



## CASE STUDY:

# Building for the future

## Establishing a new graduate school creates opportunities for students and employers

Yeshiva University is a private institution located in New York City, grounded in Jewish scholarship, tradition, and values, while providing an education based in the liberal arts and sciences, law, business, and other professions.

Yeshiva recently embarked on a strategic initiative to increase its enrollment and offer new academic offerings through mission- and market-driven programs. “We sought to increase the number of master’s degrees we offered,” says Selma Botman, provost of Yeshiva University. “Our purpose was to provide our undergraduate students and members of the broader community with the skills and knowledge they need to go on to advanced study or be ‘job ready’ and successful.”

In an effort to deliver high quality programs, tap into student interests, and help meet the needs of today’s employers—particularly in the health and sciences fields—Yeshiva elected to establish a new graduate school in 2015. Yeshiva turned to Ellucian, its partner for Managed Services, Strategy and Planning, and enterprise resource planning software (ERP) for academic services to establish the Katz School for Science



### Primary Challenge

Increase enrollment by offering market-driven post-graduate degrees

### Solution

Ellucian Academic Operations Services

### Results

Integrated data across campus systems

Increased efficiency for staff and employees

Increased enrollment through the creation of a graduate school

and Health. The university wanted to work with an organization intimately familiar with higher education. “We wanted help from a proven partner first in the area of instructional design expertise,” says Botman. “But, later as the Katz School matured, we sought additional assistance in enrollment management.”

## Building a new graduate school— and increasing efficiencies

In the beginning, Yeshiva examined how its technology and business processes worked together, and began looking for ways to increase efficiencies. The university believed that the establishment of a new graduate school presented a prime opportunity to evaluate how the university operates on a holistic level. “While Yeshiva has always had a top-notch faculty and high-powered academic programs, the University had developed few system-wide back room processes,” says Botman. “As a result, many functions were customized at the individual school level. We needed to create common processes to drive scale.”

A crucial component of the project was not only establishing a graduate school, but also integrating data campus-wide. “Ellucian’s experience in the monitoring of data integration has been critical because we had been using three different CRM systems in three different schools for application processing,” says Botman.

Getting a handle on all of its campus data has allowed Yeshiva University to not only operate more efficiently, but it has also opened up new opportunities to analyze

information—and pave the way for new insights based on solid data, rather than conjecture. For example, the institution can now track enrollment to determine which students will be offered scholarships. “Our program data collection will enable data-driven decisions at the school and university level,” says Botman.

After the project was completed, Yeshiva University’s Katz Graduate School enrolled its first cohort of students in Fall of 2016, and there are now increasing numbers of students seeking enrollment.

## Forging a successful partnership

Botman notes that the close working relationship between Yeshiva and Ellucian was critical in ensuring that the project was successful. “We work together extremely well,” says Botman. “The Ellucian staff members are a collaborative, happy group, and there is a trust between Academic Affairs at YU and the Academic Technology leadership team. When there are challenges, we work together to find a solution.”

Yeshiva University’s graduate schools continue to grow, and are on pace to help the institution fulfill its mission to educate greater numbers of students and to meet the demands of employers. Botman considers this partnership a resounding success. “Through this partnership with Ellucian, our faculty and program directors have been successful in creating graduate programs that are true to the YU mission. We are deeply proud of the exceptional and highly rigorous academic programs that we offer in all our graduate fields,” she says.



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