

KAMPUS HALL

Campus Experience Platform

EXECUTIVE PROPOSAL

PAF CONNECT

The Campus Experience Platform for PAF-IAST

Prepared for the Management of
Pak Austria Fachhochschule Institute of Applied Sciences and Technology (PAF-IAST)

For review by: Rector • IT Administrator • Student Affairs • Procurement Office

Kampus Hall | 2026

Executive Summary

Students at Pak Austria Fachhochschule Institute of Applied Sciences and Technology (PAF-IAST) engage with a rich campus life through events, societies, competitions, workshops, internships, and expert sessions. Despite this, students often miss valuable opportunities because information is scattered across WhatsApp groups, student societies, departments, faculty members, notice boards, and social media, not because the opportunities lack value, but because there is no single, verified platform to discover them.

A society posts on Instagram. An event goes out over a WhatsApp group. A job opportunity is shared by a faculty member with one department. A workshop is advertised on a poster on a wall that most students walk past without reading. Each channel reaches a different subset of students, and no channel reaches all of them.

PAF Connect already solves this. It is a live platform, already used by PAF-IAST students, where everything happening on campus is discoverable in one verified place, filtered to what is relevant to them.

It is not an academic management system. It does not compete with the institute's LMS, or any other institute tool. It occupies the gap that none of those systems were designed to fill: the campus experience layer, the connection between students and the life of the institute outside the classroom.

PAF-IAST now has the opportunity to officially adopt and manage the platform, giving every student a single verified source for events, societies, announcements, expert lectures, workshops, competitions, internships, alumni, and campus opportunities. This proposal outlines what PAF Connect does, what official adoption means for students and administration, and how the transition to institute ownership would be carried out at PAF-IAST. It is intended as a starting point for a conversation, not a technical specification.

Strategic Opportunity

PAF Connect is more than a mobile application, it is an opportunity for PAF-IAST to officially own and strengthen the platform that is already driving student engagement across campus.

By officially owning the platform, PAF-IAST can improve communication, increase student participation, strengthen campus engagement, digitize internship management, build stronger alumni relationships, gain meaningful analytics, and centralize student life, all by taking ownership of a platform that already exists and already works.

Because the platform is already built, live, and in active use, PAF-IAST is not funding development or absorbing the risk of an unproven product. Implementation risk and deployment time are significantly reduced: the work ahead is official onboarding, branding, and systems integration, not building something from scratch.

The result is a more connected campus experience, stronger student participation, better communication between students and administration, and data-driven decision making for future student initiatives.

Why Existing Tools Are Not the Answer

The instinct is usually to extend something that already exists. But each current tool was designed for a specific purpose, and that purpose was not campus engagement.

Tool	What It Was Built For	The Gap
LMS	Academic administration	Built for academic administration (grades, attendance, fees). Extending it to campus life adds complexity, and the lack of a mobile app limits accessibility.
Microsoft Teams	Structured work collaboration	Built for projects and meetings, not open community discovery or casual student interaction.

Tool	What It Was Built For	The Gap
WhatsApp	Personal messaging	No governance, no analytics, no discovery. Access depends on knowing the right contact.
Social Media	Personal content	Algorithmically gated, outside institute control, fragmented across unofficial pages.

PAF Connect does not replace any of these. It is additive, a dedicated layer for campus life that sits alongside existing systems and does the job that none of them currently do.

What PAF Connect Is

PAF Connect is a mobile application, branded and operated exclusively for PAF-IAST, that brings campus life into one official place. It is built on the Kampus Hall Campus Experience Platform, which is designed specifically for higher education institutions.

The platform is organized around two ideas that run through everything it does.

One Place for Campus Life

Every society, department group, event, announcement, and opportunity on campus lives in one place. Students do not need to know which WhatsApp group to join or which Instagram page to follow. Everything is discoverable, searchable, and verified by the institute.

- **Communities** — every society, department, and student group on campus in one directory, with verified membership and direct community communication
- **Events** — a single calendar of everything happening at PAF-IAST, from society events to academic workshops to sports competitions
- **Announcements** — official institute communications published in one place, reaching every relevant student directly
- **Opportunities** — internships, research positions, competitions, workshops, hackathons, and career opportunities from both PAF-IAST and trusted external organizations such as Google, Microsoft, and industry partners.
- **Campus Services** — access the daily cafeteria menus, campus facilities, and other everyday student services from a single place.

