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AU DAILY-CAMPUS CONNECT: A COMPREHENSIVE, CENTRALIZED WEB-BASED PORTAL DEVELOPED EXCLUSIVELY FOR ANDHRA UNIVERSITY

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ABSTRACT
AU Daily – Campus Connect is a centralized web-based platform developed for Andhra University students to access important campus information and services in one place. The system provides features such as campus news, events, polls, lost and found, notifications, academic resources, job opportunities, and student interaction. It reduces the need for students to depend on multiple communication channels for different campus-related activities. The platform also supports social interaction through likes, comments, following, private messaging, and anonymous doubts. In addition, AI-based features such as Resume Analyzer and Placement Analyzer are included to provide career-oriented assistance to students. These attributes will make the platform more useful in academic as well as career development. The application is deployed with Python Flask, SQLAlchemy, PostgreSQL and Gemini API. Role-based access and centralized content management with separate Student modules and Administrator modules. Security and input validation are also included to enhance the system's reliability. In summary, the objective of AU Daily – Campus Connect is to create a simple, user-friendly and intelligent digital campus which will enhance communication, information sharing, student engagement, availability of academic resources and employment opportunities for the students of Andhra University.

Keywords:
AU Daily, Campus Connect, Student Platform, Campus Information System, Flask, SQLAlchemy, PostgreSQL, Artificial Intelligence, Gemini API, Web Application.

INTRODUCTION
Universities generate a large amount of information every day in the form of campus announcements, events, academic activities, placement opportunities, student activities, resources, and other important updates. Students need timely access to this information to participate effectively in academic and extracurricular activities. In a conventional university environment, information is often distributed through multiple communication channels such as notice boards, messaging applications, social media groups, departmental communication channels, and institutional websites. Although these channels are useful, information is distributed across different locations and students may have difficulty identifying the information that is relevant to them. Another challenge is student interaction. Students may need different applications or platforms for campus news, event information, polls, lost and found, academic resources, job opportunities, and communication. Using multiple independent platforms can be inconvenient and can result in information being scattered across different systems.

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To address these issues, **AU Daily – Campus Connect** is developed as a centralized digital platform for Andhra University students. The main objective of the proposed system is to combine campus information, student interaction, academic resources, career opportunities, and intelligent services into one web-based application. The platform provides two primary roles: **Student** and **Administrator**. Students can register, log in, access campus information, interact with other students, participate in polls, access resources, search for opportunities, and use AI-powered features. Administrators can manage campus news, events, polls, job posts, resources, notifications, and other platform content. The system also introduces AI-based functionality through the Gemini API. The Resume Analyzer assists students in evaluating their resumes, while the Placement Analyzer provides career-oriented assistance. Therefore, AU Daily is designed not only as a campus information portal but as an integrated **digital campus community platform** that supports communication, information sharing, student engagement, academic resources, and career development.

RELATED WORK

University student platforms are increasingly being created to enhance communication, information access, and academic support, as well as student interaction. Most of the traditional university portals are limited to academics and administrative services, whereas the newer campuses have integrated social networking, information sharing, events, resources, and career services. These are the key trends that underpin the proposed AU Daily – Campus Connect platform. El Said (2018) conducted a research on mobile student portals within a university and found that some of the most significant features include content sharing, customization of notifications, user control and ease of information delivery. The research highlighted the need to give students relevant information on easily accessible digital platforms. These concepts are manifested in the centralized campus information, notifications and student-oriented services of the AU Daily [1].Chigozie, Williams and Osegi (2015) suggested a hybrid social networking platform for university community, which incorporates elements of social networking features such as profiles, groups, messaging, blogging and voting. Their work showed how useful they found it to be to translate social networking concepts to university settings. AU Daily takes these steps further by integrating student engagement with campus news, events, academic resources, lost and found, job postings and AI-powered career features [2].Campus-specific sites like UniFeed illustrate the positive impacts of combining social feeds, events, academic content, lost & found, polls, announcements, internships and communication in a campus-based context. Likewise, the academic portals like Sharda Academic Portal offers one-stop access to all academic services like exams, assignments, training, academic notifications, placement and academic time table. These platforms tend to be limited to certain types of services, though. AU Daily is going to be a platform that integrates campus information, social interaction, academic resources, career opportunities, and even AI assistance into one place [3], [4].Other student networking environments, like Campus Connection, illustrate the need for specific student networking spaces. These systems are designed to pair students up according to shared interests or objectives. A similar idea is extended by incorporating networking capabilities into the university news, events, resources, jobs, polls, notifications, and other university services in AU Daily [5]. In addition, recent studies have focused on Artificial Intelligence in resume analysis and job proposal. Karunamurthy and Sujitha (2026) suggested the design of an AI enabled Resume screening and job recommendation system based on Resume Analysis, Similarity Matching and Predictive approaches. The work they do shows the possibilities of AI to assist students and job seekers in career-related work. Similarly, AU Daily offers career support through Resume Analyzer and Placement Analyzer in the campus platform, which are artificially intelligent in supporting a career [6].Semantic retrieval and AI-based matching methods to match candidates with appropriate opportunities have also been studied in the field of intelligent job recommendation. These approaches illustrate how intelligent systems are becoming increasingly significant as a means of supporting a career. The concept is included in the modules of the Job Posts, Resume Analyzer and Placement Analyzer, all of which are included in the AU Daily product. The reviewed solutions demonstrate that

