

Maine College of Art

Now that Maine College of Art uses Lexmark technology, files for applications, recruitment, test scores and more are easily transferred to the student information system (SIS) from multiple data sources, enabling admissions staff to provide exemplary service based on accurate and complete student information.

Challenge

Like many colleges and universities, Maine College of Art (MECA) has multiple separate systems and databases that house student information. Moving this data between applications so that it is usable by admissions counselors, registrars and business office staff members typically involves manual data entry or programming-heavy workarounds burden IT or administrative resources. MECA uses a recruiting CRM along with a student information system (SIS). After interacting with prospective students, admissions counselors worked in both systems to manually enter information from hand-written notes.

David Branson, Director of Technology at MECA, explains the challenges that this process presented. "Any time there's human involvement in data flow there are challenges, and we had problems when admissions counselors entered data in our recruiting CRM in one window and the SIS in another," Branson said. "We had incorrect addresses, student ID and phone numbers and other data fields, as well as many duplicate records."

Solution

Connecting systems and departments with automated student data transfer

Branson and his colleagues decided that they needed to find a better way to get information into MECA's student information system so that staff could provide exemplary student service and send reliable, complete and current data into student records.

To meet this goal, MECA turned to Perceptive DataTransfer from Lexmark's enterprise software solutions. Perceptive DataTransfer is a data and document upload tool that enables higher education institutions to extract, transfer and upload student data and documents collected through web forms, electronic data files and virtually any other source into the SIS. The latest release of the software provides integration via API to other products such as Experian Data Quality and Perceptive Content. At MECA, Perceptive DataTransfer enables the school to effortlessly and automatically share information between its recruiting CRM and SIS without user intervention.



Meet Maine College of Art

Located in the heart of the Arts District in Portland, Maine, the Maine College of Art (MECA) offers a Bachelor of Fine Arts, a Master of Fine Arts in Studio Arts, a Master of Arts in Teaching as well as Continuing Studies for adults and youths, including a Pre-College intensive for high school students.

- ▶ **Location:** Portland, Maine
- ▶ **Founded:** 1882
- ▶ **Focus:** Art education

Products in use: Perceptive DataTransfer

Integration: Hobsons Connect CRM,
Jenzabar EX



LexmarkTM

A smooth, collaborative implementation

Branson and his team worked closely with Lexmark Professional Services to ensure that the college was up and running quickly with Perceptive DataTransfer. He is satisfied with the results of the collaborative project planning and deployment approach.

"During a long career in IT and six years in higher education IT leadership, I've seen a lot of implementations that didn't go well," Branson said. "In contrast, the Perceptive DataTransfer project went smoothly and was one of the best deployments I've been involved with. Timetables were set and met, there was constant communication and we knew exactly how we needed to be involved."

One of MECA's challenges with its student data transfer project was that the college's student-focused staff members lacked technical expertise and its IT team was already at full capacity with other projects. MECA required not only an automated solution but also one that was easy to use and administrate—requirements that Perceptive DataTransfer satisfied.

"I don't have any programmers to manage data sharing between our systems," Branson said. "So having a system like Perceptive DataTransfer that's super light and easy to use is huge. We know what it's doing and that the data is going where it's supposed to."

Results

Improving student service, removing errors

With Perceptive DataTransfer, data now flows freely between MECA's recruiting CRM and SIS. The new automated data transfer process has positively impacted multiple student focused departments.

"The admissions team has benefited from the Perceptive DataTransfer system because they no longer have to enter data and the business and registrar's offices love it," Branson said. "They can depend on the right data being in each student record and avoid having to scramble for the right information when beginning relationships with students and parents, which leads to better service."

One of the biggest benefits Perceptive DataTransfer has provided is the removal of human error from student data collection and uploading. "The fact that there are no human steps involved with Perceptive DataTransfer is important—the data that the student entered on their application is now in our records," Branson said.

"The best applications are the ones you don't have to worry about—like Perceptive DataTransfer," Branson adds. "If you want to move student data from one system to another and not be encumbered with a lot of technical work—you want to just flip a couple of switches and get it done—it's the greatest thing you can ask for."

Read and watch more stories of success from our global customers at www.lexmark.com/success