

# 2020 Digital Press Kit copy

## Newsletter Copy

### BEFORE August 10, 2020

On August 10, 2020, NAUgo will launch new features to its award-winning app to provide tailored information for students. LOUIEgo will display course schedules, grades, advisor contacts, and action items such as holds, to-do items, and account balance. LOUIEgo will be wrapped into two new experiences, or personas:

- The Flagstaff Campus persona is for students on the mountain campus and includes all of the current NAUgo content as well LOUIEgo within a fresh, clean design.
- The Statewide experience provides information specific to statewide students as well as LOUIEgo.

The NAUgo Guest experience (the current NAUgo) will continue to offer rich content and will be available for non-students.

NAUgo is available from the iOS App Store and Google Play Store.

### AFTER August 10, 2020

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## Social Media Copy

Download the new NAUgo featuring LOUIEgo today to view your course schedule, grades, financial information, and more. Your Campus | Your Way - LOUIEgo at your fingertips! Available in the iOS App Store and Google Play Store - get it today!