

ELLUCIAN SUITE ENHANCEMENTS



GROWTH

SCOPE OF SERVICES

ENMU is a Banner school and SIG conducted a Business Process Analysis (BPA) to determine how admissions functioned, from student recruiting to submitting an application, to how the application was handled through admissions.

SIG suggested a plan to integrate Banner Document Management and WorkFlow software applications to improve the workflow process. SIG also redesigned the enrollment process for greater efficiency and effectiveness.

PROJECT DESCRIPTION

Eastern New Mexico University (ENMU) was struggling to handle the enrollment demands that were overwhelming its admissions process. While the college was eager to receive new students, the enrollment management services offered to future graduates left many prospect frustrated and confused. Paper applications were mismanaged, and online applicants were invalidated, and as a result, students were turning to competing institutions because ENMU was failing to provide the high-level customer service expected of a respected institution.

ENMU had various pieces of technology that weren't being used in a cohesive manner to run in an integrated environment, and departments within the same system were not communicating about how they might work together for greater efficiency.

BENEFIT / VALUE

- Achieved record enrollment after implementation
- Nearly 20 percent increase in successful new student transfers from Arizona and Texas
- Estimated 25 percent enrollment growth (\$825k) due to better service for transfers
- Significantly greater effectiveness and efficiency in enrollment management