



2017 CAMPUS MANAGEMENT EXCELLENCE AWARDS

Success Profiles from 5
Award-Winning Institutions

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Each year at CampusInsight, Campus Management's annual users conference, we recognize client institutions that exemplify excellence in embracing technology to achieve measurable outcomes, improve efficiencies, and better serve students and faculty. Five institutions were presented the Campus Management Excellence Awards at CampusInsight 2017.

We have compiled their awards profiles into this convenient reference guide. Now you can gain insight into best practices and strategies for your own institution:

Excellence in Constituent Service – The Ohio State University

By leveraging CampusNexus[®] CRM, the university was able to increase the number of staff and employee constituents as daily users by 87 percent, active users by 240 percent, and the average concurrent users by 200 percent.

Excellence in Student Success – Cleveland University – Kansas City

By using CampusNexus analytics, the university has been able to better target their admission campaigns and have improved their email campaigns by 1,000 percent.

Excellence in Operational Efficiency – Chatham University

The university has reduced two days' worth of manual processing per month in their Student Accounts office, resulting in an annual savings of 192 hours per year.

Excellence in Strategic Vision – Positivo University in Brazil

The first year after implementing CampusNexus CRM, the institution grew by 25 percent and an additional 11 percent the following year.

Excellence in Innovation – Kansas State University

With CampusNexus CRM, K-State built a highly immersive interactive video wall in its welcome center that provides prospects with dynamic, personalized content for their visits.





**THE OHIO STATE
UNIVERSITY**

By increasing utilization, timeliness, and personalization of content, The Ohio State University transformed collaboration among constituents across departments.

The Ohio State University

Winner of Campus Management's Excellence Award for Constituent Service

INSTITUTION ENRICHES CONSTITUENTS' EXPERIENCES

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, they realized an:

- Increase in the number of active CRM users by over 87%
- Increase in the level of daily users by 240%
- Increase in the average 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, Campus Management congratulates The Ohio State University on winning the Excellence Award for Constituent Service.

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. At the undergraduate level, Ohio State offers more than 175 majors, as well as a Personalized Study Program for students who want to design a nontraditional education.





Cleveland University now provides 75 percent more student self-service options and empowers students to complete tasks at their convenience.

Cleveland University–Kansas City

Winner of Campus Management's
Excellence Award for Student Success

INSTITUTION RAISES THE BAR ON STUDENT SERVICES

Cleveland University-Kansas City offers a wider range of health care degrees, and is one of the oldest and most respected nonprofit chiropractic colleges in the nation. In an increasingly competitive higher educational landscape, the institution's goal was to speed and enhance engagement with prospects and students, without having to add more staff.

This would require a new student information that could scale and automate processes, as well as empower students through more self-service functionality. To meet this goal, the institution implemented CampusNexus® Student, a solution that includes financial aid automation, student self-service, CRM, and workflow and forms builder.

Since that time, Cleveland University has raised the bar on student services, resulting in positive and measurable benefits. With CRM analytics, the institution has created highly targeted admissions campaigns, improving their email campaign response rate by 1,000 percent.

Through new APIs and workflows, they have reduced prospect response time on a lead by 98 percent—specifically from 24 hours to 30 minutes.

With financial aid automation, workflows, and forms builder, the institution now provides 75 percent more student self-service options for fulfillment of student requirements, which empowers students to complete tasks at their convenience. Additionally, FA automation has improved the institution's processing accuracy by 35 percent and automated more than 25 percent of student accounts processing. Students are also able to complete their orientations, registrations, and matriculation agreements online, reducing the time delays associated with a paper processes. Notifications for students to complete forms and other processes are now automatically triggered based on missing information, making it easier for students to stay on track.

Cleveland University has improved student retention through the use of workflows that notify students of absence levels throughout the term, reducing the number of automatic failures based on attendance. For focusing on student success on multiple fronts, Campus Management is proud to recognize Cleveland University-Kansas City with the 2017 Excellence Award for Student Success.

About Cleveland University-Kansas City

Cleveland University-Kansas City began as a chiropractic college in 1922, its roots planted by pioneers in the profession. The institution is proud to be recognized as one of the oldest nonprofit chiropractic colleges in the nation. Today, the university offers a wide range of health care degrees, including Master of Science in Health Education and Promotion, Bachelor of Science in Human Biology, and Associate of Arts in Biological Sciences.





chatham
UNIVERSITY

Chatham University transformed academic scheduling efficiency, reduced data entry errors in enrollment management, eliminated manual processes, and improved student services.

Chatham University

Winner of Campus Management's
Excellence Award for Operational Efficiency

INSTITUTION FOCUSES RESOURCES ON STUDENTS

Chatham University in Pittsburgh, Pa., had a goal to improve academic scheduling efficiency, reduce data entry errors in enrollment management, and eliminate manual processes. Finding inspiration at the CampusInsight Annual Users Conference, the institution sought to utilize the workflow component in its student information system to achieve new efficiencies. As a result, Chatham created and implemented three new workflows in CampusNexus®.

A classroom-size workflow now helps in the course scheduling process by reducing errors and ensuring that faculty and students are assigned an appropriately sized classroom for their courses.

