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Measuring the Impact of a Centralized Campus Platform on Student Interactivity and Community Building

Vaishali Kapure[1*], Deepika Ajalkar, Devansh Pisalkar[2], Vedant Khannade[3], Arti Patle,Virat Awargand[4]

Department of Cyber Security and Data Science G H Raisoni College of Engineering and Management, Pune, India

[*]Corresponding Author

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ABSTRACT

Within the context of the digital age, the development of a professional network plays a vital role in the career progression and advancement of students who seek to transition from academic environments to a professional setting. While the global platform offers a sense of widespread opportunity in the context of a networking forum, there remains a lack of academic nuance and personalized attention with regard to the student community.

The goal of this project is to design and develop CAMPUS CONNECT, a professional networking site exclusively for the student community of the college. Through this platform, various features are to be provided, such that students can showcase their skills, share projects, internships, jobs, and form relationships with others within an academic environment that they trust and are comfortable with.

To achieve this goal, the system was designed using user-centered design, which follows an agile methodology in its creation. The system also includes core components of a social networking site, such as user profiles, connections, sharing of projects, mentoring, and job sharing. The database for the system was designed with a structured form to handle user data, connections, and content efficiently while promoting a smooth flow of operations.

Through the CAMPUS CONNECT implementation, the accessibility of networked opportunities, better collaboration between students, and the highlighting of student skills and accomplishments within the school community have been achieved. CAMPUS CONNECT has established a personalized and specific network system unlike other general network systems.

In conclusion, CAMPUS CONNECT creates a nurturing digital environment that enhances community participation, sharing of knowledge, and increases the employability of students through closing the gap between learning and networking in a professional domain.

Keywords: CAMPUS CONNECT (CC)**,** Networking, Professional Development, Student Community, Career Opportunities, Social Platform.

INTRODUCTION

The accelerating expansion of smart technologies has reshaped the way people communicate, learn, and seek professional prospects. Social networking sites, especially, have become foundational to professional development through allowing users to construct professional personas, interact with colleagues, and engage with employers worldwide. It has been shown that websites like LinkedIn have been very successful in bridging the gap between industry and academia by providing room for professional networking and exploration of career [1]. Likewise, websites like Handshake and Graduway are exclusively tailored for students and alumni, which speaks volumes about the growing importance of institution-centered digital environments.

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Even with these developments, one main limitation exists: most of the platforms available today are intended for a large, worldwide audience and tend to neglect the specialized demands of localized scholarly communities [3]. Students from a single institution need networking spaces that connect them to external employers as well as allow them to collaborate with peers, alumni, and mentors from their same scholarly background. The lack of such specialized platforms causes a gap between the career development resources that exist within colleges and the tools that are used by students outside of them.

To fill this void, CAMPUS CONNECT has been envisioned as a special networking site solely for students, alumni, and faculty members of College. In contrast to multipurpose platforms, it focuses on community-centric development by merging social networking aspects with academic context. Users may establish professional profiles, post innovative projects, ask for advice, and meet alumni or recruiters with acquaintance of their institutional background. Through institutional bonding, CAMPUS CONNECT fortifies institutional connections while, at the same time, bolstering employability.

The innovation of this work is in its customized approach: an enclosed yet dynamic environment that fosters collaboration, mentorship, and knowledge-transfer in a secure setting. By applying user-centered design and agile development methods, the platform aims to experience people with a friendly experience, making it simpler to manage connections, opportunities, and resources. This paper introduces student interactivity system implementation, design methodology, and anticipated impact, demonstrating its importance in filling the gap between industry and academia for College students.

Although global professional networking platforms such as LinkedIn provide students with access to diverse opportunities, their generalized nature often makes them less effective for institution-specific communities. Students of College face challenges due to this lacking gap.This creates a gap between the resources available within the college and the tools students use externally, highlighting the need for a networking solution that is both personalized and community-driven.

The very main objective of *CAMPUS CONNECT* is to create a dedicated online platform tailored specifically to the College community, bridging the gap between students, alumni, and potential employers. The platform seeks to provide a personalized space where students can showcase their skills, projects, and achievements, while simultaneously enabling structured mentorship and collaboration with alumni. By consolidating career-related resources into a single ecosystem, the platform aims to create direct pathways to internships and job opportunities, fostering a sense of belonging and trust among its users. Ultimately, *CAMPUS CONNECT* strives to enhance employability, strengthen academic-industry linkages, and build a supportive environment that empowers students to confidently transition from academia to professional careers.

