



“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.

Central Michigan University

Winner of Campus Management’s Excellence Award for Student Success



Large Research University Maximizes Engagement with Nontraditional Students

Established in 1892, Central Michigan University (CMU) is one of the largest universities in the state of Michigan and one of the nation’s 100 largest public universities.

With a focus on retention, the university wanted to improve student engagement, increase completion rates, and offer more academic flexibility and programs to address the needs of a growing population of nontraditional learners.

Serving approximately 27,000 students on campus, online, and throughout the country, CMU leverages Campus Management’s CRM solution to segment student populations, which allows the university to create a much deeper and broader retention and student success program.

By integrating the student information system and the CRM solution, CMU has been able to form a more complete picture of students and

improve engagement for both traditional and nontraditional learners, including first-time and online students who are at higher risk of attrition.

CMU can also create highly targeted campaigns. For example, it can create one campaign for seasoned online students who are accustomed to the fast pace and workload of online classes, another campaign for those who are new to online classes, and yet another campaign for those who may have signed up for a high course load and put themselves at risk of disengaging. These are students who might otherwise withdraw after struggling in their first semester.

Using the CRM solution, CMU also segments by types of courses and evaluates the mix and complexity of classes in order to help returning students achieve the ideal balance of classes.



With this approach, students better acclimate themselves to the rigors and demands of completing college-level work, especially first-time, online, and other nontraditional students who may be holding jobs and raising families.

The end result of CMU's retention efforts is that staff and administrators now know who is at risk across face-to-face and online programs and type of student. What's more, the institution can now correlate outreach and engagement efforts to monthly retention rates. Due to these

achievements in student success, other departments across campus are now queuing up to implement CRM and in turn contribute to student engagement and success efforts.

For its work in identifying success factors for nontraditional students and actively engaging with them to ensure retention and completion goals are met, Campus Management has awarded Central Michigan University with the Excellence Award in Student Success for 2016.

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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