

ARKANSAS STATE UNIVERSITY



ARKANSAS STATE
UNIVERSITY
BEEBE

**PUBLIC
COMMUNITY COLLEGE**

4 CAMPUSES: BEEBE,
HEBER SPRINGS, LITTLE
ROCK AFB, ONLINE

3,000+ STUDENTS



“TODAY, ASU-BEEBE IS ABLE TO ALLOCATE MORE RESOURCES TOWARD RECRUITMENT, RETENTION, THE INTEGRITY OF STUDENT DOCUMENTS AND DATA, FINANCIAL AID SERVICES, AND OTHER FRONTLINE BUSINESS PROCESSES AND WORKFLOWS THAT DIRECTLY IMPACT STUDENTS.”

Chris Lee

*Vice Chancellor of IT Services,
Institutional Research Assessment
Arkansas State University-Beebe*

CHALLENGES

Growing the institution and driving student success

High-maintenance legacy system losing vendor support

Moving to the cloud to transform operational efficiency

SOLUTIONS

 **CampusNexus[®] Student**

 **CampusNexus[®] CRM**

 **CampusNexus[®] Finance, HR & Payroll**

 **Talisma[®] Fundraising**

 **CampusNexus[®] Cloud**

RESULTS

Achieves platform for improving student services and gaining greater insight into student performance

Allocates more IT resources to student initiatives and business units

Creates a more flexible academic delivery model

COMMUNITY COLLEGE MOVES TO THE CLOUD TO ACHIEVE GOALS

Founded in 1927, Arkansas State University-Beebe has a long history as a student-centered institution dedicated to transforming lives through quality educational experiences. The university is nationally recognized for exceptional student success rates at its campuses in Beebe, Heber Springs, Little Rock Air Force Base, and online.

As the university looked to the future, further improving the student experience and optimizing employee engagement with prospects and students to spur growth were among its top strategic goals. However, with a high-maintenance legacy system poised to lose vendor support in 2020, the institution recognized the need to transform its platform in order to achieve its goals.

“With thousands of prospects and applicants every year, we were stopping more often to focus on our hardware, where baseline modifications were preventing important upgrades and releases,” said Chris Lee, Vice Chancellor of Information Technology Services at ASU-Beebe. “We have more than 3,000 students across four campuses and 15 IT people on staff, so one of our main objectives was to get to the cloud to focus more on student-centric initiatives, and less on keeping servers up and running.”

THE DECISION FOR CHANGE

Selecting the Right Solution

ASU-Beebe is a member of a university consortium (ASU-Beebe, ASU-Mountain Home and ASU-Newport) that was facing similar challenges. As a result, the consortium decided to pursue a modern solution that would serve strategic objectives across the system. After a year-long evaluation of four vendors, the university consortium selected Campus Management’s CampusNexus Student, CRM, Finance, HR & Payroll, and Talisma Fundraising, all to be deployed in CampusNexus Cloud.

“All of the vendors’ solutions that we evaluated had their respective strengths, but we were looking for the clearest path to the cloud, and Campus Management’s CampusNexus Cloud based on Microsoft Azure was superior,” said Lee.

“Each of the vendors we evaluated had something they could do in the cloud, perhaps one solution or component to varying degrees, but only Campus Management was able to deliver the entire solution in the cloud and had a proven track record with more than 150 cloud-based client institutions.”

Gaining an Open and Flexible Architecture

Another concern for ASU-Beebe was the change in direction vendors often make architecturally that result in unforeseen changes and even double migrations. “In a year and half, you could be paying another \$800,000 for a new version of the software,” said Lee. “My message to my CFO was ‘this is an easy decision. Campus Management is already in the cloud and has a very transparent product roadmap. I know we won’t be faced with a multiple migration scenario.’”

THE TRANSFORMATION

Implementing CampusNexus and Going Live

Implementation of CampusNexus Student in the CampusNexus Cloud at ASU-Beebe has been a big first step in the consortium’s transformation. All four of ASU-Beebe’s campuses have been live on CampusNexus Student since January 2017.

Lee pointed to Campus Management’s team, ranging from the implementation team’s detailed attention to ASU-Beebe’s unique environment, to the executive team’s availability throughout the implementation, as the primary reason for the institution’s rapid and successful transformation.

“Campus Management sent an experienced team during the business requirements gathering process that sat down with us and really worked within our institution’s culture, goals, and framework,” said Lee. “Also, having access to Campus Management’s executive leadership throughout the implementation speaks volumes. Their commitment permeates throughout the organization and is reflected in the responsiveness of our Customer Enablement Manager and project managers,” said Lee. “They all understand our processes, workflows, and objectives.”

ALLOCATING MORE RESOURCES TOWARD THE MISSION

With Campus Management focused on ASU-Beebe’s infrastructure in the cloud, the institution’s IT department can now dedicate more time to helping faculty and business units optimize CampusNexus solutions for student success.



ASU-Beebe faculty transition to CampusNexus in one of the war rooms set up by the institution's IT department.

Achieving Greater Operational Efficiency

Prior to deploying in CampusNexus Cloud, the ASU-Beebe IT team was spending the majority of its time troubleshooting a legacy system that couldn't adapt to needed changes. "Today, ASU-Beebe is able to allocate more resources toward recruitment, retention, integrity of student documents, financial aid services, and other frontline business processes and workflows that directly impact students," says Lee.

Focusing More on Student Initiatives

From enrollment to alumni relations, IT is more closely aligned today with business unit objectives than ever before. One example Lee cited is the current work with the Associate Vice-Chancellor of Enrollment Management. "After implementation, we set up a war room for the Vice Chancellor's department to optimize the solution around their business processes and goals. We help them engage and admit students faster and more efficiently. We even make personal phone calls to our admitted students, welcoming them to their new learning environment."

Improving Academic Delivery

ASU-Beebe's constituencies include both traditional and nontraditional students who need greater flexibility in achieving their academic and career goals. In CampusNexus Student, the institution now has a platform that easily accommodates traditional academics as well as continuing education, online, and flexible terms.

"In addition to the standard academic terms, we can now offer four-week sessions within a 16-week term," said Lee. CampusNexus enables us to manage different calendars, registration cycles, and concurrent enrollments from the same platform. That's a game-changer."

Gaining Greater Insight into Student Performance

With all departments and data united in the cloud, ASU-Beebe gains greater insight into the student experience and lifecycle, and can recognize and help at-risk students faster and more effectively.

Staying Compliant

ASU-Beebe now easily keeps pace with an ever-changing regulatory environment as Campus Management makes regulatory updates automatically to the solution in the cloud.

Moving Forward

ASU-Beebe and the entire ASU consortium (9 campuses in total), continues to move forward with the implementation and views Campus Management's cloud-based solutions as a viable pathway to growing enrollment, increasing retention, achieving greater efficiencies, and making data-driven decisions.

About Arkansas State University-Beebe

ASU-Beebe is an operationally separate, two-year institution of the Arkansas State University System. With campuses located in Beebe, Heber Springs, Searcy, the Little Rock Air Force Base, and online, the university offers associate degrees, certificates, and non-credit training for business and industry. The Beebe campus also collaborates with Arkansas State, a four-year university in Jonesboro, to offer baccalaureate and graduate degrees on the Beebe campus. ASU-Beebe is nationally recognized by the Aspen Institute for student success rates.

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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