attachments

More Options Save

Copy the Link

Add Event

Upload from file

Import events to a calendar by browsing your computer, or drag and drop them here.

93A3ABC27D444350B4C3072524BEA395.ics Browse

Calendar (kseale@moderncampus.com) ▾

Import 1 Event?

99 **Survivor Virtual Watch Party**

🕒 Thursday, February 19, 2026 at 7:45 PM to Friday, February 20, 2026 at 7:45 PM.

📍 <https://moderncampus.zoom.us/j/87143824259>

👤 Kelsey Seale (Organizer)

📄 Hi there, Kelsey Seale is inviting you to a scheduled Zoom meeting. Join from PC, Mac, Linux, iOS or Android: <https://moderncampus.zoom.us/j/87143824...>

Cancel Import

Paste into "Location"

Location *

<https://moderncampus.zoom.us/>



Survivor Virtual Watch Party

Hosted by Student Involvement and Leadership

📅 February 25

🕒 9:51 AM - 9:52 AM



JOIN ON ZOOM



ADD TO CALENDAR

➦ SHARE

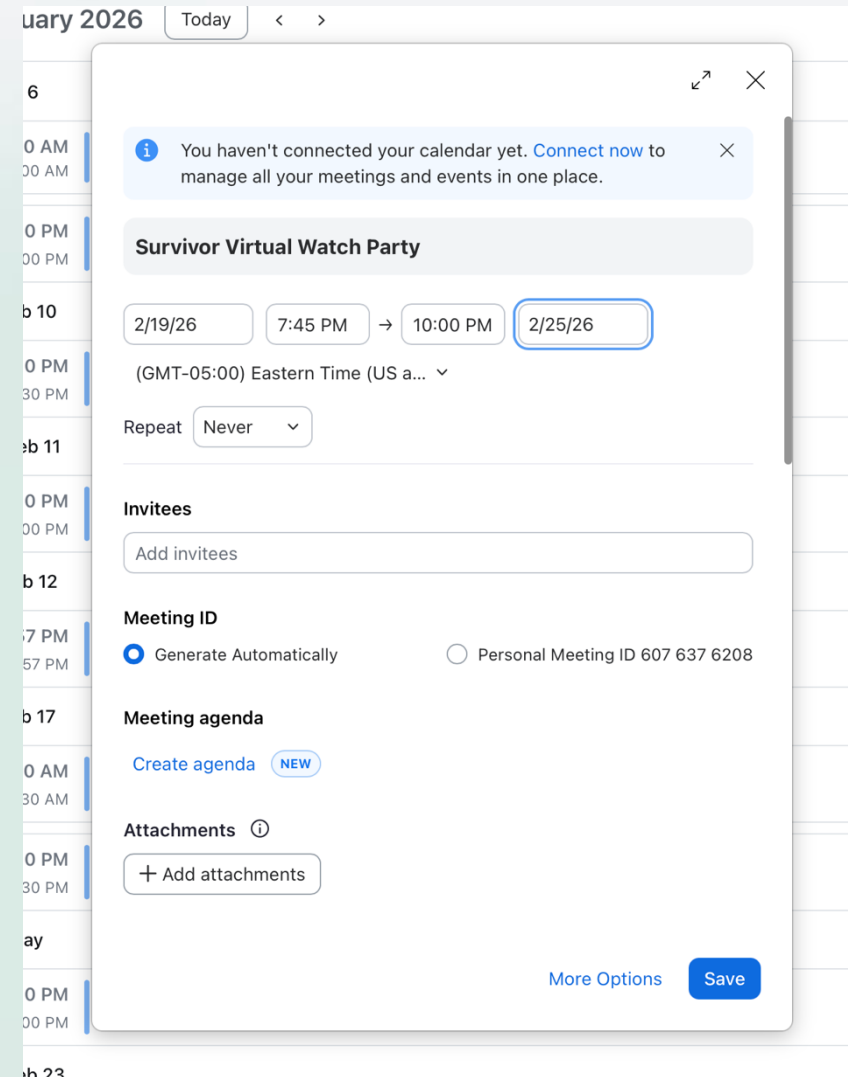
Zoom & Teams Collaboration Requirements

- Requires **Zoom/Teams administrator** (licensing/app enablement)
- Requires **Campus Admin in Involve** to configure the integration (institution-level)
- Plan for IT review / institutional buy-in (policy & ownership)