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university portals help in the centralized delivery of information, campus social networks enhance student interaction and AI systems can help in career development. These functionalities, however, can be found on different platforms. The AU Daily – Campus Connect is a web-based platform that brings together all campus news, events, polls, lost and found, notifications, academic resources, job posts, likes and comments, following, private messaging, anonymous doubts, Resume Analyzer, and Placement Analyzer together for the students of Andhra University. This holistic approach is designed to minimize the fragmentation of information and enhance communication, student engagement, academic support and career development.

OBJECTIVES

The primary goal of AU Daily – Campus Connect is to create a unified digital platform that facilitates Andhra University students to access campus information, student services, academic resources, career opportunities, and communication tools with ease.

- To build a single web-based platform for the students of Andhra University.
- To disseminate campus information and key messages through a single point. To give information on upcoming campus events and activities.
- To allow students to vote and give their views.
- To offer a digital Lost and Found service for the items on campus.
- To deliver academic support via one central academic Resource Hub.
- To give job and career opportunities to students.
- To enhance students' interaction with each other via likes, comments, following and private messaging.
- To enable students to share doubt in an anonymous manner.
- To notify of key platform and campus changes.
- To embed the Resume Analyzer feature with AI for career assistance.
- To allow administrators to have content-management facilities in one place.
- To employ the right authentication, validation and security measures.
- To make a digital campus environment user friendly and scalable.

METHODOLOGY

The AU Daily – Campus Connect system is designed as a web-based student platform, offering a unified and comprehensive view of campus-related information, student interaction, academic resources, career opportunities, and AI-supported services. It is implemented with the web framework Flask, interacts with the database with SQLAlchemy and stores persistent data in PostgreSQL. The Gemini API is implemented to enable AI features. The overall methodology involves several steps, such as user authentication, campus information management, student interaction, resource and career management, analysis of student interactions using AI algorithms, database processing, and system administration.

4.1 USER REGISTRATION AND AUTHENTICATION

Students are allowed to register in the system by giving it the necessary details. Information submitted is checked prior to account creation. Users can sign in with their credentials and use the features that are available. The system also has the capability of password recovery. Mechanisms for authentication and access control are used to ensure that only authorized users are allowed to use protected features.

4.2 STUDENT MODULE

The Student Module is the core of AU Daily. Once students have successfully logged in, they'll have access to campus news, events, polls, lost and found, notifications, academic resources, job opportunities, and features for social interaction. Students can also like and comment on posts, follow other users, communicate via private messaging and submit anonymous doubts.

4.3 ADMINISTRATOR MODULE

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Administrator Module gives administrators who are authorized by the administrator centralized control over the platform content. Campus news, events, polls, job posts, resources, notifications and other relevant information can be managed by the administrator. This enables all campus information to be managed and updated at one point.

4.4 CAMPUS NEWS AND EVENTS T

he Campus News module is a collection of announcements and news items about the University. The Events module provides details about the events like seminars, workshop, cultural programme and other campus related events. Administrators can publish information, and students can see available information via the platform.

