

CASE STUDY

CAMPUSSM
MANAGEMENT

PENN STATE UNIVERSITY

PENNSTATE[®]



**INTERNATIONAL
RESEARCH UNIVERSITY**

**24 CAMPUSES
ACROSS PENNSYLVANIA**

100,000+ STUDENTS



**“CAMPUS MANAGEMENT HELPED US
EVOLVE TO AN INSTITUTION-WIDE SYSTEM
THAT WE’RE CONFIDENT WILL CONTINUE TO
SUPPORT OUR PROSPECTS, STUDENTS, AND
GROWTH INITIATIVES.”**

Kate Tornatore
*CRM Project Manager,
The Pennsylvania State University*

CHALLENGES

Growing enrollment over the next 10 years without increasing staff

High-maintenance legacy system losing vendor support

Extending CRM across the institution

SOLUTIONS



RESULTS

Gains 360-degree view of prospect communications

Makes 100 times more one-on-one interactions with students

Extends service to 1.25 million more constituents



PROFILE

With 24 campuses across Pennsylvania, a World Campus for online programs, and more than 100,000 students throughout the world, Penn State is an international research university that educates and improves the well-being of people and communities through integrated programs of teaching, research, and service. As the institution's enrollment continues to grow, leveraging flexible and scalable technology is critical to timely, personalized, and strategic communications with prospects and students.

CHALLENGES

In 2006, Penn State realized it needed to replace its outdated systems for managing recruitment across the institution. At the

time, the objective for both World Campus and Undergraduate Admissions was to improve processes and cut expenses. For a few years, however, the two divisions took separate paths to achieving this goal. In 2007, World Campus pursued a partnership with Campus Management while Undergraduate Admissions built a campaign communications tool utilizing university expertise.

Over the years, both divisions achieved many of the efficiencies they had set out to accomplish. World Campus made great strides to achieve a 360-degree view of contacts and automate campaigning with CampusNexus CRM, while Undergraduate Admissions' in-house campaign tool provided a cost-effective way for sending personalized mass communications. Despite these gains, there were



Landscape architecture student at Penn State marks extension to street grids.

challenges. World Campus had a goal to dramatically grow course enrollment over the next 10 years. This presented a scalability challenge for recruiting and communicating with a large pool of prospects. So, the question posed was: How would World Campus achieve its enrollment goals without a significant increase in staff?

The goals for Undergraduate Admissions at University Park and other Commonwealth campuses were similar, but each one had a unique way of executing to achieve that goal. Several campuses and colleges were developing their own campaigns. As a result, the department could not definitively track how those units were collectively communicating to a prospective student throughout the admissions process.

Eventually, both Undergraduate Admissions and World Campus realized they were facing similar scalability issues.

“We both needed a way to support the growing number of prospects without increasing staff,” says Kate Tornatore, project manager for Penn State World Campus.

MULTI-DEPARTMENT CRM IMPLEMENTATION

In 2012, Undergraduate Admissions and World Campus decided on a joint CRM implementation, in effect extending CampusNexus CRM across the university system for prospects and undergraduate applicants. This represented a significant cultural shift for many staff members. Many of them had been using the student information system in Undergraduate Admissions for their entire careers.



Old Main at Penn State's University Park campus.

“A joint CRM implementation requires constant coordination between many teams,” says Tornatore. “We needed to get everyone to work together as one team, so we established an executive sponsor team with representatives from both World Campus and Undergraduate Admissions to help reinforce the vision and keep stakeholders informed of the progress of the project. We considered Campus Management a part of our team throughout this project.”

The positive experience World Campus had with CampusNexus CRM was a key factor in the decision to extend the program institution-wide. “A key advantage to CampusNexus CRM is that it is designed specifically for higher education, adapting to unique configurations, campaigns, and workflows across departments and campuses, while centralizing the history of interactions for access by all recruitment staff,” says Tornatore. “This made the transition process easier.”

EARLY RESULTS

Today, CampusNexus CRM is a core strategic tool for World Campus and Undergraduate Admissions. Penn State began to see measurable results from the solution soon after it was implemented.

INCREASED COLLABORATION AND PRODUCTIVITY

Collaboration across the system has improved dramatically. Each campus now has an understanding of the communications sent by the others, providing insight into how and when Penn State communicates with students, and eliminating redundant messaging. Recruiters can send highly personalized messages targeting thousands of constituents at once. “The week we went live, we deliberately triggered a campaign



to 300,000 prospects that went perfectly,” says Tornatore. “This was an indication that our diligence and commitment to doing this right paid off instantly. It was our first measure of success.”

Today, Penn State continues to identify workflow automation opportunities to increase collaboration and results. The reporting and analytics teams use the data for statistical reports and research, whose findings could lead to new opportunities for Penn State.

REDUCED COSTS

Penn State also measures the success of the joint CRM implementation in terms of reduced costs and increased efficiencies that allow the school to maintain a high level of service to prospects, applicants, and students. “Through workflow and campaign automation, what once took

us days, weeks or even months to manage can be done now in hours,” adds Tornatore. “We also now support and invest in fewer systems. Staff who were doing manual execution can focus on more strategic, higher-level duties.”

Penn State has streamlined other processes as well with the CRM platform. For example, it now facilitates and manages alumni volunteers, travel, and email communication systems within the CRM solution.

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ENHANCED STUDENT EXPERIENCE

Throughout the entire process, one of Penn State's main goals was to enhance the prospect, applicant, and student experience. "That 360-degree view of prospect communications across the entire university means that the admissions counselor in northeastern Pennsylvania knows what an admissions counselor from the World Campus told that same prospect two days, two months, or even two years ago, so that prospect doesn't have to start all over every time he or she calls into one of our offices," says Tornatore. "The service prospects and students receive is timely and highly personalized, even as we manage more constituents."

Today Penn State's CRM solution supports 350 additional users, enables 100 times more one-on-one interactions with students, and maintains information

on over 1.25 million more constituents than it did when World Campus began with the system over five years ago. "Campus Management helped us evolve to an institution-wide system that we're confident will continue to support our prospects, students, and growth initiatives," says Tornatore.



CAMPUS[™]
MANAGEMENT

About Campus Management Corp.

We have a saying at Campus Management: “Every line of code we write should solve a higher ed challenge.” As a partner to your institution, we share your passion for transforming communities, nations, and lives. Our CampusNexus solutions built on Microsoft enable you to serve a wide diversity of students and empower them with the knowledge and skills they need to succeed. With our singular focus on delivering higher education innovation and services in the cloud, you can optimize resources around your mission and transform challenges into opportunities for your institution and students.

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