Modo Labs Named AWS Champion for Higher Education AI Innovation for Second Consecutive Year

Recognition highlights Modo's work with UA-PTC where embedded AI achieved 94.5% student adoption and increased engagement with admissions content by 253%

BOSTON, MA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Modo Labs, provider of the Modo Campus Experience Platform, today announced it has been named a 2026 AWS Champion, marking the second consecutive year the company has received the recognition from Amazon Web Services (AWS).

> Modo customer UA-PTC shows how trusted AI, embedded directly into the student experience, can expand access to support, reduce friction, and create measurable value for both students and staff."
>
> *Andy Umans, General Manager, Higher Education, Modo*

The AWS Champions program recognizes organizations demonstrating innovation and impact with AWS. Modo was recognized for bringing practical, scalable AI directly into the higher education student experience, including its work with University of Arkansas–Pulaski Technical College (UA-PTC).

UA-PTC deployed Modo's AI technology within its existing Modo Campus app to give students 24/7 access to personalized support while helping reduce repetitive requests for staff. The results demonstrate the impact of making AI part of the student experience rather than another standalone destination:

94.5% student adoption, making the AI experience the most-used feature in the UA-PTC mobile app
253% increase in app interactions, with traffic more than doubling compared with the next most active module
140% increase in prospective student engagement, helping support recruitment efforts

"We're proud to be named an AWS Champion for the second consecutive year and to continue working with AWS to make AI practical and impactful for higher education," said Andy Umans, General Manager, Higher Education, Modo. "Our work with Modo customer UA-PTC shows how

trusted AI, embedded directly into the student experience, can expand access to support, reduce friction, and create measurable value for both students and staff. That's the kind of AI innovation we believe can meaningfully move higher education forward."



AWS Champion Winner

From AI Answers to Student Action
Rather than introducing another disconnected chatbot, Modo enables institutions to bring AI into the digital experiences students already use. With Modo My Agent™, students can get personalized, role-aware support across the campus experience and increasingly move from asking questions to taking action.

At UA-PTC, students use AI as a personal "campus search engine" and "financial concierge," finding information ranging from academic deadlines and student funding to campus events, student organizations, and technical support. Because Modo Campus integrates with core campus systems, the experience can go beyond finding information to helping students resolve common questions and requests in one connected experience.

For staff, the technology helps reduce repetitive, low-impact requests so teams can spend more time providing personalized, higher-value student support.

"We considered building our own AI assistant, but the time, talent, and ongoing maintenance it would require made that path unsustainable," said Wayne Floyd, Chief Information Officer at UA-PTC. "Modo had their AI knowledge agent up and running for us in no time—and at a fraction of the cost. More importantly, it saved my team countless hours we can now spend on other high-impact initiatives."

Building a More Connected Campus with AWS
Modo's AI capabilities leverage AWS infrastructure, including Amazon Bedrock, to help institutions deliver secure, scalable AI experiences as part of a broader campus experience platform.

Modo My Agent brings AI together with the mobile app, desktop portal, campus systems, services, and student context—giving institutions a path beyond standalone chatbots toward AI that can help students both find answers and take action.

The 2026 AWS Champions will be formally recognized September 15 at AWS IMAGINE in Chicago.

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