



SUPPORTING ENROLLMENT GROWTH AND INCREASING EXPECTATIONS WITH LESS BUDGET

For the last two decades, North Shore Community College has addressed significant challenges by leveraging the flexible architecture and expanding functionality of Banner by Ellucian. Enrollment has grown by almost 30% since 2002, resulting in increased demand for academic and student services, enhanced communications, and more web services. At the same time, state support has steadily declined: the current appropriation is less than it was in 2001.

“Our user base and their expectations grow continually. Users want more speed, more applications, and more access,” emphasized Jan Forsstrom, CFO, North Shore Community College. “Banner was a smart and strategic choice when we first implemented it in 1993, and it still is today. It has grown and changed with us.”

Banner provides North Shore with a solid foundation to deliver the best possible service to every member of its education community, support new operational efficiencies, advance long-term planning, and meet changing national and state performance measures all within an uncertain economy. Banner Student, Advancement, Finance, and Financial Aid with self-service capabilities make up the core of the foundation. Access to much of the functionality is through the Ellucian Luminis Platform, a portal and web services environment. The college also makes extensive use

NORTH SHORE COMMUNITY COLLEGE *Real Opportunities*

PROFILE:

- Danvers, Massachusetts
- Enrollment: 11,000 credit; 5,000 noncredit
- www.northshore.edu

CHALLENGES:

- 30% increase in enrollment
- Increased demand for academic and student services, enhanced communications, and more web services
- Steady decline in state support
- More data needed to meet student success measures and performance based funding

SOLUTIONS:

- Banner® by Ellucian™
- Ellucian Luminis® Platform
- Banner Enterprise Data Warehouse
- Banner Operational Data Store
- Banner Document Management System
- Ellucian Technology Management Services

RESULTS:

- College is keeping pace with increasing expectations for access and resources
- Self-service applications help college support growing enrollment
- Flexible architecture lets college bring in new applications to stay competitive

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of Banner Operational Data Store, Banner Document Management, and integration software; and the staff is making increasing use of the Banner Enterprise Data Warehouse.

“We need to provide North Shore communications and resources online, anytime, and anywhere,” emphasized Forsstrom. “Banner is very flexible. It lets us continually add new functionality and features so that we can stay competitive.”

BANNER PROVIDES ROBUST AND FLEXIBLE CORE

The ability to integrate new applications into Banner – and to leverage the wealth of data housed in the administrative system – increases its value.

“We’ve had a consistent strategy that Banner is our database of record, and that we will make as much information and as many resources available through self service as possible,” said Forsstrom. “This expands the value of Banner because its data feeds into our public website, our program of study database, and other databases, which feed data back into Banner. The integration to new applications and databases enables us to make better use of our data and applications, and data is consistent and current throughout the infrastructure.”

Banner is built on an open, flexible, and standards-based architecture that enables North Shore to also seamlessly integrate third-party applications like email (Google), the Angel LMS, and the college intranet, as well as support sophisticated interfaces with the state of Massachusetts. Recently, the college made these key expansions to its Banner digital campus:

- Widespread implementation and use of Banner Document Management in support of the college’s sustainability initiative. Seven different departments are using imaging which saves space and time in addition to paper, and makes information more accessible.
- Streamlined the communications process between students with disabilities and the college’s Office of Student Disabilities. The IT department – in keeping with the college’s strategic decision to leverage Banner whenever possible – created custom public web pages and utilized functionality within Banner to automate a labor-intensive process, provide security, and make all data available within the Banner system.
- Enabled room availability and reservation queries through the Luminis portal. Room requests are processed through Banner Event Management. Afterward, the room information is updated automatically in Banner.

“Banner enables us to support enrollment and program growth. It provides North Shore with a solid core for transactions and self-service for effectiveness, a portal that is the mainstay of our daily operations, and access to critical data and reporting tools.”

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SELF-SERVICE FUNCTIONS ARE PERVASIVE

Equally important as leveraging the data and functionality with Banner is enabling widespread yet authorized self-service access. “We’ve created a culture of self-service,” emphasized Forsstrom. “It is essential to managing our growing enrollment and it is a standard business practice in almost every department.

“Students want to do more online, and our staff is also reaching that same level of demand,” continued Forsstrom. “We are constantly pushing to make more applications and information available online and more user friendly.”

Self-service functions are pervasive. Students can access functions for recruitment, admissions, registration, scheduling, bill payment, financial aid, advising, and more. Online portal usage is high with 4,000 to 6,000 unique users daily and 8,000 to 9,000 weekly. About 90 percent of students have registered online consistently for the past 7 to 8 years. Recent self-service initiatives include redesigning and supporting an online learning web-based system for remedial math students and making it available with single sign-on access from within the Luminis portal. Also, the finance department is working with IT staff to enable vendor echecks and e-refunds for students. Recently, North Shore was the only school in the state to meet a new requirement from the adjunct faculty union to make all communications electronic. This was accomplished by using Banner as the starting point for developing a completely automated availability, seniority, letter of agreement, and faculty contract system. The Luminis portal is the entry point to this customized tool for faculty.

“Whenever a department identifies a need, we always evaluate Banner as the ‘go to’ solution of first resort,” explained Gary Ham, CIO. “Most often, we can provide the functionality that someone is asking for.”

When new functionality is needed, it is evaluated by Ham and appropriate IS managers. Ham, an Ellucian employee, has been onsite at North Shore for 14 years. He is supported by two other Ellucian employees who are also on site through an agreement with Ellucian Technology Management Services.

“Our on-site managers are outstanding, and we also have strong support from Ellucian on the product side,” said Forsstrom. “We get the expertise we need when we need it.”