System Architecture

The system architecture of *CAMPUS CONNECT* is developed using a three-tier architecture model, ensuring scalability, security, and efficient data flow. It has the following, presentation layer (frontend), the application layer (backend), and the data layer (database).

1. Presentation Layer Frontend: The frontend is developed using React.js, providing an interactive and responsive user interface. This layer enables students, alumni, and employers to create profiles, showcase skills, post projects, search opportunities, and communicate seamlessly. The design follows user-centered principles to ensure accessibility and ease of use.
2. Application Layer (Backend): The backend is made working using Node.js with Express.js, serving as the middleware between the frontend and the database. It manages user authentication, authorization, and business logic such as profile management, job postings, mentorship connections, and notifications. APIs (RESTful services) are used to enable smooth communication between the client and server.
3. Data Layer (Database): A MongoDB database is used to store and manage user- related data such as profiles, skills, posts, job opportunities, and connection requests. Its flexible schema allows for efficient handling of unstructured data like multimedia (resumes, project images, etc.) while maintaining scalability.

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4. Security Layer: To ensure secure operations, the system incorporates JWT-based authentication for login sessions, bcrypt encryption for password protection, and role-based access control for different users.
5. External Services: Cloud-based services such as MongoDB Atlas (for database hosting) and Firebase/Cloudinary (for file storage and media handling) are integrated to improve reliability and performance.
6. Whitelist Signup Algorithm: This algorithm only allows a set of predefined entities to register and login in the sign-up page. The entities are defined in the MongoDB Atlas Cloud. Only true registration numbers will be allowed to register.

