



“Indiana State was able to automate a once labor-intensive process of tracking and communicating with students, an accomplishment which makes the institution a well-deserved winner of this award.”

Jim Milton
CEO
Campus Management Corp.

Indiana State University

Winner of Campus Management’s Award for Excellence in Innovation



Optimizing Recruitment Processes and Results

Indiana State University has won the Excellence in Innovation Award for its achievement in optimizing its recruitment efforts and pioneering a plan that successfully streamlined prerequisite tracking practices for its Distance Nursing program.

Serving approximately 11,500 students, the program has several prerequisite exams students must pass before they can apply to the University’s Distance Nursing program. The process of tracking these exams had always been labor intensive, resulting in challenging recordkeeping for the university.

Utilizing Campus Management’s CRM solution, administrators were able to automate communications for each of the exam stages and view student profiles through a centralized system.

Soon after the solution was implemented, staff members interacted with and admitted 200 nursing students who had gone through this extensive testing process. A custom workspace allowed the testing administrator to view student participation status, payment history, and all communications between students and the school.

Today, administrators at Indiana State have the ability to analyze the data stored within the CRM solution and develop key insights to make informed decisions and better serve its constituents. Not only has the university streamlined its processes, but it makes deeper connections with recently matriculated students through more personalized and customized messaging.



Measurable Results

About 1,500 messages were sent to prospective students through automated processes (campaign mailers and canned responses). In the past, those messages would have been sent from staff members' Microsoft® Outlook accounts, so the CRM project has significantly reduced the number of emails that staff need to create.

Furthermore, with each step along the way, the status of students kept changing (eligible to test, test paid for, test taken, test passed/failed, etc.). Many of those flags are now set automatically, reducing the number of data points that staff have to enter on spreadsheets by at least 1,000.

Finally, it is far easier to report results now that the data is stored in the CRM solution. Program staff can easily determine with the new system that

78 percent of those students who registered for an exam passed on the first attempt. Trying to find that statistic under the old method of recordkeeping would have been incredibly difficult.

The chairperson of the department has observed that the program has seen a "huge increase in time management and functionality" as a result of this initiative. She stressed the benefits of moving communications from Outlook into the CRM solution, noting that it frees up limited mailbox space and allows staff to focus more on executing the strategic goals of the program and helping students succeed.

About Indiana State University

Founded in 1865, Indiana State University is a public university located in Terre Haute, Indiana, that combines a tradition of strong undergraduate and graduate education with a focus on community and public service. The institution integrates teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive citizens for Indiana and the world. The Princeton Review named Indiana State as one of the "Best in the Midwest" 11 years running.

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.

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.



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