



“Campus Management’s Excellence Award recipients have demonstrated that superior achievement and innovation in adopting technology can solve key issues facing higher education today.”

Jim Milton
CEO
Campus Management Corp.

Lancaster Bible College

Winner of Campus Management’s Excellence Award for Operational Efficiency



LANCASTER BIBLE COLLEGE
YOUR JOURNEY. OUR FOCUS.

Faith-Based Institution Manages Tremendous Growth with CampusNexus® Technology

Lancaster Bible College (LBC) is a private institution that offers a full range of faith-based collegiate programs, from non-credit courses to undergraduate, master’s, and doctoral degrees. In addition to its main campus in Lancaster, Pennsylvania, LBC wanted to expand to other locations, including Greenbelt, Maryland, Philadelphia, Pennsylvania, Indianapolis, Indiana, Springfield, Illinois, Boca Raton, Florida, and Memphis, Tennessee.

To achieve this expansion, LBC needed more integrated, streamlined, and automated processes for managing prospective student contacts. At the time, the college had a manually intensive workload, which included dual data entry of applicant information coming from a dozen different application forms, both electronic and paper-based.

To grow enrollment and add locations efficiently, LBC needed to reduce the administrative overhead associated with recruitment and admissions.

An additional goal was to resolve the ongoing challenges associated with admissions and recruiting teams having to use their Microsoft Outlook® accounts to send all email correspondence to prospective students.

Because of these issues, LBC decided to implement CampusNexus Student and CampusNexus CRM. Using the solutions as a solid platform for expansion and centralized oversight, LBC grew from a single campus with 800 students to a 7-location institution and seminary with 2,000 students.



Using CampusNexus Student, LBC also devised a system for managing and automating financial aid packaging for students enrolled at multiple campuses.

LBC then identified several goals for the CRM project. The first objective was to obtain vertical integration across programs and campus sites for better management of admissions and recruiting interactions with active and prospective students.

The CRM project began in July of 2015 and the institution successfully went live in January 2016. In six months, LBC achieved its vertical integration goal, launched a single, universal common application utilized by all programs, implemented a completely paperless application workflow for the first time, and began utilizing CRM for email communications between admissions and prospective students.

These processes have provided consistency, reduced the workload, and enabled staff to be more focused on relationship building with students. LBC also enabled rapid adoption of the new technology by empowering faculty, administrators, and staff through CampusNexus best practices.

Using CampusNexus as the core of its operations, LBC is able to keep all of its systems in sync and drive unprecedented operations efficiencies across locations, programs, and processes, including traditional, online, and hybrid academics, I.D. cards and library access, and meal plans for residence students.

Because of these remarkable achievements, Campus Management is pleased to award Lancaster Bible College with the 2016 Excellence Award in Operational Efficiency.

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 technology solutions and services which enable institutions of higher education to offer dynamic models of constituent engagement and delivery. Over the past 28 years, Campus Management has supported both proprietary and traditional higher education institutions, including foundations and other campus departments, through its leading student information system; constituent relationship management (CRM) solution; 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 dynamic higher education landscape by supporting enhancements in education delivery, recruitment and retention, financial aid, finance, human resources, payroll, and regulatory compliance. Today, more than 2,000 campuses in 18 countries partner with Campus Management to unite campuses and workflows, deliver enhanced student outcomes and improve institutional goals.



5201 Congress Ave.
Boca Raton, FL 33487

T: +1.866.397.2537 (North America) +1.561.923.2500
www.campusmanagement.com