



“This award reflects the success of our efforts to put students first at the university.”

Denise St. Jean
IT Manager
University of Ottawa

The University of Ottawa

Winner of the Excellence in Student Success Award 2014



uOttawa

Increasing “Once and Done” Response Rates

All of us in higher education are ultimately measured by one thing: the success of today’s students. But success is not only measured in academic grades, it’s also about retaining students and helping them achieve their goals by guiding them through the often difficult process of financing their education. This year’s award winner has distinguished itself in its ability to do both successfully and achieve positive outcomes.

A client since 2006, The University of Ottawa has been a model for other institutions to follow due to its innovative roll out of Campus Management’s CRM solution across the enterprise. They are one of the most in-demand guest speakers at the company’s events because of their experience and insight. This year though, this award specifically cites the university’s continual service improvement model within its Student Finance Office.

The implementation of CRM in the Student Finance Office has resulted in students consistently receiving prompt and highly personalized information that empowers them to continue progressing toward their goals. Of particular note is the university’s “Once-and-Done” philosophy, which identifies how

often the institution provides students the answers they were looking for on the first reply. Prior to the implementation of CRM, the Once-and-Done response rate was estimated to be at 15-17 percent. After implementing CRM, the Once-and-Done response rate grew to a steady 31-33 percent, thus improving the students’ experience with the institution. This award reflects the success of The University of Ottawa’s efforts to put students first.

About The University of Ottawa

The University of Ottawa is the largest bilingual public research university in North America. Based in Ottawa, Ontario, Canada, the university has nearly 36,000 undergraduate students and is a member of the U15, a group of research-intensive universities in Canada.



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 software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; 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 ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, nearly 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.



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