

# **Positioning Statement for LSUS Connect**

LSUS Connect is a dedicated digital platform designed to strengthen the student community at Louisiana State University Shreveport by addressing everyday challenges faced by undergraduate and graduate students.

For students who often struggle with finding affordable textbooks, locating trustworthy roommates, securing housing, accessing tutoring support, or staying informed about campus opportunities, LSUS Connect provides a secure, centralized, and student-focused solution.

Unlike third-party platforms such as Craigslist, Facebook Marketplace, or public housing boards—which lack exclusivity, security, and student relevance—LSUS Connect ensures trust and safety by requiring university email verification, enabling moderated listings, and maintaining a community-driven environment.

The importance of LSUS Connect lies in its ability to:

- Foster campus trust and safety by keeping interactions within the LSUS community.
- Promote student success through access to affordable resources, tutoring, and collaboration opportunities.
- Enhance campus life and engagement by providing a reliable marketplace and networking hub.
- Support affordability and inclusivity by reducing reliance on costly external platforms.

Through this focused positioning, LSUS Connect is not just a marketplace—it is a strategic enabler of student well-being, academic success, and community connection at LSUS.