Zoom & Teams Best Practice Checklist

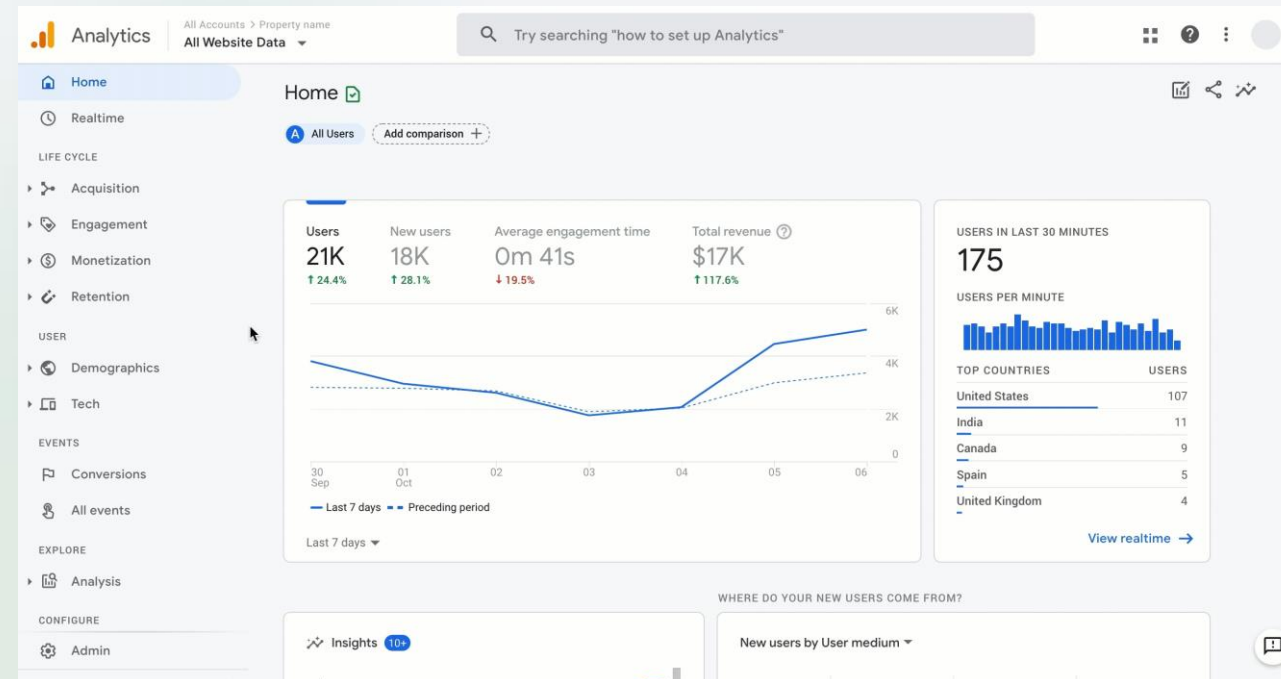
- **Unique meeting ID** (don't use Personal Meeting ID)
- **Not a recurring meeting**
- **Only authenticated users can join**
- In Involve event **Location field contains only the Zoom link**
- Encourage attendees to sign in with **campus email**