The availability of other resources from Ellucian to supplement the small IT staff has also been valuable. For example, the college has utilized specialized expertise from Ellucian as part of its contract for help with Oracle upgrades, planning, remote DBA services, security, strategic planning, new product implementations, and more.

Data and access support culture of data-driven decision making

Departments and users are leveraging the wealth of institutional data in Banner more fully through Banner Operational Data Stores and Banner Enterprise Data Warehouses.

“North Shore has a long-standing institutional culture of utilizing data for decision-making. The business intelligence tools provide departments with the ability to get data ‘on demand’. More of our departments are using our business intelligence software daily for internal and external reporting,” said Forsstrom.

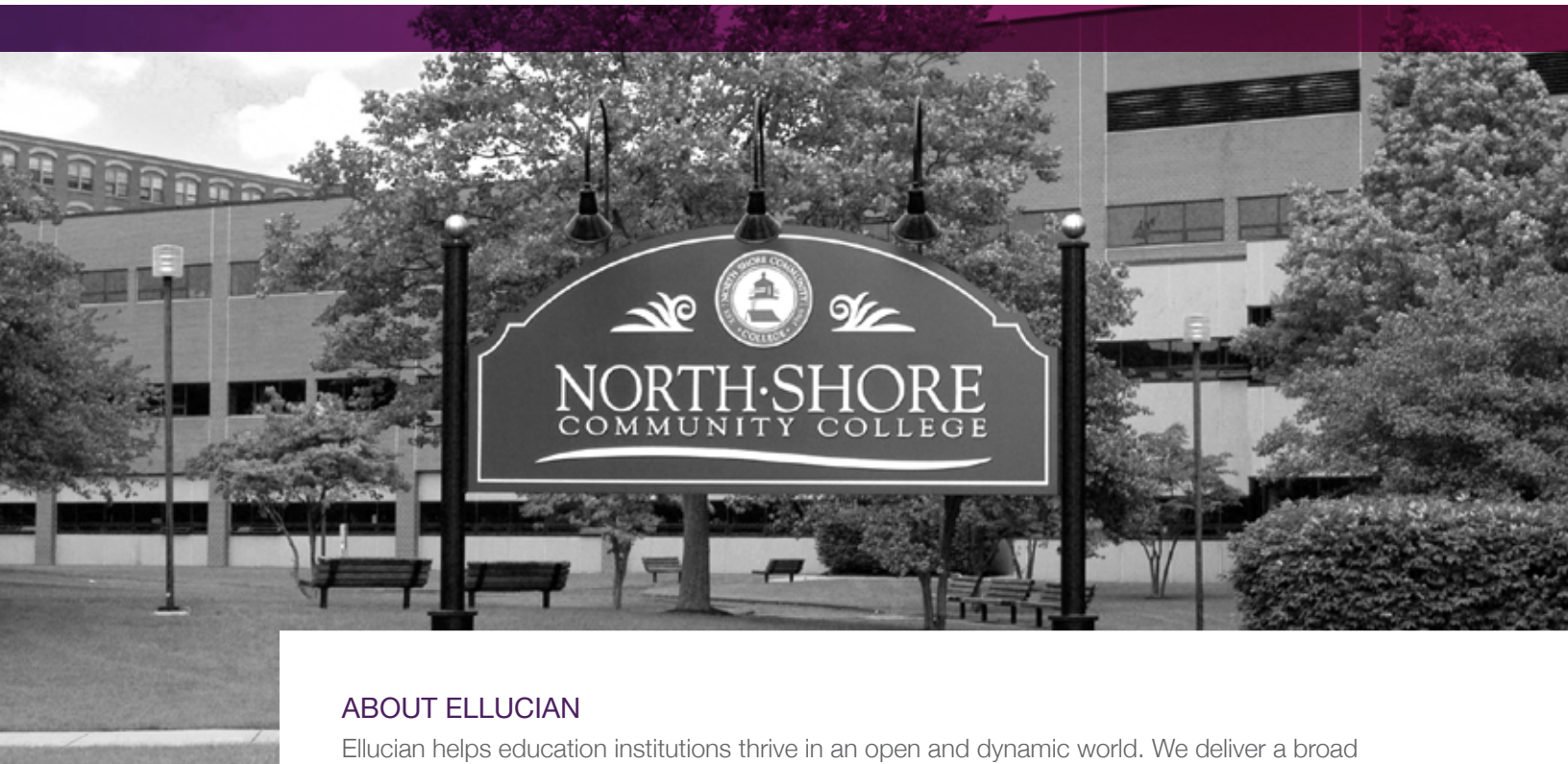
In fact, the college was praised for its “institutional understanding of need and use of data” during its accreditation process in 2009.

The college’s repository of reports and business intelligence tools will be essential to meeting the State Department of Higher Education’s Completion and Student Success agenda, which will base funding largely on performance.

“Our culture of data-driven decision making is one of the more strategic decisions we’ve made,” said Forsstrom. “It will be essential to meet the changing requirements for accountability and for tracking performance metrics, and most importantly, to identify changes that can help students complete their goals as quickly and efficiently as possible.”

Significant challenges and changes remain ahead as the college implements its institutional Strategic Plan 2014-2016 that includes numerous student success measures. Undoubtedly, Banner by Ellucian will support the college’s new and changing initiatives. Already, the college is considering how it can leverage Banner to support possible dramatic changes in scheduling and advance academic planning, as well as pathways and career planning.

“Banner enables us to support enrollment and program growth,” said Forsstrom. “It provides North Shore with a solid core for transactions and self-service for effectiveness, a portal that is the mainstay of our daily operations, and access to critical data and reporting tools. And we feel it positions us well to change with the challenges of the future.”



ABOUT ELLUCIAN

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

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