Figure 1: System Architecture

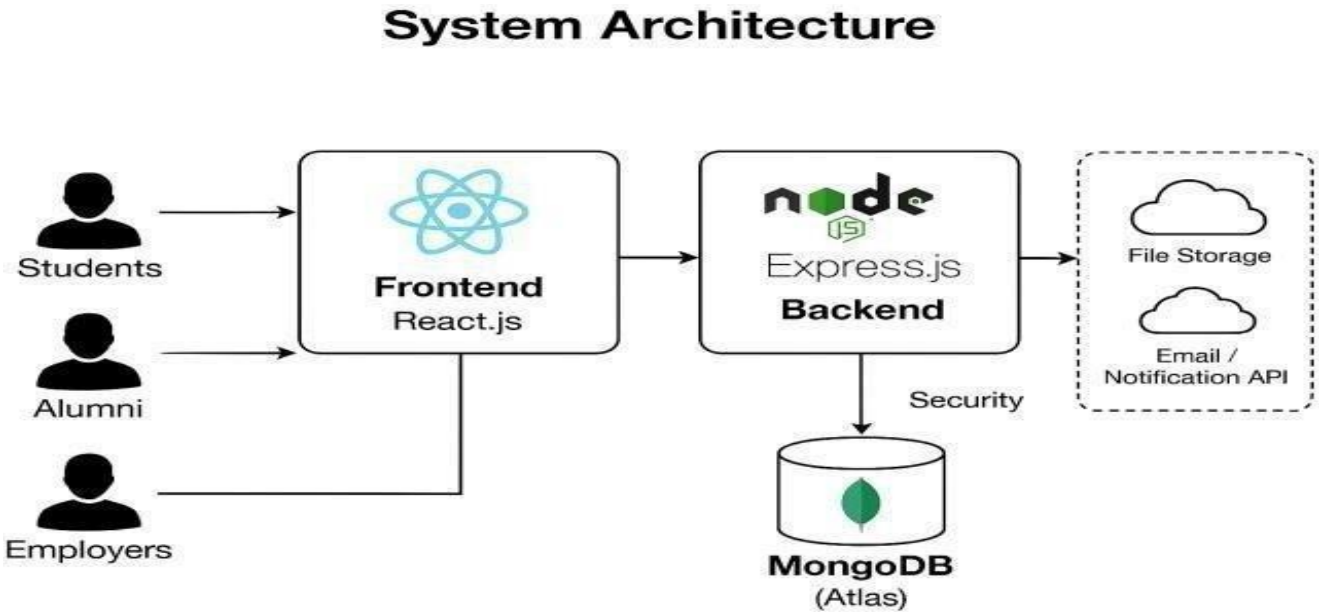
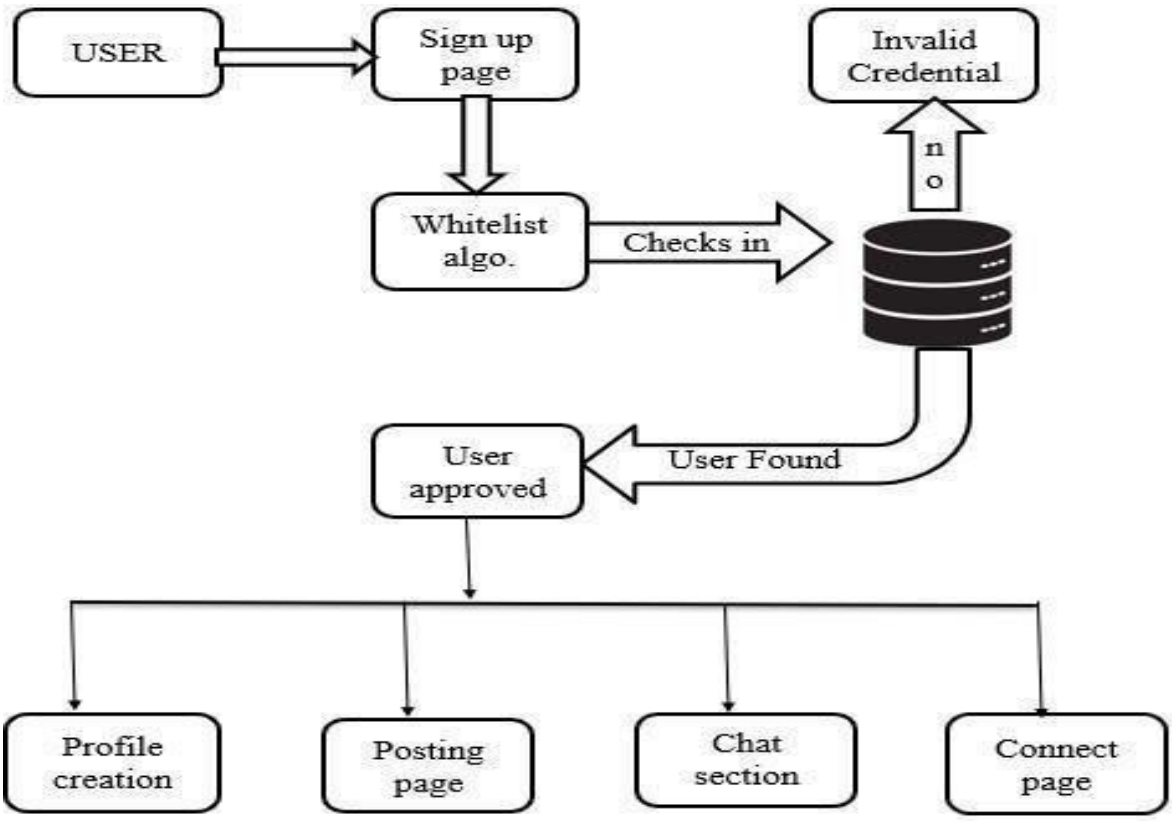


Figure 2: Block Diagram for Campus Connect



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The diagram depicts a walkthrough of the CAMPUS CONNECT platform access and registration process for users.

It starts with receiving input from a user when they attempt to open the sign-up page. The information received is validated by a whitelist algorithm. The algorithm confirms whether the user is affiliated with an approved college community.

This is done by comparing the user information to a database that contains information about approved students. If the user information does not correlate with the one in the database, the program sends an "Invalid Credential" response. If otherwise, the user is marked "User approved."

The moment the approval comes through, the user is then allowed to enjoy the primary functions of the application. The primary functions of the application, as discussed, shall lead the student through creating their profile by adding different information about themselves.

Additionally, the application offers the posting page, which allows the users to post anything they wish. Furthermore, the application has the chat section and the connect page.

Overall, the diagram presents a secure authentication and feature access path structured exclusively for a campus networking system.

Literature Survey

The literature review helped researchers understand the current stack of technology in their field, including key theories, concepts, and methodologies.