4.5 POLLS

With the Poll module you can create a question that can be answered by multiple options. Students can choose an option and cast their vote. The vote that is submitted is recorded in the system, and the poll information is also kept.

4.6 LOST AND FOUND

This module, Lost and Found, enables students to add a found or lost item and publish missing information about found items. The information could include the item name, description, location, date and images that support it. This Feature provides a one point system for campus community communication about lost and found items.

4.7 STUDENT INTERACTION

Social interaction comes thru likes, comments, following, private messages and anonymous doubts. The features allow students to communicate and interact with other students and staff of the university on a dedicated campus platform.

4.8 RESOURCE HUB

The Resource Hub is a central location for academic resources and helpful educational materials. Students do not need to rely on several different sources when using the platform for available resources.

4.9 JOB POSTS

The Job Posts module offers details about job and career opportunities. Details could be a job title, organization, job description, eligibility, application information and more. Students will have a specific space to look at career opportunities in this module.

4.10 RESUME ANALYZER

AI-powered feature to help students review their resumes with the Resume Analyzer. The resume details provided is fed into the AI service and corresponding tips are created. The feature can help you with your resume format, skills, content, relevance to the job, and areas of improvement.

4.11 PLACEMENT ANALYZER

The Placement Analyzer has been created to provide career-oriented assistance to students. Can evaluate pertinent student data and make recommendations that could be beneficial in the preparation for placement.

4.12 DATABASE MANAGEMENT

Persistent storage for application information is via PostgreSQL. SQLAlchemy offers a structured way to interact with the Flask app and database. The database is used to store information about users, news, events, posts and comments, likes and polls, votes, jobs, resources, notifications, messages, and other information relating to the application.

4.13 GEMINI API INTEGRATION

The Gemini API has been integrated to make use of AI features. It is primarily used for features such as Resume Analyzer and Placement Analyzer. The application receives an input to be processed and displays the output (the AI response) via the web interface.

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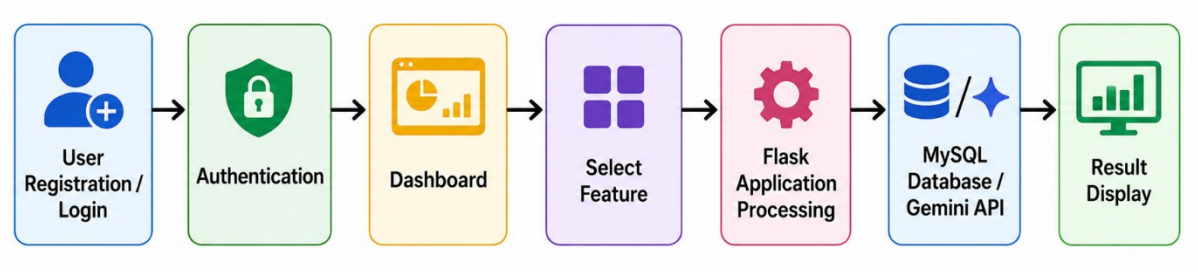

Figure 1: Overall System Workflow of AU Daily – Campus Connect

RESULTS AND DISCUSSION

The AU Daily – Campus Connect system has been successfully developed as a centralised web-based application for the students of Andhra University. The main modules were implemented and tested to ensure the modules worked and were user-friendly. From a single place, students can view campus news, events, polls, lost & found, notifications, academic resources, job posts, and student interaction features.

This helps minimize the reliance upon multiple communications for various campus-related functions. After logging in, the major features of the site are available in the Student Module and the Administrator Module enables authorized administrators to manage campus news, events, poll, resources, job posts and other aspects. This offers information management centralization. It is also equipped with likes, comments, follow, private message and anonymous doubts that enhance communication and interaction between students. Academic materials can be found on the Resource Hub, and the Job Posts module is available to students to help them find job opportunities. The Resume Analyzer and Placement Analyzer are powered by AI through the Gemini API. These features enable students to view their resumes and get placement oriented suggestions in the same platform.

Student Module

Once the student successfully logs in, they will get access to the major features of AU Daily in the Student Module. Students can access campus news and events, voting on polls, academic resources, job opportunities, notifications and interact with other students.