With an enrollment management wizard workflow, mismatched and inaccurate data entry errors have been eliminated by nearly 100 percent.

In the first six months, data cleanup tickets went from 109 records to zero new requests.

By implementing a late payment fee workflow, the university has cut out two days' worth of manual processing per month in its Student Accounts office, for an annual time savings of 192 hours per year, and a cost savings of over \$13,000 per year. What's more, they now devote that time to better serving students and working on strategic initiatives that help them succeed.

For improving business processes that positively impact faculty, staff, and students, Campus Management congratulates Chatham University on winning the 2017 Excellence Award for Operational Efficiency.

About Chatham University

Founded in 1869, Chatham University in Pittsburgh, Pa., is a fully co-educational institution with an enrollment of over 2,200 students and more than 60 undergraduate and graduate programs. In 2016, Chatham was named a College of Distinction, which recognizes schools that consistently do a great job keeping students engaged and preparing them for long, rewarding careers, while limiting the debt they have at the onset.





Positivo University grew its student population by 25 percent the first year after implementing its strategic vision and CampusNexus CRM, and an additional 11 percent the following year.

Positivo University

Winner of Campus Management's
Excellence Award for Strategic Vision

INSTITUTION ANTICIPATES AND MEETS GROWING DEMAND

Established more than three decades ago in the State of Paraná, Brazil, Universidade Positivo (Positivo University) has been recognized for its ability to anticipate and address change through evolving academic models, student engagement methodologies, employee development, and retention practices.

Recognizing that a country-wide downturn in the economy was coming, and that funding for students was being severely cut, the institution worked to align strategies for sustainable growth in student enrollment, reduced operational costs, and excellence in engaging the university's candidates and students. To execute on this strategy, they decided to implement CampusNexus® CRM.

As a result of the implementation, the institution was able to restructure and automate email communications to reach 26,000 leads and increase enrollment by 6.7 percent as part of its marketing campaign for undergraduate programs.

The marketing campaign for post-graduate programs resulted in 25,000 leads contacted and a 7 percent increase in subscriptions, as well as a 3.7 percent increase in enrollment. What's more, the campaign presented a big differential on the development and use of a strong content marketing strategy.

This institution also took the opportunity to define and measure multiple, new KPIs throughout the process. Even with the severe downturn in the economy, Positivo University grew by 25 percent in its first year after implementing CampusNexus CRM.

For the institution's ability to foresee the economic and education trends, and put a plan in place to achieve growth and engagement around those challenges, Campus Management congratulates Positivo University on winning the 2017 Excellence Award for Strategic Vision.

About Positivo University

Established in 1988, Positivo University (Universidade Positivo) is a private higher education institution located in the state of Paraná, Brazil. The first university courses were offered in 1988 and after two decades of constant growth, the institution received the formal university status by the Ministry of Education in 2008. With more than 25,000 students today, the university offers undergraduate, post graduate, master and PhD programs, as well as MBAs and life-long learning programs.





KANSAS STATE
UNIVERSITY

Kansas State University's Berney Family Welcome Center, complete with interactive video wall, has delighted visitors through its high-touch innovation.

Kansas State University

Winner of Campus Management's Excellence Award for Innovation

HIGH TOUCH INNOVATION SETS INSTITUTION APART

For Kansas State University, developing a one-of-a-kind family welcome center, complete with interactive technology platform, would surprise and delight visitors while remaining authentic to the university's story. After renovating an historic building and implementing CampusNexus® CRM, K-State was able to create an interactive technology platform in the newly dedicated Berney Family Welcome Center.

The result was this bright new space, with its massive, intelligent wall that integrates campus visit details (maintained in CampusNexus CRM) and presents this information back to the student.

Students interacting with the wall's touchscreen can forge a digital path that reflects their unique interests and questions. The video wall engagement is then extended to their mobile devices, which they can refer to for a schedule, map, or details about academic interests.

While analytics data on usage is still being compiled, the video wall has been well received by parents and students. Visitors have stated the experience is unlike any other they have had at other universities. The unique service is currently focused on prospective students, but the institution is considering adding a current student and career services/employer layer to it as well.

Kansas State University's video wall is an outstanding innovation in student engagement, and Campus Management is pleased to recognize the university with the 2017 Excellence Award for Innovation.

About Kansas State University

Established in 1863, Kansas State University is a public research university located in Manhattan, Kansas that has evolved into a modern institution committed to quality programs, and responsive to a rapidly changing world and the aspirations of an increasingly diverse society.





YOUR TRANSFORMATION PARTNER

Campus Management develops strong relationships with client institutions and provides exceptional services in support of its solutions, including:

- CampusNexus® Cloud options for cost-effective SaaS-based solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking and training at CampusInsight, Campus Management's Annual Users Conference

CAMPUS
MANAGEMENT

About Campus Management Corp.

We have a saying at Campus Management: "Every line of code we write should solve a higher ed challenge." As a partner to your institution, we share your passion for transforming communities, nations, and lives. Our CampusNexus solutions built on Microsoft enable you to serve a wide diversity of students and empower them with the knowledge and skills they need to succeed. With our singular focus on delivering higher education innovation and services in the cloud, you can optimize resources around your mission and transform challenges into opportunities for your institution and students.

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