



Cleveland
University
KANSAS CITY

**CHIROPRACTIC AND
HEALTH SCIENCES**

OVERLAND PARK, KANSAS

500+ STUDENTS

CLEVELAND UNIVERSITY-KANSAS CITY

2017 EXCELLENCE AWARD FOR STUDENT SUCCESS

INSTITUTION RAISES THE BAR ON STUDENT SERVICES

Cleveland University-Kansas City offers a wider range of health care degrees, and is one of the oldest and most respected nonprofit chiropractic colleges in the nation. In an increasingly competitive higher educational landscape, the institution's goal was to speed and enhance engagement with prospects and students, without having to add more staff.

This would require a new student information system that could scale and automate processes, as well as empower students through more self-service functionality. To meet this goal, the institution implemented CampusNexus® Student, a solution that includes financial aid automation, student self-service, CRM, and workflow and forms builder.

Since that time, Cleveland University has raised the bar on student services, resulting in positive and measurable benefits. With CRM analytics, the institution has created highly targeted admissions campaigns, improving their email campaign response rate by 1,000 percent. Through new APIs and workflows, they have reduced prospect response times on leads by 98 percent—specifically from 24 hours to 30 minutes.

With financial aid automation, workflows, and forms builder, the institution now provides 75 percent more student self-service options for fulfillment of student requirements, which empowers students to complete tasks at their convenience. Additionally, FA automation has improved the institution's processing accuracy by 35 percent and automated more than 25 percent of student accounts processing.

Students are also able to complete their orientations, registrations, and matriculation agreements online, reducing the time delays associated with paper processes. Notifications for students to complete forms and other processes are now automatically triggered based on missing information, making it easier for students to stay on track.

Cleveland University has improved student retention through the use of workflows that notify students of absence levels throughout the term, reducing the number of automatic failures based on attendance.

As a result of these achievements, Campus Management is pleased to recognize Cleveland University-Kansas City with the 2017 Excellence Award for Student Success.

About Cleveland University-Kansas City

Cleveland University-Kansas City began as a chiropractic college in 1922, its roots planted by pioneers in the profession. The institution is proud to be recognized as one of the oldest nonprofit chiropractic colleges in the nation.

CAMPUS
MANAGEMENT

About Campus Management Corp.

We have a saying at Campus Management: "Every line of code we write should solve a higher ed challenge." As a partner to your institution, we share your passion for transforming communities, nations, and lives. Our CampusNexus solutions built on Microsoft enable you to serve a wide diversity of students and empower them with the knowledge and skills they need to succeed. With our singular focus on delivering higher education innovation and services in the cloud, you can optimize resources around your mission and transform challenges into opportunities for your institution and students.

campusmanagement.com

5201 Congress Ave.
Boca Raton, FL 33487

T: 1.866.397.2537 (USA)
1.561.923.2500

© 2020 Campus Management Corp. All rights reserved. Campus Management Corp. and the Campus Management logo are trademarks or service marks of Campus Management Corp. These marks may be registered in the U.S. or other countries. All other registered trademarks and service marks are the properties of their respective owners.

CS202001