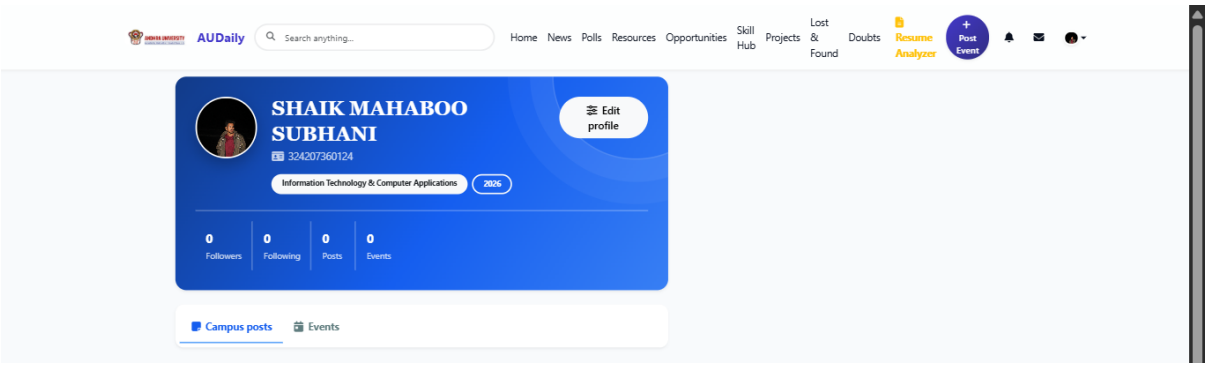

Figure 2: Student Dashboard of AU Daily – Campus Connect

Administrator Module

The Administrator Module allows administrators to have a centralized control on the platform. Administrators have control over campus news, events, polls, resources, job posts, notifications, and more.

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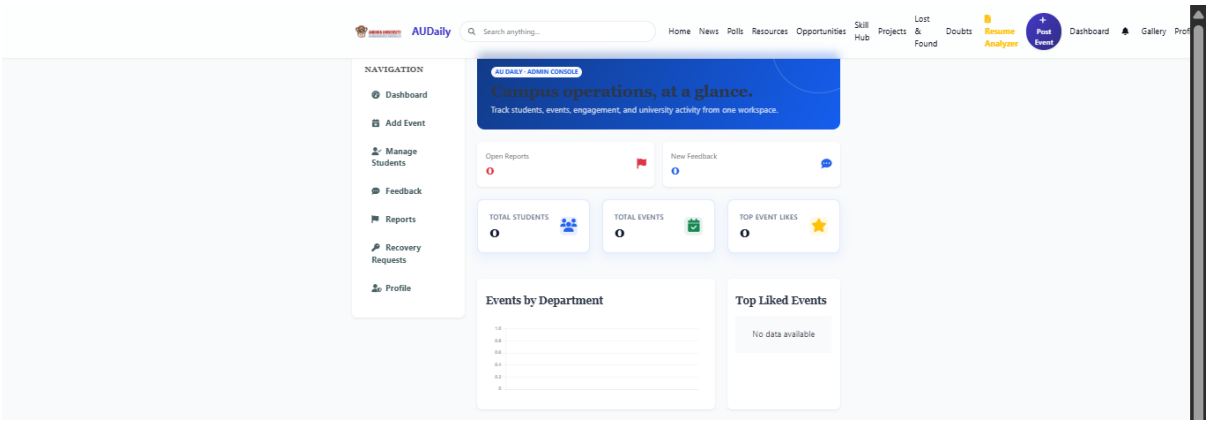

Figure 3: Administrator Dashboard of AU Daily – Campus Connect

Campus News and Events

The Campus News and Events modules make it easy for students to access announcements and upcoming activities that are university-related. Students can access critical campus information, event information, dates, times and locations on the platform.

