



**ARKANSAS
STATE
UNIVERSITY -
NEWPORT**

**PUBLIC
COMMUNITY COLLEGE**

**CAMPUSES: NEWPORT,
JONESBORO, MARKED TREE**

2,700+ STUDENTS



“IN ORDER TO OPTIMIZE RESOURCES AROUND STUDENT SUCCESS, WE NEEDED A MODERN, CLOUD-BASED SYSTEM THAT WAS BUILT ON A RELATIONAL DATABASE.”

Adam Adair

*Vice Chancellor of Finance and Administration
Arkansas State University-Newport*

CHALLENGES

High maintenance legacy system required frequent troubleshooting and custom configurations

The state was proposing a funding model based on student outcomes, not just enrollment numbers

Diverse student population needed greater flexibility and options for achieving their academic and career goals

SOLUTIONS

 **CampusNexus[®] CRM**

 **CampusNexus[®] Student**

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

 **CampusNexus[®] Cloud**

RESULTS

12.2% increase in state funding under the new productivity model, the highest percentage increase of any two-year college in the state

41% increase in credentials awarded

30% growth in student population over five years

ARKANSAS STATE UNIVERSITY - NEWPORT FOCUSED ON STUDENT SUCCESS

In 2016, Arkansas Governor Asa Hutchinson announced a plan to fundamentally change the funding formula for the state's higher education institutions. The proposed Higher Education Productivity Funding Model would tie levels of funding to student outcomes, not just enrollment numbers.

As a two-year community college, Arkansas State University-Newport (ASU-Newport) saw this pending model as an opportunity to reassess its strategy, systems, and processes. The institution's technology platform, however, was not designed for the future.

Replacing a High Maintenance Legacy System

ASU-Newport's IT team was constantly troubleshooting, updating, and maintaining hardware on premises. "It's hard to focus on strategic activities when you're absorbed with maintenance and support contracts with hardware providers," said Adam Adair, CFO at ASU-Newport. "In order to optimize resources around student success, we needed a modern, cloud-based system that was built on a relational database."

The institution made the decision to move to a new system as part of a consortium that included ASU-Beebe and ASU-Mountain Home. After a competitive selection process, the consortium selected the Microsoft and cloud-based CampusNexus® as its next-generation platform. The suite included CampusNexus Student, CRM, and Finance, HR & Payroll. "We wanted a system that we could build around our processes and not have to deploy costly customizations and utilization of third-party add-ons," said Adair.

Enabling Academic Flexibility

ASU-Newport's mission has always been to meet students where they are, whether that's first-generation students, adult workers seeking new skills, or students preparing for four-year colleges and universities.

To serve this diverse constituency, the institution offers students flexible academic options. In addition to traditional terms, ASU-Newport students take advantage of flex terms that start at various times throughout the year, which require more nimble financial aid processing than systems built for traditional terms.

"The move to CampusNexus was born out of the need to serve nontraditional students, so whether it's a credential or certificate program, short-term training opportunities, or standard terms, we can manage all our programs from one system."

The institution also works with community leaders and businesses across its three locations (Newport, Jonesboro, Marked Tree) to tailor programs to meet workforce needs, schedules, and locations. "We keep a close eye on our industry partners in our three communities that we serve," said Adair. "And the flexibility and adaptability of CampusNexus has enabled us to align programs with the needs of students and employers, and increase the number of certificates and degrees that we can award. And that's something that the new funding model measures and rewards."

Containing Costs

A major factor in making higher education accessible to more economically disadvantaged students is keeping tuition and fees low, which is a challenge across the higher education landscape.

At ASU-Newport, approximately 70 percent of the budget goes to employee salaries and benefits. CampusNexus enables the institution to be more efficient in staffing and allocation of resources. "That's at the heart of everything we do; we always look for ways to utilize and leverage technology to create greater efficiencies," said Adair.

CampusNexus also enables easy configuration and automation of processes that were manually intensive and expensive to build and maintain in the old system or impossible to perform. The student online application process, for example, now automatically triggers activities off student responses, guiding students and alerting advisors regarding next steps. "We're saving money because these capabilities are built in to the system. They don't require any third-party integrations or maintenance," added Adair.



Optimizing Resources Around Students

Adair also points to how the new cloud-based platform frees IT staff to innovate around the student experience. “We live in an Amazon world. Students want immediate attention and personalized responses. We now have the ability to do that inherently within the system. Having a modern solution also enables our talented IT folks to work more directly with students through the system, from applying and registering for classes to graduation and career placement.

“With the implementation of CampusNexus, we will improve engagement across the student lifecycle. The more responsive we can be, the more proactive we can be in identifying students at risk, the better chance they have of attaining that degree or credential.”

Gaining Greater Insight and Transparency

With state funding now tied to student outcomes, accurate and timely reporting is even more critical to public institutions in Arkansas. With ASU-Newport’s legacy system, it took a lot of intervention by the vendor to clean up the data for state reporting and regulatory compliance.

“We were creating reports manually, which was very cumbersome,” recalled Adair. “With CampusNexus, data accuracy and integrity are built in. And because it’s a Microsoft-based solution, we have single sign-on access to powerful tools for accurate reporting, predictive analytics, and collaboration, including Power BI, Office 365, and more.

Results

ASU-Newport received incentive funding awarded by the governor and the state legislature to encourage superior performance under the new productivity model. In fact, the institution distinguished itself as the highest performing two-year college in the state based on the funding metrics.

“The metrics are very specific,” said Adair. “Institutions receive points in the system for different outcomes such as credentials awarded, student progression and retention, and controlling administrative costs. It means we are succeeding in our mission of helping students achieve their academic and career goals while maximizing operational efficiency. And the underlying technology has played a significant role in this.”

ABOUT ARKANSAS STATE UNIVERSITY - NEWPORT

Arkansas State University-Newport is a public, two-year college system located in northeast Arkansas, with its flagship campus in Newport, Arkansas, and campuses in Jonesboro and Marked Tree. ASU-Newport provides an accessible, affordable, quality education that transforms the lives of students, enriches its communities, and strengthens the regional economy. ASU-Newport is part of the Arkansas State University System.



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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