Google Analytics

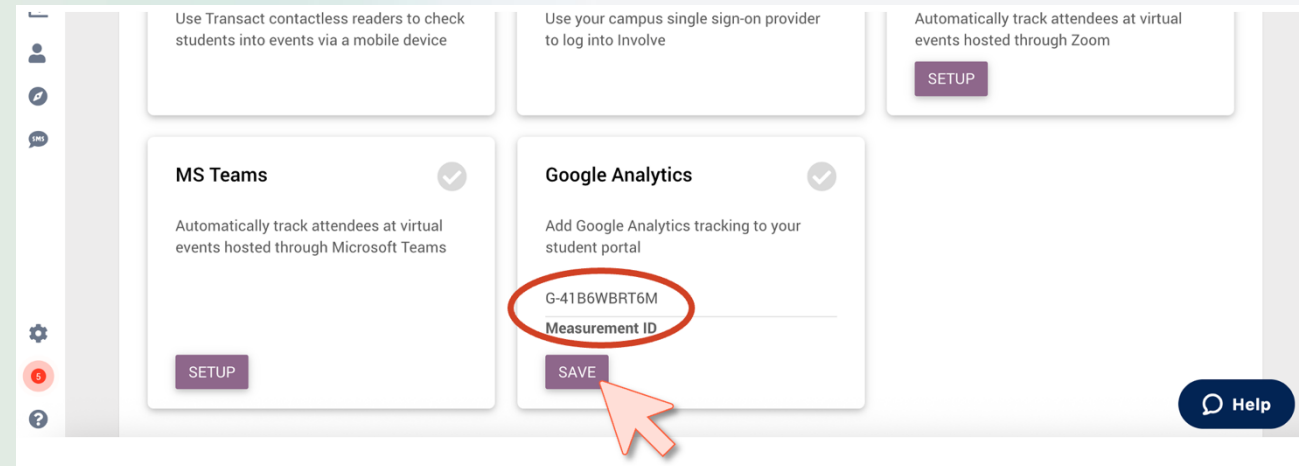
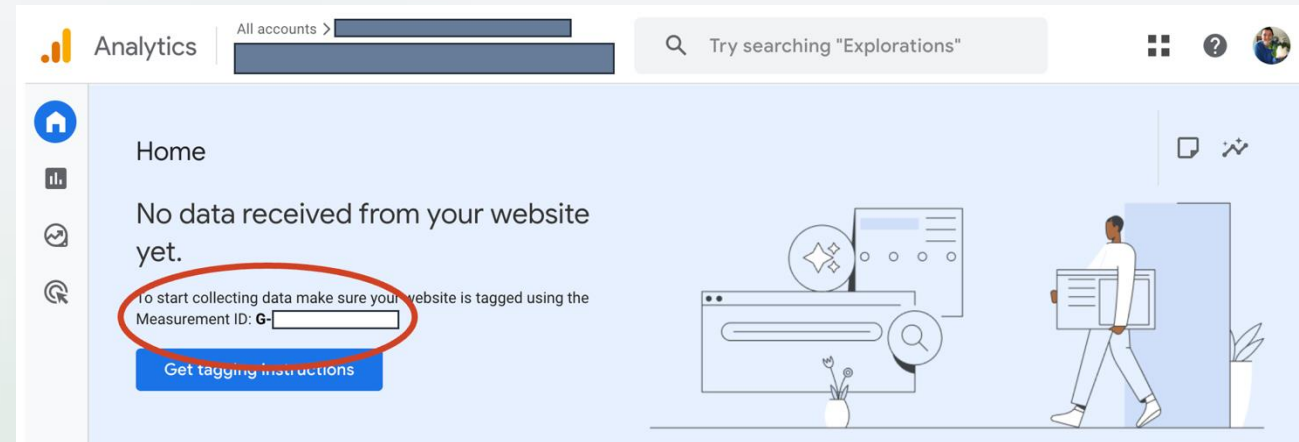
Google Analytics Integration

- Add GA Measurement ID in Involve Integrations
- Tracks traffic & engagement on the **web portal**
- Helpful for: traffic sources, page engagement, spikes after campaigns



Google Analytics – What to consider

- GA is most useful if you **drive people to the portal**
 - Does not track mobile app
- What does success look like for YOUR institution?
- Expect a ramp-up period once enabled

