

Park University paves the way for enrollment growth with an optimized, paperless admission process.



“Xerox designed and implemented a document management system to bring the varying paperwork processes together. We now operate as one entity.”

– Michael H. Droge, PhD
President
Park University

Background

Park University is an innovative private university that operates 43 campus centers in 21 states. Based in Parkville, MO, the institution serves more than 25,000 students per year and was one of the first accredited universities to offer online learning programs.

The Challenge

A few years ago, enrollment at the university increased dramatically. And the university found that its decentralized, manual, paper-based enrollment process was out of date.

At the time, each campus center relied on its own enrollment process. But the basic steps involved collecting, copying and shipping paper documents to a central registrar’s office for official storage.

When enrollment began to skyrocket, however, the deluge of paperwork overwhelmed the Admissions, Registrar’s and Financial Aid offices. And the university was no longer able to process applications in a timely fashion. In fact, it sometimes took 30 days to complete the process.

The paper-based processes also made it difficult for staff members to find accurate, up-to-date information and resolve student issues. In fact, they sometimes spent as much as 30 to 40% of their time simply tracking down the right information.

All told, the delays in processing applications cost the university an estimated \$1.5 million in lost revenue every term. The difficulties associated with accessing information also had a significant impact on organizational efficiency and the quality of student services.

To address these challenges, Park University’s Senior Team developed and implemented an effective, long-term document management strategy with help from a proven partner—Xerox.

The goal was to standardize and optimize the enrollment process throughout the university and dramatically improve access to accurate, up-to-date student information.

Building a foundation for growth. Streamlining the flow of information.

The Solution

Our Lean Six Sigma experts worked closely with university leaders to assess the situation, quantify the impact of potential improvements and make sure our recommendations would support the university's mission, vision and long-term strategy.

We then began to design and implement a multifaceted solution that would standardize, streamline and automate the university's enrollment processes and improve information access throughout the enterprise.

The first step was to establish a digital document management infrastructure featuring a state-of-the-art repository linked to scanning and retrieval stations located at each campus center as well as the university's existing Student Information System. Then we provided on-site staff training and helped each campus align their business processes with the enterprise-wide strategy.

Once this phase was completed, university staff could quickly scan and index documents remotely and upload them to the central repository without the need for manual mailing or shipping. The solution also relieved the Department of Admissions, Student Financial Services and the Registrar's office from the burden of copying huge volumes of documents.

Next, we helped the university implement electronic forms for online applications and inquiries. This enabled the students and staff to fill out forms online; the information would automatically be stored in the Student Information System without the need for re-keying.

This multifaceted solution transformed the original paper-based enrollment process and its manual filing system into a fast, efficient digital workflow using digital documents, digital archives and automation.

About Xerox Services. Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

For more information on how we help higher education institutions, visit www.xerox.com/highered or call 1-800-ASK-XEROX.

The Results

Our solution helped the university establish a standardized, benchmark enrollment process for the entire enterprise. It helped the university:

- Reduce the processing times for admission applications from 30 days to 3 days
- Increase enrollment revenue and speed up revenue capture
- Improve organizational efficiency, staff productivity and the quality of student services
- Streamline data extraction and eliminate re-keying of information
- Reduce costs for mailing, faxing, filing and document storage
- Establish the robust infrastructure necessary to support enrollment growth up to 300% without additional staffing

The conversion of paper-based filing systems into a centralized digital repository also dramatically improved information access.

- Staff members could respond more quickly and accurately to student inquiries
- Cycle time for interoffice communications became a real-time process
- The solution provided the university with immediate access to information covering the entire lifecycle of the student relationship

Following the successful implementation of the optimized process, we have begun work on the development of a second solution to facilitate the approval of adjunct professors and help faculty members share information and collaborate more effectively.

It's another example of our ongoing efforts to provide document management solutions that support Park University's strategic commitment to academic excellence, innovation and growth.

Case Study Snapshot

The Challenge

- Optimize and standardize a key business process for more than 40 campus centers
- Streamline enrollment application processing
- Improve the quality of student services
- Provide staff with better access to up-to-date student information
- Reduce reliance on paper documents, filing and costly distribution channels

The Solution

- Conduct a rigorous Lean Six Sigma assessment
- Develop a digital document management infrastructure linking all campus centers
- Develop a centralized digital repository for enrollment applications
- Implement eForms to automate key steps in the online application process
- Index and link information to the existing Student Information System

The Results

- Enrollment application cycle time reduced from 30 days to 3 days
- Dramatically improved access to student information throughout the lifecycle
- Increased revenue potential due to accelerated enrollments
- Real-time interoffice communication and information access
- Improved student and staff satisfaction
- Eliminated 90% of filing cabinets
- Initiation of second project to improve faculty collaboration and approval process for adjunct professors
- Continued development of a long-term strategic partnership