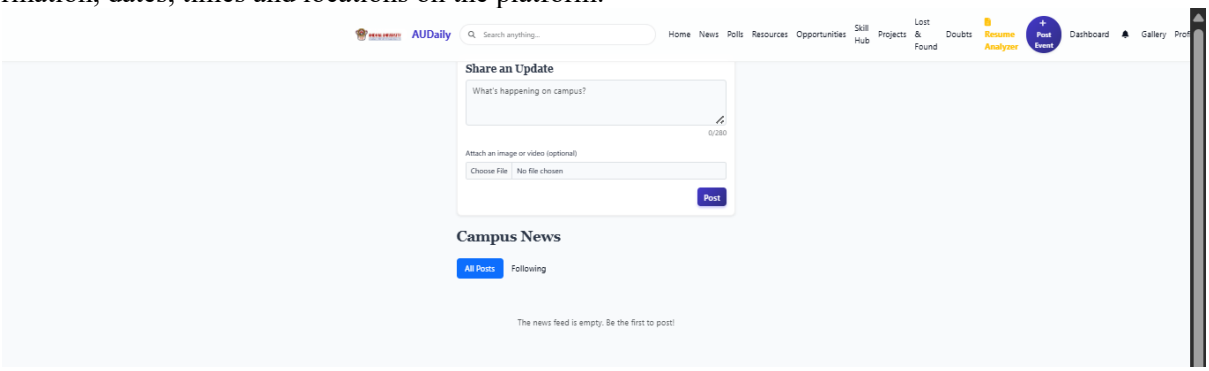

Figure 4: Campus News Module

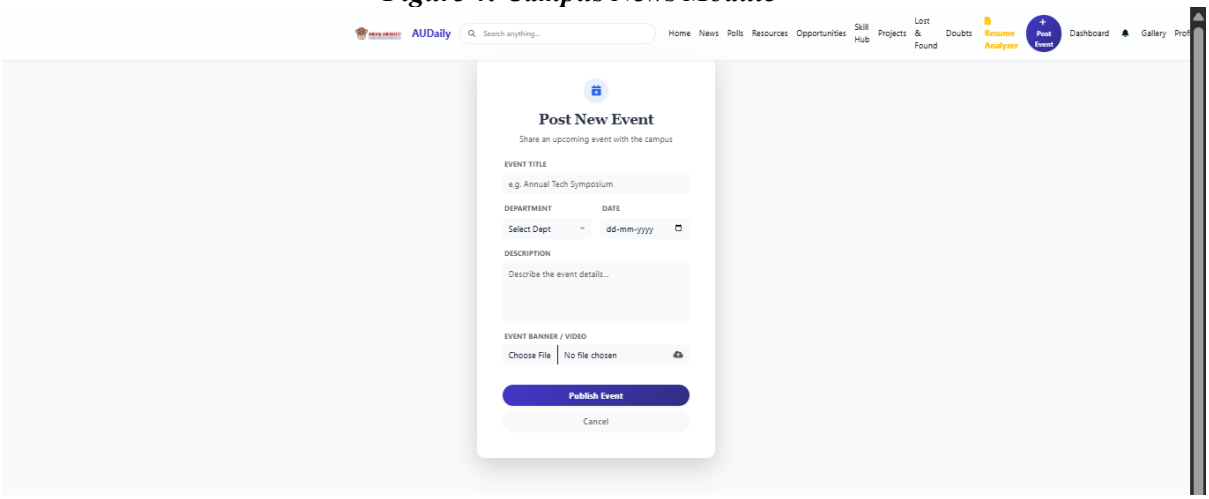

Figure 5: Campus Events Module

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Academic Resources and Job Posts

Academic materials and useful learning resources are available to students via the Resource Hub. The Job Posts module shares employment and career information, so that students can get academic and career information all in one place.