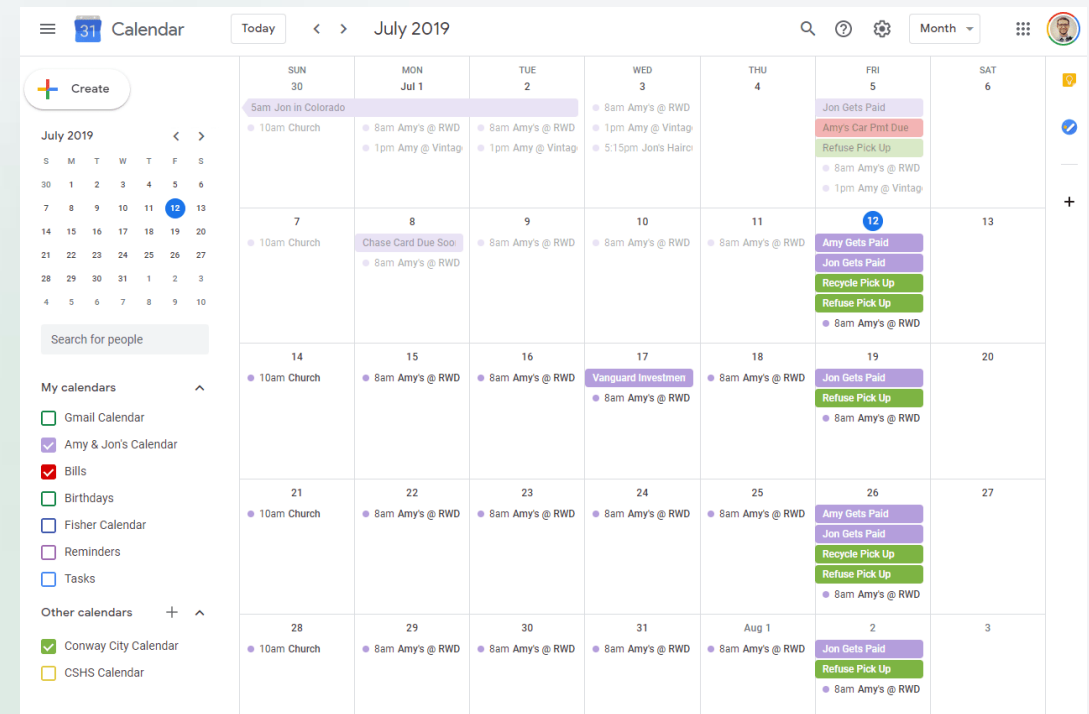


APIs, Feeds, & Calendar

Campus Website Integrations

APIs, Feeds, Calendar Integration

- Put Involve events/orgs where students already are
 - campus website
 - campus calendars (Google/Localist/etc.)
 - portals & apps (Blackboard / Modo / others)
- Levels of sophistication: simple → advanced



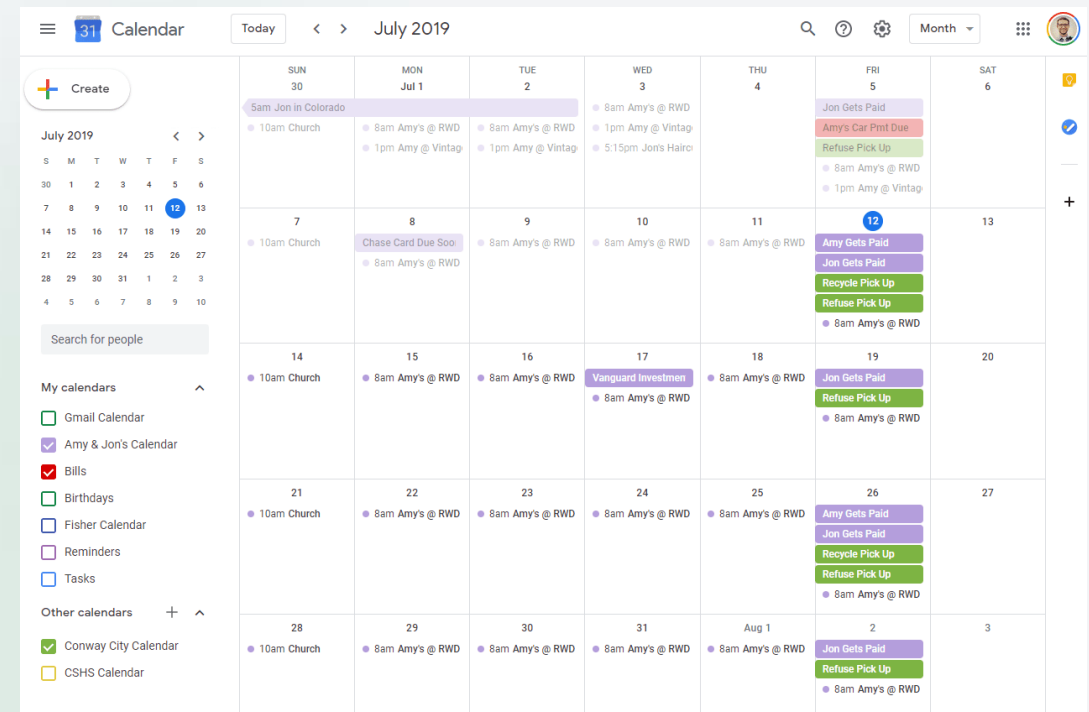
Who owns this API / Feeds integration?

