

CASE STUDY

CAMPUS<sup>SM</sup>  
MANAGEMENT

# MINNESOTA SCHOOL OF BUSINESS AND GLOBE UNIVERSITY

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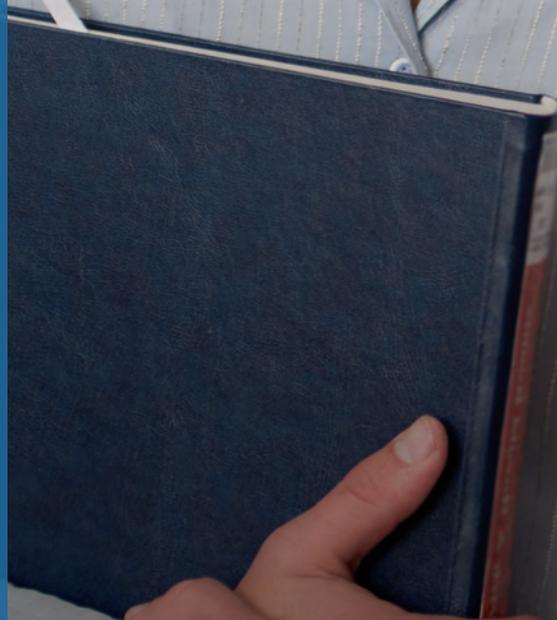


**GlobeUniversity**  
& Minnesota School of Business

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MINNEAPOLIS, MN

**+14,000** STUDENTS  
OVER **40** PROGRAMS



“WE KNEW A LOT OF GROWTH WAS COMING AND WE NEEDED A PLATFORM THAT COULD GROW WITH US.”

**Matt Long**

*Director of Information Systems  
Minnesota School of Business*

## CHALLENGES

Scaling a platform for two career colleges poised to grow beyond their 20 current campuses

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Gaining greater insight into metrics for student recruiting and government funding

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Achieving enrollment and retention goals and meeting the demand for student services

## SOLUTIONS



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Advanced reporting tools for regulatory compliance

## RESULTS

Each campus is now more accessible to students and centered on attracting and retaining them

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Career services through portal enable greater collaboration and engagement between students and employers

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Executive dashboards consolidate real-time data and help speed decision-making

## PROFILE

For the past 130 years, the Minnesota School of Business (MSB) and Globe University have helped students achieve their personal and professional goals through a hands-on approach to learning, outstanding faculty and, above all, responsiveness to students in an ever-changing economy. With over 14,000 students and over 40 programs throughout the Midwest, including business, health science, technology, legal services, and creative media, the colleges have seen the demand for their programs grow dramatically over the past several years. In fact, before partnering with Campus Management a decade ago, MSB's Enterprise Resource Planning (ERP) system was unable to accommodate the rapid growth of its schools.

## CHALLENGES

### Multi-Campus Integration

MSB and Globe University have more than 20 campuses throughout the upper Midwest. That kind of footprint calls for a robust platform to centralize and standardize reporting and processes. Having eight campuses in the Minneapolis-St. Paul metro area alone means a single student may have classes in multiple locations. That increases the need for an integrated, centralized information system. The two schools have been growing rapidly, in terms of both geography and academic offerings.

**“Campus Management’s vision for a centralized system has proven itself over the years, both in terms of student success and operational efficiencies.”**

### Compliance Metrics

To build a strong reputation in the crowded field of higher education, MSB needs to demonstrate highly successful outcomes. For career colleges, the most important metric by which they are measured is job placement. Like other proprietary universities, they are also under intense scrutiny with regard to student recruiting methods and the use of government funding. Compliance demands that data is accessible, accurate, and complete.

## Demand for Career Services

All schools need to engage with their local communities to foster better relations and to create opportunities for employment before and after graduation. This is doubly true for career colleges. A truly interactive student information system includes student services to foster community outreach, internships and, most importantly, job placement.

## SOLUTION

### Industry-Leading Platform for Multiple Campuses

Scalability, usability, and return on investment – these attributes made CampusNexus Student the logical choice for MSB. Experience with multi-campus integration was also a critical factor, and Campus Management proved to be the only provider with a long history of helping clients unify multiple campuses and software brands using a single ERP system.

With CampusNexus Student, staff members achieve a 360 degree view of student interactions and communications across the institution through an innovative contact management and workflow engine. And the openness of the system architecture allows easy integration of in-house or third-party software. For example, the solution's plug-and-play APIs made it easy to integrate the institution's Blackboard LMS. The suite of certified application programming interfaces (APIs) can extend the platform with CRM applications, bookstore transactions, merchant services, ID cards, Moodle, Blackboard, eCollege, and more.

### Versatile, Adaptable Reporting

CampusNexus Student features over 500 preconfigured reports, including reports for enrollment, completion rates, declared majors, GPAs, high-performing student population types and successful programs. Executive dashboards consolidate real-time data from across departments to help speed and enhance decision-making. One example is an executive summary with a dashboard overview of 12 pre-defined executive reports for higher education (e.g., prospect enrollment and conversion, cost analysis, population, and placement).



## Dynamic Portals

On today's campuses, there's a considerable disconnect between students, who generally are early adopters of social media and mobile technology, and educators, who may be behind the curve. Technology needs to be more student-centered and cohesive than ever to ensure that students moving between departments, programs, and locations will not fall through the cracks. That kind of cohesiveness, or "virtual handshake," dramatically increases a student's chances of completing his or her program of study. With CampusNexus Student, consistent and efficient student services are provided by each of MSB's 30 campuses. This single point of entry is available 24/7 and provides students an intuitive interface for collaborating with faculty, staff, and employers.

## RESULTS

### Partners in Growth

CampusNexus Student has scaled up and adapted with the explosive growth in MSB's campuses and programs. According to the institution's director of information services, Matt Long, sticking with their legacy ERP system would have made it a lot more challenging to grow the schools. "We would have been left on an island to figure out what to do. Instead, Campus Management's vision for a centralized system has proven itself over the years, both in terms of student success and operational efficiencies."

### Real-time, Useful Data

"Campus Management's student information system assists us in being more compliant from just about every standpoint." That's how Long describes the impact of the administrative system's robust reporting functions. "But the reporting capability goes far beyond compliance, making each campus more accessible and centered on attracting and retaining students."

## Student Lifecycle: Admissions to Job Placement

MSB has also been able to improve student services, from applying to the institution to accessing career services. "We have our own online application that we built for students, which they access through the portal," says Long. "We also have our own application that allows employers to post jobs and enables students to search and apply for jobs through the portal." Long describes how the partnership has grown to foster local collaboration. "We're taking a bigger view of the placement module and treating it more as a community engagement tool, trying to tie all the touchpoints together to help our students find a job when they graduate."

## NEXT STEPS

Long sees Campus Management's APIs as key to the further development of MSB's administrative system. "By facilitating integration with other software, these APIs give us the ability to customize our work environment with the latest software innovations for higher education," says Long. "As a result, the institution can remain focused on building value with custom web applications, instead of maintaining scripts and custom code."

### About Campus Management Corp.

Campus Management is a leading provider of cloud-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,100 institutions in over 30 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

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