Our Admissions Process Is So Much Smoother!

Dramatically Improved Admissions Processing Keeps Everyone Happy

Inside

Western Washington University

Bellingham, Washington

WESTERN WASHINGTON UNIVERSITY

Products:

Intelligent Connections® Admissions Application Processing with Contact Management

New Admissions Process Works Like a Dream

From the moment a prospective Western Washington University student expresses interest in the school, a fully integrated process is set in motion, allowing the prospect to request information, complete an admissions application, and stay informed of their status.

Why Intelligent Connections?
• Web-based solution
• Facilitates easy workflow
• Cost-effective
• Interfaces with other back-end systems
• Quick implementation timeframe
• Excellent customer service

The Savings:

Time and money! With the Intelligent Connections admissions system, work that once required a data entry staff of five can now be done by two, and files that used to take up to three weeks to reach an evaluator's desk now arrive in three to five days. Many hours are also saved uploading data into Banner – no more double data entry headaches! Admissions personnel receive, process, and evaluate submitted applications, then easily upload them to Banner – all using Intelligent Connections services. "It's so much easier now that everything is on one centralized server, with all security and the stability fully handled by CollegeNET," says Margie Conway, Assistant Director of Admissions and Information Systems.

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Business Profile
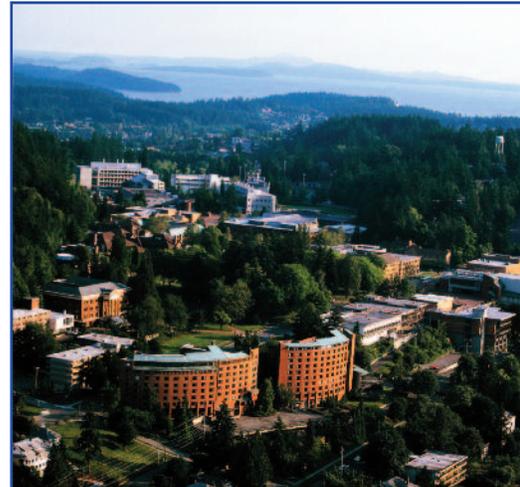
Located 90 miles north of Seattle in Bellingham, Washington, Western Washington University has a scenic 215-acre campus, which includes the 38-acre Sehome Arboretum (operated jointly with the city). With an enrollment of 13,000 students, Western Washington is large enough to offer academic variety with top-notch faculty, yet small enough to focus on each student's individuality. Proud to be a progressive institution with ties to environmental issues, Western Washington was recently the recipient of a Green Power Leadership Award.

The Problem

Back in the late 1990's, Western Washington developed its own online web application, but it soon became apparent that the form was not meeting the expectations of applicants and staff. In November 2001, the user-friendly CollegeNET-hosted application was rolled out, and by May 2002, the data from the online application was being loaded directly into Banner. At that point that the University decided to develop its own data entry forms to enter information from paper applications, transcripts, and test scores into Banner. Although these forms saved staff time, there were problems. Each form was written in a different programming language, and applications and data were stored on different servers throughout the campus. When servers were upgraded, incompatibility issues hurt productivity, and the lack of data security and stability were ongoing problems. The University's Admissions Office realized they needed a standardized solution for their entire admissions process that would be secure, scalable, and not impacted by staffing changes.

The Solution

Deciding to add Contact Management to their Intelligent Connection Admissions system in 2006, Western Washington quickly drafted an implementation plan and worked with CollegeNET to define the data entry forms and views they needed. Their data entry form for paper applications went live in March, 2007. Now, because all applications – both online and paper – are integrated into a single system, Western Washington can use the automated email capabilities of the Intelligent Connections system (*E-Sponse*® emails and *Triggers*® automated actions) to communicate with all applicants, and applicant data can be easily entered into administrative forms for upload to Banner. "We used to hire four or five temporary staff each October and spend the first two weeks training them to enter data into Banner," explains Margie Conway. "With the new system, we hire two temporary staff to help with the initial application processing and less than an hour of training is all they need to start entering data into our CollegeNET forms. The time savings are amazing!"

The Benefits

All aspects of Western Washington's recruitment and admissions process have benefited from Intelligent Connection services. E-Sponse HTML emails allow admissions staff to automatically send personalized responses to prospect inquiries. Improved customer service meets the expectations of prospects and students for quick turnaround and personalized service. And the admissions process will scale smoothly when the number of applications increases. Freed from mundane tasks such as data entry, the admissions staff has more time to do student outreach. "Our morale has increased incredibly," says Sarah Balz, Admissions Program Coordinator. "Since integrating admissions with the new Contact Management system, we're able to accomplish more, so we can spend less time doing data entry and more time helping students."

Want to Know More?

To discuss the many ways CollegeNET's products can save you time and money, and improve efficiency, contact sales@collegenet.com.