



LANCASTER BIBLE COLLEGE
CAPITAL SEMINARY & GRADUATE SCHOOL

CAMPUSSM
MANAGEMENT

LANCASTER BIBLE COLLEGE

PRIVATE, FAITH-BASED COLLEGE

MAIN CAMPUS: LANCASTER, PA

**ADDITIONAL LOCATIONS: MEMPHIS, TN,
PHILADELPHIA, PA, WASHINGTON, DC**

2,000+ STUDENTS



“WE WANTED TO EXPAND, BUT ALSO MAINTAIN OUR REPUTATION FOR HIGHLY PERSONALIZED STUDENT SERVICE.”

Joshua Beers
*Senior Vice President for Student Experience,
Lancaster Bible College*

CHALLENGES

Needed a modern, scalable platform to keep pace with growth and new locations

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Limited ability to fully engage students due to manually-intensive processes

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Wanted to maintain reputation for highly personalized student services even as they grew

SOLUTIONS

 **CampusNexus[®] Student**

 **CampusNexus[®] CRM**

RESULTS

Doubled enrollment from 1,000 to 2,000 without increasing IT staff

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Expanded classrooms and online programs to four states

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Named one of central PA's top colleges and universities in 2017

FROM GROWING PAINS TO MAXIMIZING ENROLLMENT AND STUDENT SUCCESS

How does a small, faith-based institution in Lancaster, Pennsylvania manage 100 percent growth in a three-year timeframe?

Leading up to this accelerated growth phase, Lancaster Bible College (LBC) hit its capacity for how many students it could engage effectively using its existing infrastructure, processes, and staffing levels. Without a CRM system, for example, LBC was managing communications records in spreadsheets and Excel files.

“With the increased demand and labor intensity, we were potentially missing important opportunities to be the relational hero to our prospects and students,” said Joshua Beers, Senior Vice President for Student Experience at Lancaster Bible College. “We wanted to expand, but also maintain our reputation for highly personalized student service. The pace, however, was exhausting our team.”

As LBC looked to expand to additional locations including Memphis, Philadelphia, and Washington D.C., as well as rapidly grow its online programs, it became clear that it would need a new technology foundation. With a scalable, next-generation student information system and CRM solution, LBC would be able to continue deploying its platform as new locations and students were added and increase engagement capacity and effectiveness at the same time, all without having to increase staff.

Solution and Results

The two key criteria that drove LBC’s selection process were scalability and sustainability. After a review of competing vendor solutions, LBC selected CampusNexus® Student and CampusNexus CRM for its new platform. Within CampusNexus Student, LBC implemented four key modules to further enhance functionality, configurability, automated processes, and engagement: forms builder, workflow, financial aid automation, and SharePoint portal.

Results

- Improved student engagement and operational efficiency by integrating processes across departments and programs
- Doubled enrollment over five years from 1,000 to 2,000
- Expanded classrooms and online programs to four states
- Named #3 school in the nation for career preparation by Wall Street Journal
- #2 in the nation for students recognizing their alma mater as the right choice

Student Satisfaction and Success

Measuring LBC’s achievement over the years goes beyond enrollment numbers or additional campuses. In a recent national survey of graduates from a wide range of institutions throughout the country, the respondents were asked if their programs and institutions had met their needs, and whether they would recommend their alma maters to other students. Lancaster Bible College was ranked #2 for student satisfaction, above other high-ranking institutions such as Dartmouth and Drexel. “In the end, this is what we’re trying to achieve,” added Beers. “The results mean we’re fulfilling our mission in preparing faith-based students for the future, and by extension, also making the right decisions from an IT perspective to meet their needs.”





ABOUT LANCASTER BIBLE COLLEGE

Lancaster Bible College is a private, coeducational Bible college and seminary and graduate school in Lancaster, Pennsylvania that “exists to educate Christian students to think and live a biblical worldview and to proclaim Christ by serving him in the Church and society.” In addition to its Lancaster location, LBC has six satellite locations that offer accelerated undergraduate, graduate and doctoral degree programs.

CAMPUS[™]
MANAGEMENT

Microsoft
Partner

2018 Partner of the Year Winner
Education Award



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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