Table 1: Literature Survey

Author	Key Contribution	Relevance to the project
[1] LinkedIn Help Centre (2002)	Introduced the core idea of online professional networking platforms.	Provides the base concept for *CAMPUS CONNECT*, showing how professional networking can be digitized and structured.
[2] Zhang, D., & Kumar, R. (2023)	Analytical study using surveys among students and faculty	Directly supports the rationale for creating a studentfocused network, validating that academic- specific platforms are more impactful.
[3] Nureni Ayofe Azeez, Sanjay Misra, Ihotu Agbo Margaret, Luis Fernandez-Sanz, Shafi'i Muhammad Abdulhamid (2021)	Automated whitelist- based phishing detection with ~96.17% accuracy and ~95% true- positive rate.	Ensures security for *CAMPUS CONNECT*, as phishing prevention and safe login are critical for student data protection.
[4] Jennia Hizver & Tzi-Cker Chiueh (2012)	Ensures only preapproved binaries execute in managed VMs; out-of- VM enforcement (agentless).	Demonstrates the role of secure whitelisting for backend services, ensuring a trustworthy platform environment.

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[5] Patel, A., & Verma, S. (2023)	Demonstrated the success of digital platforms in building strong campus networks.	Directly relevant as it validates that campus-specific platform.

METHODOLOGIES

A. Requirement Analysis

Identified user roles: Students, Alumni, Faculty, Recruiters, Admin.

Functional needs: Login, profiles, post opportunities, chat, notifications.

Non-functional needs: Security, responsiveness, scalability.

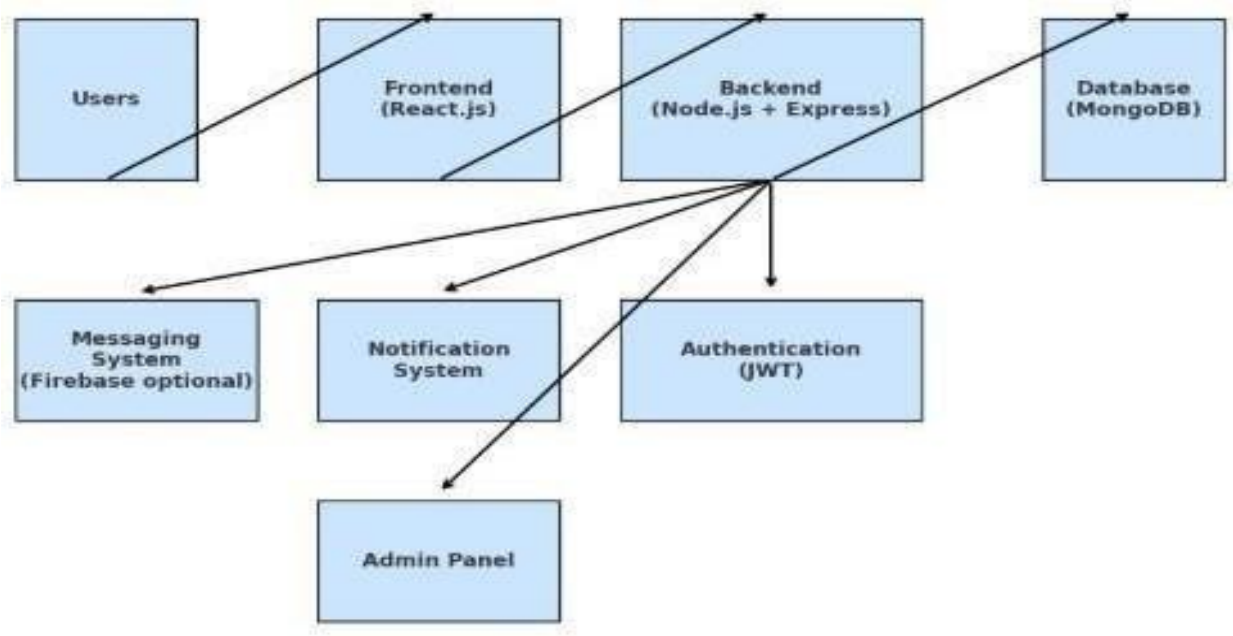
B. System Design

After gathering requirements, the system architecture and design were formulated. A modular approach was used to design separate components such as:

1) User Management
2) Content Posting
3) Messaging System
4) Notification System
5) Admin Panel

The proposed architecture implements a client-server model using the MERN stack (MongoDB, Express.js, React.js, Node.js). Entity Relationship (ER) diagrams and Data Flow Diagrams (DFDs) were created for visualizing data movement and interactions between users and the system.

Figure 3: Work Flow Diagram



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C. Integration

Once frontend and backend modules were developed, they were integrated using RESTful APIs. Axios was used to make HTTP requests between the frontend and backend. Firebase was considered for real-time chat functionalities. Testing was done at each stage to ensure seamless communication between client and server. Deployment- ready environment variables and configuration files were used for flexibility in both development and production.