- Usually owned by **webmaster / IT**
- Often *not* the primary Involvement admin
- Your role: advocate + bring the right info + share options



The “simple” option

- **Webcal/iCal feed:** import into campus calendars (Google Calendar, Localist, etc.)
- **iFrame calendar:** embeddable calendar on another webpage
- **Lower lift;** easier for non-developers to implement



The “Advanced” Option

- Most APIs are **JSON** and intended for developers
- Enables fully custom org/event experiences on campus websites
- Example: campus “org directory” + “events list” that updates live

The screenshot displays a grid of four event cards on a website. Each card features a date badge for '19 FEB', a header image, a title, time and location, and a short description.

Event Title	Time	Location
Commuter & Transfer Student Meet Up	12:30 - 2:00pm	Bowen-Thompson Student Union
Spirit Week Celebration at Social House	4:00 - 7:00pm	The Oaks
Name That Tune at Kreischer	4:00 - 8:00pm	
Student Skate Nights	10:10 - 11:00pm	

Sharefile & Data Reports

Request Your Data File

The screenshot shows the top portion of the 'modern campus involve' website. The header is dark blue with the 'modern campus involve' logo on the left. On the right, there are two buttons: 'SUBMIT A REQUEST' and 'SIGN IN'. A red mouse cursor is pointing at the 'SUBMIT A REQUEST' button. Below the header is a search bar with the text 'Search' and a magnifying glass icon. Underneath the search bar are three icons representing different features: 'FEATURED ARTICLES' (a hand pointing to a list), 'PRODUCT IDEAS' (a lightbulb with a circular arrow), and 'COMMUNITY FORUMS' (two speech bubbles, one with a question mark and one with an exclamation point). Below these icons is a 'Resource Center' section with the text 'Helpful articles, tips and resources to help you make the most of Involve™.' and two empty rectangular boxes.

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Request Your Data File



SUBMIT A REQUEST

SIGN IN

Submit a request

Select the form that fits your request.

-
- General Inquiry or Support Request
- Report An Issue
- Request a Report



Request Your Data File

Submit a request

Select the form that fits your request.

Request a Report

Your email address*

Subject*

Description*

Please enter the details of your request. A member of our support staff will respond as soon as possible.

Type of Report*

Please list the name and email of anyone additional you'd like to receive the report

Help

Express Report Options

1. Event Attendees
2. Student Members
3. Points
4. Organization Engagement
 1. Experiences Completed
 2. Experience Type Progress
 3. Service Hours
5. CCO Reports

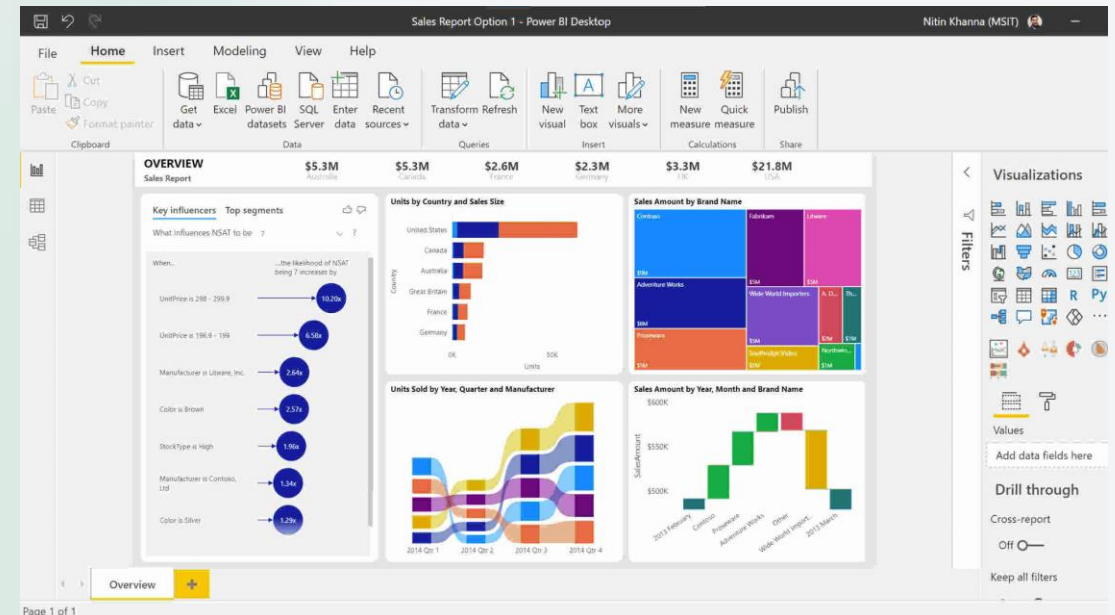
25

The screenshot shows an Excel spreadsheet titled "Student-Members-2024-06-12.xls" in Compatibility Mode. The spreadsheet contains a list of student members with the following columns: PersonName, Email, IDNumber, MemberRole, Organization, Organization, RoleStatus, RoleStart, RoleEnd, Athlete, Class, GPA, Major, Race, and Residency. The data includes names like Alfred Talton, Analise Thorr, and Ashly Walwoi, along with their respective roles and organizational affiliations.

