CAMPUS℠
MANAGEMENT

"The ability to help faculty, staff and administrators better serve students is a top priority for institutions today, and Portland State University is a fantastic example of excellence in constituent service."

Jim Milton
CEO
Campus Management Corp.

Portland State University

Winner of Campus Management's Award for Excellence in Constituent Service

Portland State UNIVERSITY

Gaining a Complete Picture of Student Academic Progress

Portland State University (PSU) has won the Excellence in Constituent Service Award for its achievement in streamlining administrative processes and communications to improve the way its academic advisors interact with students.

Student retention is a major strategic priority for Portland State University, with a large percentage of its students being first-generation, nontraditional, or transfer students who can slip through the cracks. The university is now being formally recognized for its innovative use of CRM to improve student engagement.

The institution successfully utilized Campus Management's CRM solution alongside its existing student information system and data warehouse to create an advisor workspace portal that provides a full picture of a student's academic progress. The portal modernized operations by enabling student check-in and queueing, bringing together data from multiple data sources to a single view, and providing direct access to online tools used in their counseling sessions.

The portal was originally launched to support Portland State's College of Liberal Arts and Sciences; however, due to popular reviews from advisors and students, the institution plans to expand access of the portal to all its advisors. The institution is also working to leverage the technology across additional functions at the university.

EXCELLENCE IN CONSTITUENT SERVICE
CAMPUS MANAGEMENT
CAMPUSINSIGHT
2015
WINNER

PSU Advisor Portal with CRM

PSU's Advisor Portal is an intuitive web interface that supports academic advisors in their day-to-day work with students.

Key features:

1) An online, single sign-on web application that advisors use to manage the queue of incoming students and conduct advising sessions
2) Active data integration with Campus Management's CRM, the SIS and data warehouse to form a full picture of student academic progress
3) Direct links to other supporting online systems for degree audits, exceptions requests, and data analytics
4) Student-facing kiosk-style page where students can check in when they arrive at the advisors' offices
5) Import of legacy notes and data from shadow systems into the CRM solution

PSU has received high praise from all the stakeholders in this project. Students have a highly favorable view of the service they receive from the advising office. Advisors are delighted with how the new system streamlines their workflows. Many had previously needed to block out extra time at the end of each day to copy and paste notes together for their records, but the new system makes this step unnecessary. Administrators are excited at the prospect of finally unifying all advising information into a single system, which can be further analyzed to yield greater insight about how to increase student success.

Over a thousand advising appointments have been recorded in the system since launch at the start of 2015, and an additional 50,000 older appointments were imported from the department's old shadow system. The system provides a platform for future improvements in student success at Portland State University.

About Portland State University

Founded in 1946, Portland State University is Oregon's urban research university. The institution is recognized throughout the world for programs like Urban Planning, Social Work, and Environmental Studies that directly engage the community, and aim students towards the creation of a better, more sustainable world. It is ranked as one of the nation's "Top 10 Up-and-Coming" universities by *U.S. News & World Report*.

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.

CAMPUS℠ MANAGEMENT

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