

Student Engagement Technology Stack Map

How connected systems increase student participation and measure impact

Students interact with multiple systems, but leadership needs to see one connected view.

STUDENT IDENTITIES



Undergrads



Grad Students



Club Leaders



Government



Volunteers



Voters

OUTBOUND COMMUNICATION



Communication Channels

- Email and text messaging
- Mobile app alerts
- Social posts
- Portal announcements

INBOUND ENGAGEMENT SYSTEMS



Event & Activity Mgmt.

- Event registration
- Ticketing
- Club activities
- Volunteer signups



Feedback & Voting

- Elections and polls
- Surveys
- Issue reporting

DATA FOUNDATION



Student Data & Profiles

Integrated ERP and membership engagement provide a single source of truth, linking communication, action, and measurement into a single ecosystem.

- Basic student identity and role information
- Enrollment and status
- Club memberships
- Participation history (events, clubs, leadership, voting, etc.)

ADDITIONAL SYSTEMS



Campus SIS

- Student records
- Academic information



ERP/Financial System

- Budgets and funding

REPORTING



Reporting & Analytics

Reporting turns activity into measurable insight, turning activity into strategy for:

- Participation insights
- Preferred methods of engagement
- Most popular events
- Retention
- Underserved communities
- Channel effectiveness

Learn more

Contact ArcherPoint by Cherry Bekaert to **schedule a free assessment** and start building a modern, resilient Student Union platform.

[Schedule Assessment](#)