PersonName	Email	IDNumber	MemberRole	Organization	Organization	RoleStatus	RoleStart	RoleEnd	Athlete	Class	GPA	Major	Race	Residency
Alfred Talton	kseale+7375	7375467	Treasurer	Francais s'tl	"Club", "Lang	Active	4/18/24		Yes	Graduate	3.0-4.0	Slavic Studie	American Ind	Off-Campus
Analise Thorr	kseale+3173	3173883	Vice President	Dog Walkers	"Club", "Studi	Active	1/24/24		No	Senior	3.0-4.0	Women and (Asian	Off-Campus
Analise Thorr	kseale+3173	3173883	President	Dog Walkers	"Club", "Studi	Inactive	1/24/24	1/24/24	No	Senior	3.0-4.0	Women and (Asian	Off-Campus
Anallise Taml	kseale+3751	3751485	President	Dog Walkers	"Club", "Studi	Active	1/24/24		No	Sophomore	2.0-2.9	Slavic Studie	American Ind	Off-Campus
Ashly Walwoi	kseale+6736	6736920	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	2.0-2.9	English Liter	Asian	Commuter
Bambie Girki	kseale+1954	195439	Member	CU Office of ("Department	Active	5/30/24		Yes	Junior	0.0-0.9	Economics	Black or Afric	Commuter
Bambie Girki	kseale+1954	195439	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Junior	0.0-0.9	Economics	Black or Afric	Commuter
Banky Skrine	kseale+3376	3376775	Member	Embroidery C	"Club", "Studi	Active	5/30/24		No	Junior	2.0-2.9	Women and (White	Resident
Barb Helwig	kseale+2911	2911864	Member	Embroidery C	"Club", "Studi	Active	5/30/24		No	Graduate	0.0-0.9	English Liter	Black or Afric	Resident
Barb Helwig	kseale+2911	2911864	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	0.0-0.9	English Liter	Black or Afric	Resident
Bellanca Kris	kseale+3358	3358567	Member	CU Pride Coe	"Affinity", "Sti	Active	5/30/24		Yes	Senior	0.0-0.9	Economics	Asian	Off-Campus
Bellanca Kris	kseale+3358	3358567	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	0.0-0.9	Economics	Asian	Off-Campus
Bettye Everit	kseale+5289	5289421	Member	CU Pride Coe	"Affinity", "Sti	Active	5/30/24		Yes	Senior	3.0-4.0	Women and (White	Off-Campus
Bettye Everit	kseale+5289	5289421	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	3.0-4.0	Women and (White	Off-Campus
Billie Chritf	kseale+7459	7459863	Member	CU Office of ("Department	Active	5/30/24		Yes	Graduate	0.0-0.9	English Liter	Alaskan Nath	Off-Campus
Boone Arndt	kseale+9947	9947268	Member	Embroidery C	"Club", "Studi	Active	5/30/24		Yes	Freshman	3.0-4.0	Economics	Black or Afric	Off-Campus
Brendin Dorr	kseale+1426	1426738	Member	CU Office of ("Department	Active	5/30/24		Yes	Junior	3.0-4.0	Business	Black or Afric	Resident
Bruce Hattif	kseale+8143	8143572	Member	CU Office of ("Department	Active	5/30/24		Yes	Junior	2.0-2.9	English Liter	Hispanic or L	Off-Campus
Cass Parcall	kseale+9918	9918303	Member	Embroidery C	"Club", "Studi	Active	5/30/24		Yes	Senior	0.0-0.9	Women and (Hispanic or L	Resident
Chris North	kseale+2717	2717141	Member	Puzzlers	"Gaming", "St	Active	5/30/24		No	Junior	1.0-1.9	Biochemistry	Asian	Off-Campus
Claudelle Sa	kseale+2905	290592	Member	Embroidery C	"Club", "Studi	Active	5/30/24		No	Sophomore	1.0-1.9	Slavic Studie	Alaskan Nath	Resident
Dallis Noyes	kseale+1025	1025914	Member	CU Pride Coe	"Affinity", "Sti	Active	5/30/24		No	Freshman	0.0-0.9	Biochemistry	Asian	Off-Campus
Dallis Noyes	kseale+1025	1025914	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	0.0-0.9	Biochemistry	Asian	Off-Campus
Dayna Legh	kseale+4451	4451433	Member	CU Pride Coe	"Affinity", "Sti	Active	5/30/24		Yes	Freshman	0.0-0.9	Women and (White	Resident
Deane McIne	kseale+3992	3992659	Member	CU Office of ("Department	Active	5/30/24		No	Junior	2.0-2.9	Slavic Studie	Asian	Off-Campus
Edithe Peare	kseale+6404	6404764	Member	Embroidery C	"Club", "Studi	Active	5/30/24		Yes	Senior	0.0-0.9	Biochemistry	American Ind	Resident
Ema Vizor	kseale+5148	5148759	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	3.0-4.0	Economics	Asian	Commuter
Fmery Suxon	kseale+8433	8433719	Member	CU Office of ("Department	Active	5/30/24		Yes	Senior	1.0-1.9	Slavic Studie	American Ind	Commuter