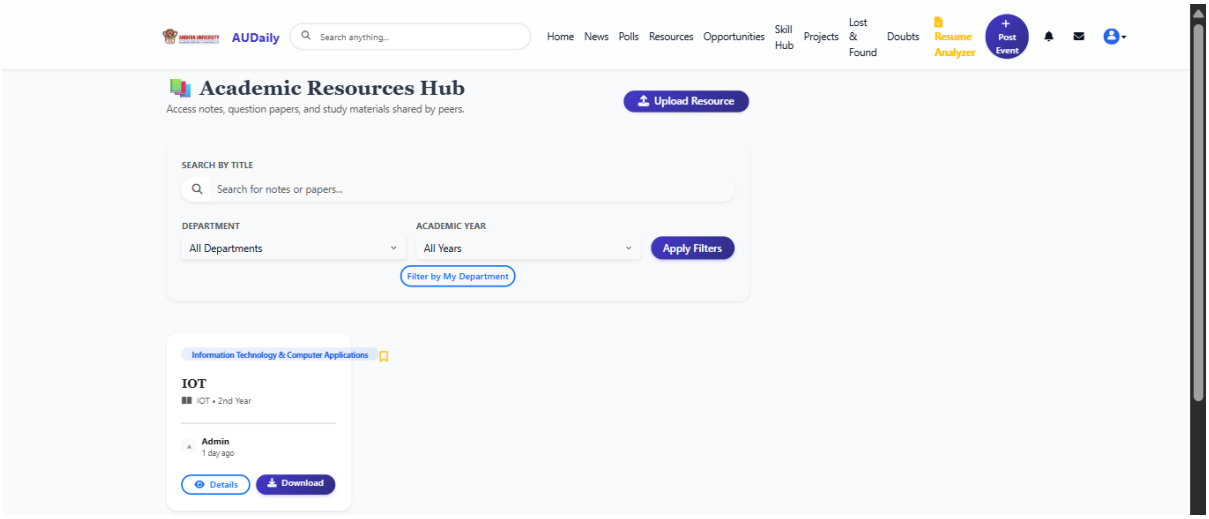

Figure 6: Resource Hub

AI-Based Features

On the AU Daily platform Artificial Intelligence is used in the Resume Analyzer and Placement Analyzer. The Resume Analyzer gives suggestions for your resume and the Placement Analyzer gives career-oriented suggestions for placement preparation.

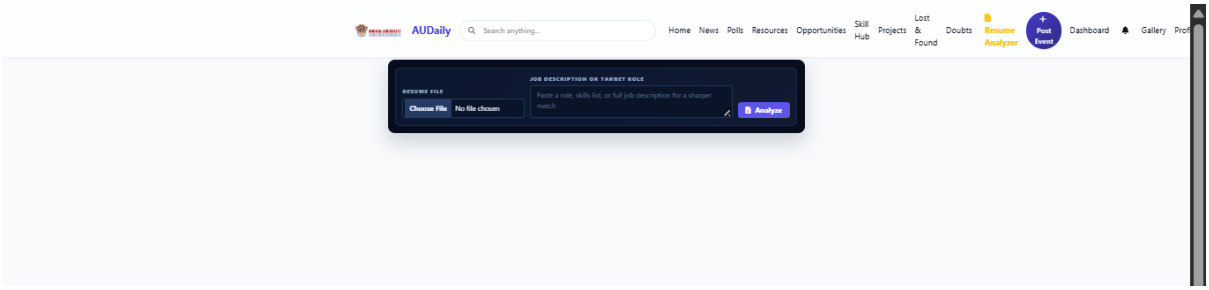

Figure 7: Resume Analyzer

Functional Testing

The key components of the AU Daily system were tested to ensure that they functioned as they were supposed to.

Test Case	Expected Result	Status
Registration	Account created successfully	Pass
Login	Dashboard displayed	Pass
Campus News	News displayed	Pass
Events	Event information displayed	Pass
Polls	Vote recorded	Pass
Lost and Found	Item information displayed	Pass
Resources	Resources accessible	Pass
Job Posts	Job information displayed	Pass
Notifications	Notifications displayed	Pass

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Resume Analyzer	AI analysis generated	Pass
Placement Analyzer	AI response generated	Pass
Admin Module	Admin dashboard accessible	Pass

Table 1: Functional Testing of AU Daily – Campus Connect

The testing results suggest that the main characteristics of AU Daily work are as expected. It is an all-in-one, easy-to-use communication and interaction system within the campus environment which offers the opportunity to share academic resources and information and to support students in their career choices.

CONCLUSION

Successfully developed an integrated web-based platform for students of Andhra University named AU Daily – Campus Connect. A system to centralize key campus information and services, like news, upcoming events, polls, lost and found, notifications, academic resources and job posting. The addition of Resume Analyzer and Placement Analyzer will give extra AI assistance to students as they prepare for careers. Student and Administrator modules also offer easy access and easy-to-manage platform. The overall effect of AU Daily – Campus Connect is the reduction of information fragmentation and creation of a simple, interactive and user friendly digital campus communication, academic support, student engagement and career development environment. The system can be further enhanced in the future with mobile applications, real-time communication, advanced search, and additional AI-based features.

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