



“Campus Management’s Excellence Award recipients have demonstrated that superior achievement and innovation in adopting technology can solve key issues facing higher education today.”

Jim Milton
CEO
Campus Management Corp.

Bridgepoint Education

Winner of Campus Management’s Excellence Award for Strategic Vision

bridgepoint[™]
EDUCATION

Visionary College System Achieves Highly Responsive Recruiting and Enrollment Processes

Implementing a strategic vision involves driving the direction and activities of the organization to make decisions according to the shared principles and mission. For Bridgepoint Education, having the vision to plan for and incorporate repeatable models has resulted in the Information Technology Team reaching new levels of performance, efficiency, and speed in providing service to the Academic Services and Enrollment Management offices.

Leveraging the CampusNexus CRM® event-driven model, Bridgepoint’s IT team has helped the institution streamline solutions design and architecture for many new processes, and the reliability and scalability of this architecture provides the organization with a reliable vehicle for delivering business solutions.

Based in San Diego, Calif., Bridgepoint enjoys an enrollment of nearly 55,000 students across its two universities: Ashford University and

University of the Rockies. The school system uses several Campus Management solutions to centralize and conduct vigorous data analysis in its quest for continuous improvement in student services. With the CampusNexus CRM iServices API, in combination with the rules engine and custom action framework, the school created an eventing solution that:

- Increases operational efficiencies by enabling many business solutions to be near real-time
- Reduces speed to lead times to stay competitive in the industry
- Streamlines recruitment processes by continuously refining and adjusting the enrollment team’s workload
- Extends core CRM functionality with a repeatable architectural design



Over an eight month period, Bridgepoint's IT Team used the iServices API and standardized integration design patterns, resulting in impressive outcomes. The framework is used to support eight different business processes with high volume outputs.

Today, more than 100,000 messages are queued and processed daily to support many critical functions, and teams can efficiently create and route over 125,000 leads per month within seconds. Prospect lists can be scrubbed on the fly to evaluate for Do Not Call restrictions, and enrollment advisors' assigned leads are constantly scored throughout the day based on multiple triggers, helping staff better prioritize their workloads.

The model has also helped the IT team save approximately \$125,000 annually in delivering and scaling business processes across the school system.

For enabling a faster turnaround on enhancements and projects, creating a springboard for additional business processes, and driving down the costs of maintaining multiple third-party systems by leveraging CRM as the core for these ancillary systems, Bridgepoint Education received Campus Management's 2016 Award for Excellence in Strategic Vision.

Campus Management Excellence Awards

Campus Management has instituted the Excellence Awards Program to recognize five outstanding customers every year for excellence in the categories of constituent service, student success, operational efficiency, innovation, and strategic vision.

About Campus Management Corp.

Campus Management is a leading provider of technology solutions and services which enable institutions of higher education to offer dynamic models of constituent engagement and delivery. Over the past 28 years, Campus Management has supported both proprietary and traditional higher education institutions, including foundations and other campus departments, through its leading student information system; constituent relationship management (CRM) solution; and finance, human resources and payroll solutions.

Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the dynamic higher education landscape by supporting enhancements in education delivery, recruitment and retention, financial aid, finance, human resources, payroll, and regulatory compliance. Today, more than 2,000 campuses in 18 countries partner with Campus Management to unite campuses and workflows, deliver enhanced student outcomes and improve institutional goals.



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