Reports/ShareFile feeds into dashboards

- Use Involve data outside the platform
- Examples:
 - Points → campus leaderboard
 - Attendance/service hours → dashboards (Power BI, etc.)
 - Typically requires institutional data/IT support



EMS / 25Live

EMS / 25Live

- One-way feed into Involve
- Campus defines a query/criteria to decide what flows over
- **Only makes sense if students submit events directly in EMS/25Live**



Reservation Integration

For use with EMS or 25 Live Organization / Group Mapping

Reservation System Id

Organization / Group ID from Reservation System

What comes over (and what doesn't)

- Imported events are **approved events** in Involve
- Core fields are controlled by EMS/25Live
- Students/org admins often add:
 - cover photo
 - descriptions
 - additional details (in Involve)



Reservation Integration
For use with EMS or 25 Live Organization / Group Mapping

Reservation System Id

Organization / Group ID from Reservation System

EMS/25Live: the “when NOT to do it”

- Don't do this if:
 - students don't access EMS/25Live directly
 - a staff member re-enters requests into EMS (common workflow mismatch)
- If your workflow differs, consider calendar feeds/APIs instead



Reservation Integration

For use with EMS or 25 Live Organization / Group Mapping

Reservation System Id

Organization / Group ID from Reservation System

Pathify

Pathify Integration

- Involve integrates with Pathify to highlight orgs/events on the Pathify Engagement Hub
- Designed for campuses using Pathify as a central portal experience



Transact

Transact (hardware-based check-in)

- Use Transact mobile readers for **contactless check-in** through the Involve mobile app
- Requires correct identifiers mapped in the data file
- Involve does **not** provide readers; institutions purchase from Transact



Nudges

Nudges Texting Add-On

- Nudges = add-on targeted texting campaigns to boost engagement
- Subscription includes **four outreach campaigns per year**
- Each campaign includes **3–5 messages**, written by texting experts

Involve Nudges GET NUDGES

It's time to take action.

99% Students Have Not Attended Events

82% Students Are Not Members

NUDGES HELPS YOU

Engage the Unengaged

Automatic Insights
Data you collect through Involve on uninvolved students automatically feeds into Nudges.

Timely Intervention
Launch Nudges at critical points, reaching students through proven SMS campaigns.

Using the power of Modern Campus - your Involve insights plus our proven Nudging technology - you can take action on your data.

Help

How to Launch Nudges

- Confirm Nudges availability with Account Manager / Support
- Ensure student phone numbers are available in the data
- Choose campaigns + complete campaign form + submit



When to use Nudges

- Best for:
 - early-term engagement pushes
 - re-engaging students who haven't attended events
 - driving app adoption / event discovery
- Use it when you have a clear behavioral goal (not “text for texting’s sake”)



Thinking of integrating?

Integration Advocacy Checklist

- Identify system owner (Zoom/Teams admin, webmaster, EMS team)
- Gather required information (Measurement ID, criteria/query, desired outputs)
- Decide simplest viable approach first (calendar feed vs API build)



What will you put into
practice after this webinar?

Quick Poll

Q&A

Please put your questions into
the Zoom Q&A feature!

Thank You

See you next month!

modern
campus

modern[®]
campus