Personalized to Each Student

The difference between PAF Connect and a notice board is personalization. Students follow the societies they belong to, set their interests, and receive content that is relevant to them. A first-year engineering student and a final-year business student see entirely different feeds, both accurate, both useful, neither overwhelming.

- Personalized feed — content ranked and filtered by communities, interests, and department
- Smart notifications — students are alerted about things they care about, not everything happening on campus
- Interest-based discovery — students find events and opportunities they did not know to search for

Smart Internship Management

Smart Internship Management is an institute-grade internship attendance and compliance solution built directly into PAF Connect. Students check in and check out of their internships from the app, and geofencing ensures attendance is only recorded when a student is physically present at their assigned

workplace. Students outside the approved location cannot check in or check out, removing the possibility of proxy attendance.

The module works offline, with attendance recorded on the device and automatically synchronized once internet connectivity returns, so field placements in low-connectivity locations are never a barrier. It integrates directly with PAF-IAST's existing backend system, so no duplicate systems or manual reconciliation are required, and institute administrators can monitor internship attendance and compliance directly from their existing backend.

Alumni Network

The Alumni Network module turns PAF Connect into a professional networking ecosystem that keeps graduates connected to PAF-IAST long after they leave campus. Students can browse verified alumni, view their profiles, and see their current companies and job positions, giving current students a realistic picture of where a PAF-IAST degree leads.

Students can read alumni success stories, connect directly with alumni, and request mentorship to build professional relationships that support their career development. For the institute, the module strengthens lifelong engagement between graduates and the PAF-IAST community, turning alumni from a one-time record into an active, ongoing network.

Emergency Alerts

PAF Connect can deliver urgent notifications directly to students during emergencies or unexpected situations, ensuring important information reaches the right audience immediately. Alerts can be targeted to specific departments, or the entire institute.

What This Means for PAF-IAST Administration

The administrative case for PAF Connect is as straightforward as the student case. Right now, the institute has no consolidated picture of how students engage with campus life. Society funding decisions are made without data. Event turnout is measured manually, if at all. There is no way to know which announcements were read and which were not.

PAF Connect changes that. Every interaction on the platform generates data: event registrations, community membership, notification open rates, active users by faculty, participation trends over time. This gives administration, for the first time, an evidence base for decisions about student engagement, campus initiatives, and resource allocation.

- Verified communities — every society and group on the platform is approved by the institute
- Controlled announcements — official communication goes through one channel, under institute authority
- Engagement analytics — dashboards covering event participation, community growth, notification reach, and activity trends
- Reduced reliance on unofficial channels — students have a better option, and most will use it
- Digitized internship oversight — attendance and compliance monitored directly from the institute's existing backend, with no manual reconciliation
- Stronger alumni relationships — a verified alumni network that supports mentorship and long-term engagement with graduates
- Full data ownership — all institute and student data belongs to PAF-IAST, not Kampus Hall

Security and Data

All student data remains under PAF-IAST's ownership and control. Any data used by Kampus Hall to improve the platform will be requested.

- Role-based access — students, society admins, and institute administrators each operate within defined permission boundaries
- Institutional authentication — the platform can integrate with PAF-IAST's existing authentication system, subject to IT Administrator approval, so students use their existing institute credentials.
- Regular backups and audit logs to ensure accountability and traceability of administrative actions.
- Student data handled in accordance with applicable privacy standards
- Internship attendance data integrates securely with PAF-IAST's existing backend system, subject to IT approval, so no separate system or duplicate student records are required

Analytics

The Admin Web Portal gives institute staff a clear view of how students are engaging with campus life. No technical expertise is needed to read it.

Metric	What It Shows
Event Participation	Registrations and attendance by event, society, and department
Community Growth	Membership trends for each society and group over time
Notification Reach	Percentage of the target audience that opened a given announcement
Active Users	Daily, weekly, and monthly engagement across the platform
Internship Attendance	Check-in and check-out records verified by geofencing against each student's assigned internship location
Internship Compliance	Completion status against required internship hours, flagged automatically for missed or incomplete check-ins
Alumni Engagement	Verified alumni profiles, mentorship connections, and engagement with the alumni network over time

Implementation Timeline

The timeline below begins once PAF-IAST has provided the required API access, technical documentation, and authentication credentials.

PAF Connect is already live and operational at PAF-IAST's Mang Campus. The phases below reflect official onboarding and systems integration, not software development.

