



### Ellucian customer case study

The MIS Department at the University of Arizona's Eller College of Management partnered with Ellucian Academic Services to deliver its master's in Management Information Systems (MIS) program online.

### About the MIS Department at Eller College of Management

For more than 25 consecutive years, the U.S. News & World Report has ranked the MIS Department's Management Information Systems program among the top five in the country.

#### Objective:

Work closely with faculty subject matter experts to create effective online courses that promote student success

#### Solution:

Ellucian Academic Services

#### Business benefits:

- Online program is built to grow with evolving needs
- Flexible, easy-to-maintain course templates support varying teaching styles
- Consistent navigation helps students easily move among courses
- 95 percent student satisfaction rate in year one
- Successful program launch within one year



## University of Arizona's Eller College of Management delivers a high-quality online master's in MIS program that mirrors its top-ranked traditional program

### Ellucian Academic Services delivers best-practice consulting for successful online program

For more than 25 consecutive years, the *U.S. News & World Report* has ranked the Management Information Systems (MIS) program at the University of Arizona's Eller College of Management among the top five management information systems programs in the country.

So when the department decided to offer its master's in Management Information Systems program online, preserving the value of the degree and the content was paramount to success. "Our goal is to deliver the highest

quality of online content that leverages and parallels our traditional top-ranked program," said Anji Siegel, MIS director of special programs.

"The quality of the online curriculum and delivery of the content is extremely important for us," said Siegel. "Our adult working students need to access their coursework easily by using tools that will help them gain the knowledge they need to do well in the program and that they can use in their everyday work life."

To ensure a high-caliber program, the MIS Department partnered with Ellucian's Academic Services team. Together, they developed a standard

course look and feel, implemented online learning best practices, and designed 10 online courses using Ellucian's proven course development process. Working closely with administration, faculty, and staff, the Ellucian Academic Services consultants helped the department identify appropriate technologies and define effective practices to assure quality and continuity.

### Expanding offerings with an online master's program

The MIS Department had previously launched an online certification program with positive results. Department leaders wanted to take the next step by providing a master's degree program to a wider student population.

"Scaling up to a master's degree program is much more complex than an online certification program," said Paulo Goes, professor and department head. "For example, the master's program has 10 courses versus three, and the content is much deeper."

Although the professors who teach the Management Information Systems master's program are world-renowned for their cutting-edge curriculum, they have varying levels of experience creating and

delivering online teaching programs. An Ellucian Academic Services consultant spent time getting to know faculty face to face before developing the program, and Ellucian identified the best types of technology for online student engagement while preserving faculty individuality and program rigor.

"We needed to strike a balance between giving faculty a lot of flexibility on pedagogy, while making them conform to the online environment. Giving faculty this freedom and working with their different backgrounds and styles was challenging," Goes said.

While some instructors had experience with online delivery, no one had the bandwidth to develop the template or assist other faculty members. And because creating the complete online curriculum must be done upfront, faculty often underestimate the time involved.

### Expertise helps launch successful program

"This was a new undertaking for us, and we understood that it was better to have someone with expertise in it," said Lance M. Hoopes, CISM, CRISC, director of Security and Information Technology, Eller College of Management, University of Arizona. "And the fact that we were spending funds on this created



more accountability for faculty to follow through. Using Ellucian served as a catalyst to bring the program to fruition and launch.”

The new online program has a consistent look and feel. It’s easy for students to navigate from one course to another. And faculty can use the tools they prefer such as group discussions, voiceover PowerPoints, or videotaped lectures.

“During the process of creating the template, the consultant was very helpful in giving us suggestions, and she was willing to try new tools,” said Siegel, who is an instructor and was also project manager for bringing the Management Information Systems program online.

For example, Siegel wanted to set up a peer review module. “The consultant did not have experience in creating one, but she researched the tool and found out how it worked,” said Siegel. “She developed an instructor guide for me to follow every semester when I set up a new course. She also helped me use wikis in a new way. In addition, she was very good with other faculty members, helping them understand the tools they wanted to use. The Ellucian team we worked with throughout the process was fabulous and accommodating.”

## Online program is built for scalability and sustainability

The program is built to last and grow to meet the department’s evolving needs. At the conclusion of the Ellucian Academic Services engagement, the MIS Department felt confident that it could add courses using the template created.

“From our first meeting with Ellucian, we felt that they understood us and what we wanted to accomplish,” said Goes. “Anytime we had an issue, they were open to working with us and to listening to our suggestions. It was a very positive experience and the program was well executed.”

## Ellucian provides tailored, flexible services

One of the reasons the MIS Department chose Ellucian was the company’s willingness and ability to tailor the solution to the department’s specific needs. “Only Ellucian gave us a price for just course conversion work. Other vendors wanted to sell us a package of marketing, promotion, and other services, or revenue share models,” recalled Siegel.

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Within one year, the MIS department completed delivery of all 10 initial courses and the program went live in spring 2013. The program is delivered in a 7.5-week time frame with frequent and flexible start dates. In the first year, student satisfaction rating with finding coursework information, course design, and course content was approximately 95 percent.

“Enrollment has exceeded our expectations, and student response has been positive,” said Goes. “We will continually update and revamp the program, but we have a strong platform to build from. It has been a very successful launch.”

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#### **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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