1) Frontend and backend connected using REST APIs.

2) Optional: Firebase for real-time features like chat.

3) Whitelist Signup Algorithm:

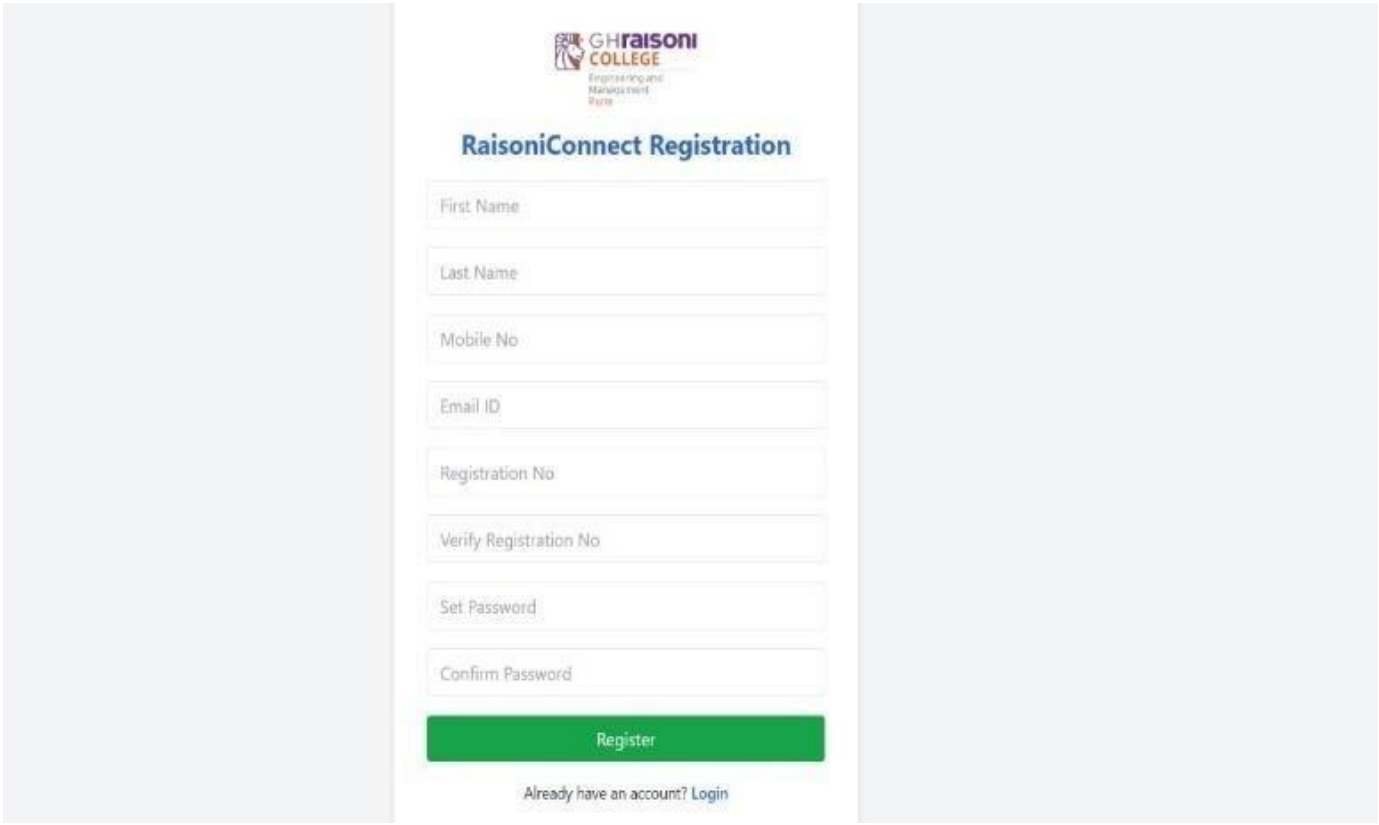
Only allows the users who are already predefined in the dataset to register on the webpage.

Outcomes

The anticipated outcome of *CAMPUS CONNECT* is the development of a dedicated, secure, and scalable networking platform tailored exclusively for the students, faculty, alumni, and recruiters of G.H. College. The system is expected to foster academic collaboration, professional growth, and institutional engagement through a structured digital ecosystem.

