



THE OHIO STATE  
UNIVERSITY

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**PUBLIC UNIVERSITY**

**COLUMBUS, OHIO**

**6 CAMPUSES**

**66,000+ STUDENTS**



## THE OHIO STATE UNIVERSITY 2017 EXCELLENCE AWARD FOR CONSTITUENT SERVICE

### INSTITUTION ENRICHES THE CONSTITUENT EXPERIENCE

As one of the nation's top-20 public universities, The Ohio State University has earned a reputation for offering quality academic programs and highly personalized constituent service.

One of the main challenges of any large university is to keep raising the bar on personalized student services and collaboration among faculty and staff as the institution continues to grow.

With this in mind, Ohio State over the past two years has looked to its CampusNexus® CRM solution and Campus Management's business optimization services to increase and improve the utilization, timeliness, and personalization of content for constituents, and to increase collaboration across university departments.

Over the course of 24 months, the institution conceived, planned, assessed, launched, measured, and refined their efforts, with some outstanding results, both internally and externally.

#### For staff and employee constituents, the institution:

- Increased the number of active CRM users by over 87%
- Increased the average number of concurrent users by 200%

#### For their recruitment efforts, the institution:

- Increased the number of interactions per year by 124%
- Increased the number of strategic campaign messages by 15%
- Increased the number of complex and long-term campaigns by 50%
- Ran A/B quality testing on 50% of recruitment campaign messages

For enacting a plan that drove results for internal staff and prospective students, The Ohio State University received the 2017 Excellence Award for Constituent Service from Campus Management.

#### About The Ohio State University

Founded in 1870, The Ohio State University's campus in Columbus has been the stage for academic achievement and a laboratory for innovation. As Ohio's best and one of the nation's top-20 public universities, the institution is further recognized for its top-rated academic medical center and premier cancer hospital and research center.

#### 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.

#### [campusmanagement.com](http://campusmanagement.com)

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