An integrated enrollment system that saves staff and students time

Kettering University integrates its enrollment software and streamlines the application process with Ellucian CRM Recruit

Kettering University and its online option, Kettering University Online, offer immersive, interactive, career-based programs designed to help students succeed in STEM and business-related careers. In the face of steady growth, Kettering University Online needed a streamlined application process that easily integrated into its existing Banner ERP without the use of middleware.

The university had several additional objectives in mind. It wanted to give prospects easy online access to its application, reduce the time spent processing those applications, and implement its new solution as quickly as possible. It also needed a solution that would work smoothly with its other existing technologies and strategies.

Kettering University Online chose Ellucian CRM Recruit as its enrollment solution for three key reasons: its modern functionality, configurability, and above all, its native integration with the university's existing Banner ERP.

"What we were thinking is, 'If we continue to grow the way we have, the better off we are getting something with seamless integration,'" says Christine Wallace, vice president of the Kettering Global Campus.

Viola Sprague, vice president of instructional, administrative, and information technology at Kettering, agrees. "We took a look at what our options were and found that really any tool besides CRM Recruit that we attempted to integrate was going to require a lot more effort than it really should, and would limit our report abilities," she says.

Making the case for adoption

After identifying integration as the key factor, Wallace, Sprague, and their teams focused on making the case for the adoption of a new solution: namely, "efficiency," says Wallace.

"It made sense for us to become a complete Banner shop, for everyone's time," she explains. Staff members were "spending a tremendous amount of time with integration software with another product. We have a very efficient but very small group of people in IT, and we all know that the demand on departments like that is quite strong. The more we could relieve the need to develop integration between

Kettering
UNIVERSITY

Enrollment: 2,252

Objective

Implement a comprehensive system to integrate and streamline its admissions and enrollment-management processes

Solution

Ellucian CRM Recruit

Business benefit

- Intuitive online application system
- Streamlined applicant record entry
- Seamless integration with the college's Banner® by Ellucian ERP

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CHRISTINE WALLACE

Vice President, Kettering Global Campus

programs to make programs that weren't meant to go with Banner work with Banner, and be better and more efficient for everyone—it became an argument that just made sense."

The university's leadership agreed, and Kettering University Online began its transition.

A smooth implementation and a successful partnership

Working under strict time constraints, the university was eager to implement CRM Recruit as quickly as possible. To accelerate the process, Kettering worked with Ellucian's Rapid Deployment Center. Wallace speaks highly of the experience.

"Not only did the Ellucian team help us walk through the decision-making of everything that needed to be done, I think it helped other departments, too," she says. "As we talked with other departments about their use of Banner, and how we needed to work together, we helped them see ways that they could be more efficient; the ways that we could streamline some of their processes. So as a result of that," she concludes, "I think we actually provided a value-add to the rest of the university."

Teamed with their Ellucian consultants, the Kettering team worked closely with their IT staff and their main academic partner, an OPM service that manages their marketing, recruitment, and enrollment-management efforts. They had to work quickly to ensure successful alignment, system access, and training. "We had very tight timelines and had to cram a lot of engagements into a very short period of time," says Angie Spade, manager of online operations at Kettering. But in the end, Wallace says, "it was a pretty seamless process training everyone and getting them up and running and comfortable with the system."

"The [CRM Recruit] product was designed to help us implement without any troubles," says Sprague, who attributes their overall success both to "the product itself and the consultants who came on campus."

Increasing efficiency and saving time

With their systems integrated and their application processing time dramatically shortened, the Kettering team has seen noticeable results. In particular, CRM Recruit's workflow automation has resulted in a significant increase in efficiency, allowing staff members to focus more on applicants and strategic work.

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The solution's ease of use and intuitive interface has benefited Kettering as well. "Everything is easy to understand," says Spade. "Everything is right there, and it's easy to know what someone is talking about without having to be sitting beside each other."

Words of advice

Looking back, the Kettering team shares some wisdom borne of experience.

Spade emphasizes the importance of laying the proper groundwork. "It's well worth putting the time and effort into planning and engagement, and to foresee any changes that might need to be made, and figure out how to do those while you're still in your engagement," she says.

Wallace cites the importance of expert advice, as well as a deep engagement with affected departments and staff members. "I would say it's definitely worth paying for someone to come on your campus," she says. "Then take advantage of that time to attend meetings with all the departments who will integrate and touch you and Banner, and use that as an opportunity to listen in."

"I think people get in the habit of doing things a certain way, but it might not be the most effective or efficient way," Wallace continues. "I also think it's too easy sometimes for people to mentally disengage if you're just watching a training video or webinar. But if you're sitting in a room with somebody and you're actually going through the training together—and you're not just sending people videos to look at for training—I think it sort of forces you to really think through things. It's not inexpensive, but it's well worth the money in the long run."

"'You get what you pay for' is definitely true."

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