Firstly, the platform will enhance **peer-to-peer interaction** by enabling seamless communication among students, thereby encouraging teamwork on academic projects, research initiatives, and co-curricular activities. Secondly, it will provide a structured space for **alumni engagement**, offering mentorship opportunities, career guidance, and fostering long- term connections that strengthen the academic community.

Figure 4: Registration Page



This is the registration which allows user to register on the platform. It also checks for the existing users as well as the new user and whitelist signup algorithm is linked with it.

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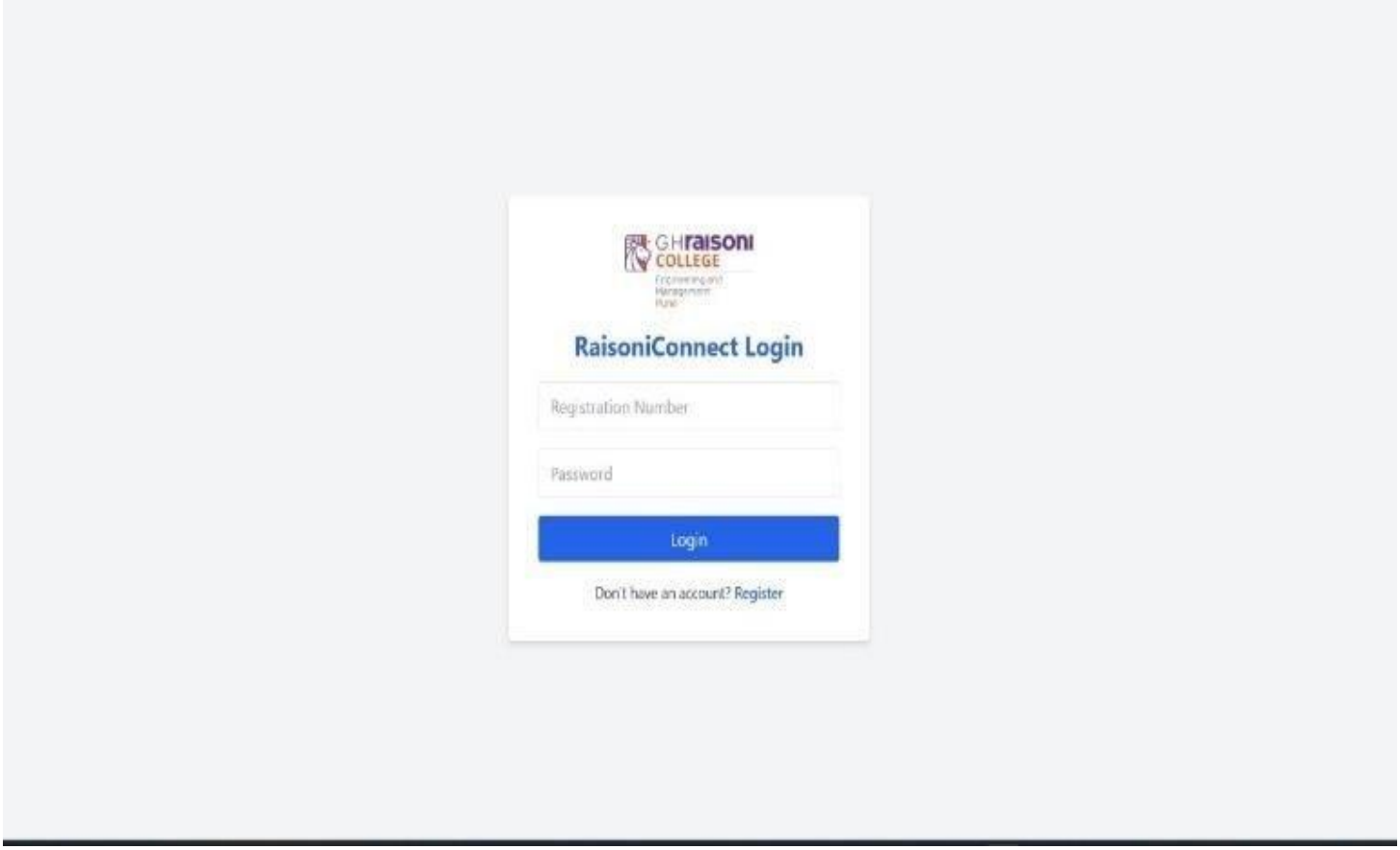
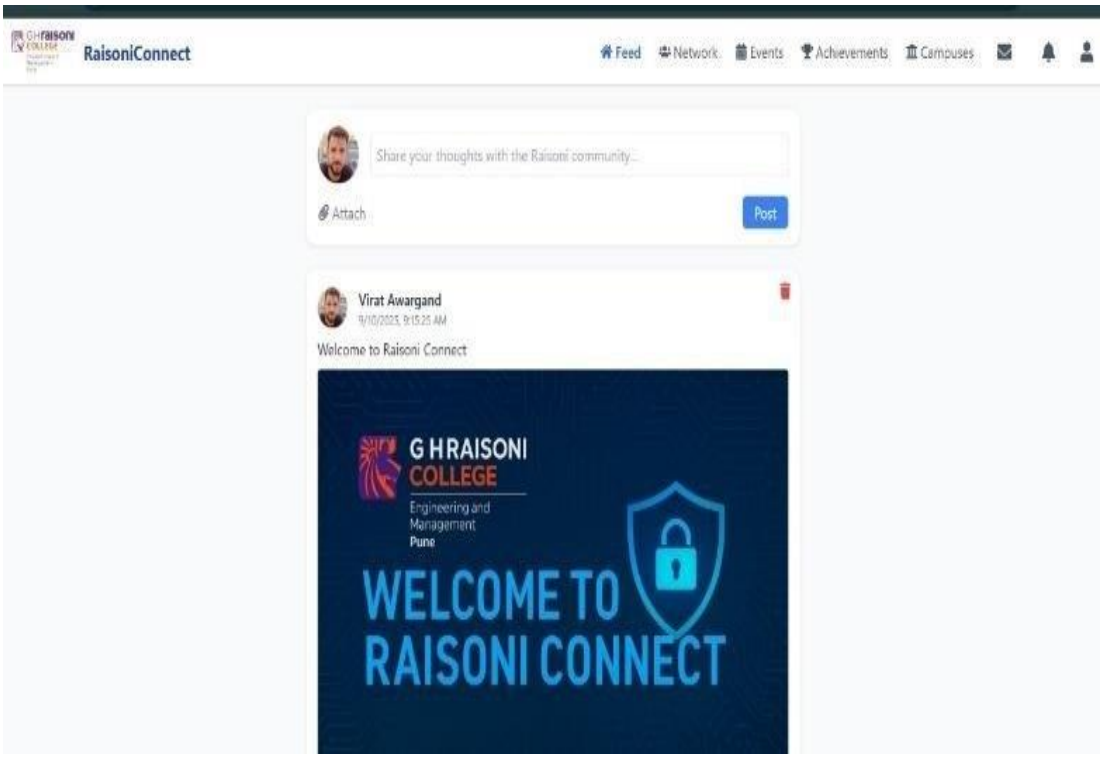
Figure 5: Login Page