Phase	Timeframe	What Happens
Official Platform Onboarding	Month 1	Official onboarding of PAF Connect under PAF-IAST branding, with community structure and platform configuration
Authentication & Backend Integration	Months 1–2	Integration with PAF-IAST's existing authentication and backend systems, subject to the institute's IT administration
Internship Management Integration	Months 2	Configuration of Smart Internship Management, including geofenced internship locations and backend attendance synchronization

Phase	Timeframe	What Happens
User Migration & Staff Training	Months 2	Migration of existing student users to official institute branding, staff training, and official institute-wide rollout
Alumni Module Deployment	Months 3	Deployment and configuration of the Alumni Network module, including verified alumni onboarding
Continuous Optimization	Months 4–6	Ongoing feedback, platform enhancements, and continuous optimization based on PAF-IAST's evolving requirements

Pricing

A transparent pricing model with no hidden tiers. The one-time implementation fee covers platform configuration, PAF-IAST branding, authentication integration, deployment, onboarding, and training.

Campus Experience Platform

Item	Pricing
Implementation (One-Time)	PKR 100 per user
Maintenance, Support & Evolution	PKR 10 per user / month

Below are the total combined costs for the total 5,000 institute users, which include students, faculty and staff members. The Internship Management and Alumni Network is a separate feature, specifically for this institute, therefore it is billed separately.

Illustrative Cost — Mang Campus (5,000 Users)

Item	Amount (PKR)
Platform Implementation	500,000
Internship Management + Alumni Network (Features)	200,000
Total One Time Implementation (Combined)	700,000
Maintenance, Support & Evolution	50,000 / month

Maintenance, Support & Evolution

Platform Maintenance, Support & Evolution begins two months after project commencement, following deployment and launch. It includes technical support, bug fixes, system monitoring, security updates, testing, version upgrades, workflow customization based on PAF-IAST's evolving requirements, and continuous platform improvements.

Commercial Terms

- 50% of the implementation fee is payable upon project commencement, with the remaining 50% due upon successful deployment.
- The Maintenance, Support & Evolution fee shall be paid quarterly in advance, with each payment covering the upcoming three-month service period.
- The Maintenance, Support & Evolution fee is reviewed annually and increases by 10% after the first year of service to support continued platform development, infrastructure, security enhancements, and new feature releases.
- Initial contract term: 4 years.

Platform Evolution

Kampus Hall is built exclusively for higher education and continuously evolves alongside its institute partners. Throughout the contract period, PAF-IAST will receive platform enhancements, new Campus Experience modules, and future capabilities, such as AI-powered recommendations, career services, additional administrative modules, and other future integrations from Kampus Hall Campus Experience Platform, without additional implementation costs. As institute requirements evolve, workflows and platform capabilities can also be refined to ensure the platform continues to meet PAF-IAST's long-term needs.

Risk Mitigation

Risk	How It Is Managed
Disruption to existing systems	PAF Connect is additive. The LMS, Microsoft Teams, and all other systems continue to operate independently.
Unproven technology	Not applicable. The mobile apps already exist, are already live on both the Google Play Store and Apple App Store, and are already in daily use by PAF-IAST students. PAF-IAST is adopting a proven platform, not funding an experimental one.
Low adoption	Already resolved. The platform has already achieved organic student adoption at PAF-IAST as a student-led initiative, with excellent engagement and positive feedback. Official adoption strengthens governance and reach rather than starting adoption from zero.
Governance and data quality	Official institute ownership improves governance, data quality, adoption, and long-term sustainability, turning a student-led initiative into an institutionally managed asset.
Data or security concerns	All data belongs to PAF-IAST. Role-based access, secure authentication, and regular backups are standard.
Integration delays	Core platform features are available without full authentication integration; deployment proceeds in parallel.
Scope changes	Future modules can be added or removed without affecting existing services.

Next Steps

This proposal is a starting point for official adoption. It is designed to give PAF-IAST's management a clear picture of the opportunity and to prompt a conversation, not to answer every question in advance.

We would welcome the opportunity to present PAF Connect in person to the relevant institute team: a live demonstration of the platform as it exists today, a discussion of official adoption and systems integration at PAF-IAST, and answers to whatever questions IT, Student Affairs, and Procurement need to take this forward.

- Executive review by PAF-IAST management and Student Affairs
- Platform demonstration, showing PAF Connect exactly as it operates today
- Technical review and backend integration planning with the IT Administration
- Commercial agreement and procurement review
- Official institute adoption and campus-wide rollout