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Cleveland University-Kansas City
2017 Excellence Award in Student Success

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Winner of Campus Management's 2017 Excellence Award in 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 in 2016, 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.



Cleveland
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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 in 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.

About Campus Management Corp.

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus®, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.



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