This page allows users to login on the platform also whitelist signup algorithm is linked with it.

Figure 6: Feed Page



As shown this page is used to display the feeds and the posts made by the users over the platform also it can be considered as the main page of Campus connect platform.

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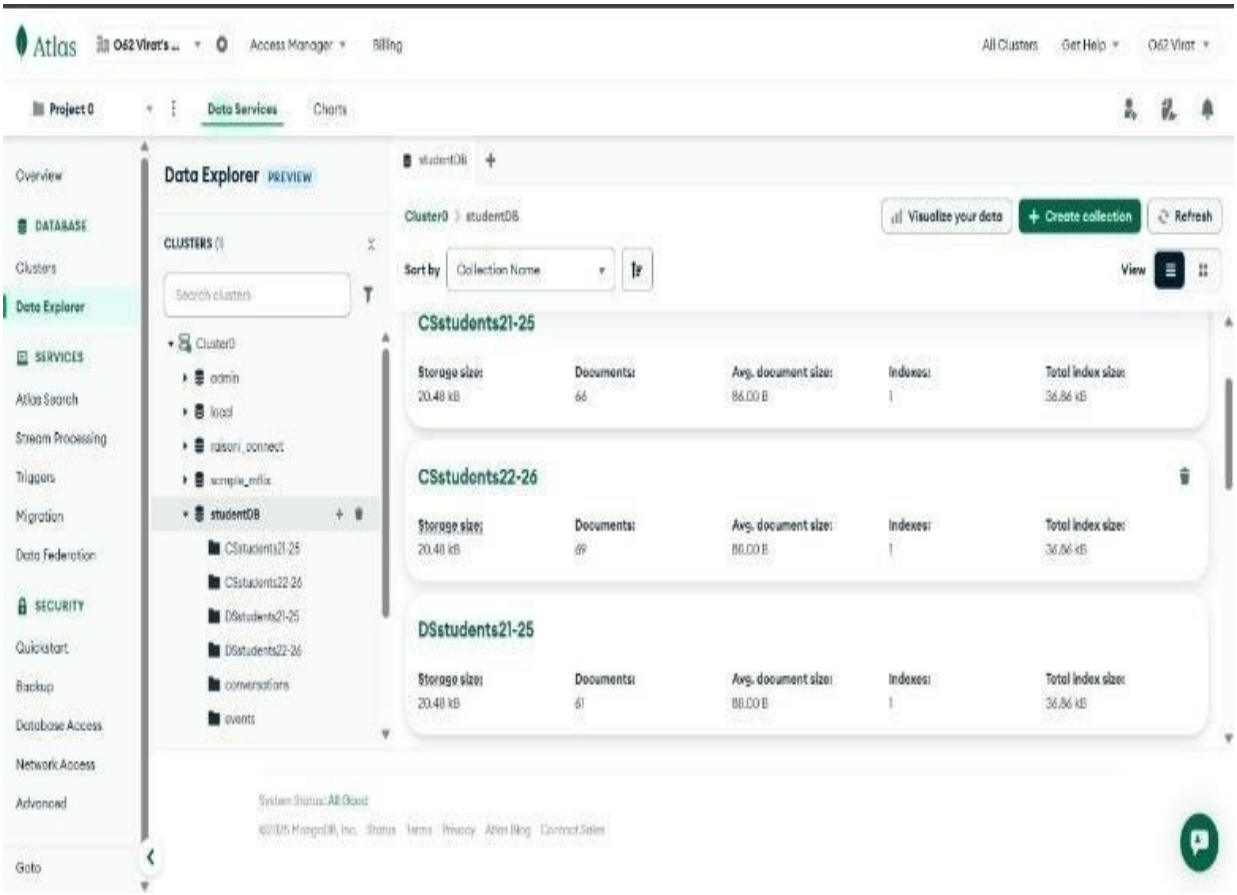
Figure 7: Mongo DB Atlas Database



The following are the final implementation screenshots of the fully working website and you can see the MongoDB Atlas Cloud storage the data of students have been stored there in JSON format.

Ultimately, the expected outcome is a **fully functional web- based platform** that not only addresses current networking limitations but also sustains long-term growth by fostering collaboration, innovation, and professional development within the ecosystem.

Future Scope

The proposed *CAMPUS CONNECT* platform possesses significant potential for future advancements and scalability. While the initial implementation focuses on building a secure, web-based networking system for students, alumni, faculty, and recruiters, several enhancements can be integrated to expand its functionality and impact.

One of the major directions for improvement is the **development of a mobile application** using frameworks such as *Flutter* or *React Native*. This will ensure greater accessibility, real-time notifications, and ease of use, thereby increasing user adoption and engagement.

Furthermore, the integration of an **AI-driven recommendation system** can enhance personalization by suggesting relevant internships, projects, research opportunities, and professional connections based on user profiles and interests. Such a system would significantly improve the efficiency of information discovery and career development within the academic community and make it easy.

In addition, the platform can be **scaled to a larger ecosystem** by integrating multiple institutions if database resources are available. This expansion would foster inter-institutional collaboration, improve research visibility, and establish a broader professional network that benefits both students and industry stakeholders.

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Thus, the future scope of *CAMPUS CONNECT* lies in creating a more intelligent, accessible, and large-scale networking ecosystem that continues to evolve with technological advancements and institutional needs.

CONCLUSION

The *CAMPUS CONNECT* platform represents a focused initiative to bridge the gap between students, alumni, faculty, and recruiters within colleges. By providing a secure, structured, and college-specific networking environment, it enables students to showcase their skills, seek mentorship, and explore opportunities for collaboration and employment. Unlike broader platforms, its tailored design fosters a strong sense of belonging and relevance to the academic community. The platform not only enhances peer-to- peer engagement and alumni involvement but also contributes to improving student employability and institutional reputation. With its potential for future expansion through mobile accessibility, AI- based recommendations, and multi- institutional integration, *CAMPUS CONNECT* stands as a sustainable solution that can evolve with the changing needs the future specific relations and of academia and industry.

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