



“We can now provide one-click functionality to donors. This has simplified advancement processes for staff and resulted in a five-percent increase in credit-card giving in just one phone campaign.”

Krista Llewellyn
Advancement Services Director
A.T. Still University

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Winner of the Excellence in Constituent Service Award 2014

ATSU
A.T. STILL
UNIVERSITY

Accelerating Applications Processing and Increasing Online Donations

As a graduate level institution training students in the health profession fields, A.T. Still University (ATSU) processes more than 18,000 applications a year, a majority of them from seven different third-party agencies. Integrating this data with its student information system was manually intensive for staff members, until the university developed a way to load it automatically with Web services technology from Campus Management. In one application cycle, they processed 18,356 new applications for 557 open seats. This was achieved with fewer than 10 people in the residential admissions office, which, given the volume, would not have been possible before the automated system.

Not only is ATSU being recognized for improving workflows for its internal constituents in the admissions office but also for enhancing its services to an important external constituency, institution donors. Prior to deploying Campus Management's Talisma® Fundraising online giving and events modules, contributors used a very lengthy donations page through the university's Website. Now, with one-click simplicity for donors, the institution has automated

the giving process. By achieving PCI compliance, ATSU has streamlined credit-card gift entry. Donors can make contributions and buy tickets to events online, as well as receive instant feedback on the processing or rejection of their credit-card transactions. This has simplified advancement processes for staff and resulted in a five-percent increase in credit-card giving in just one phone campaign.

About A.T. Still University

A.T. Still University of Health Sciences is a non-profit, private, graduate school for the health professions, as well as the world's first osteopathic medical school. The school's main campus is in Kirksville, Missouri, with a second campus in Arizona. ATSU has a student population of 3,630.



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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