

Career Education Corporation Case Study

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- Margaret Matthei,
Vice President
of Business Applications
Career Education Corporation

Challenge

- Increase the speed of accessing information.
- Achieve consistency of information across all systems.
- Implement systems rapidly, to help enable school's rapid growth.
- Position school for growth in competitive markets for traditional and online, education.

Solution

CampusVue™ administrative suite chosen for its:

- Ability to support all functional areas.
- SQL and thin-client architecture.
- Power and depth, enabling staff to manage workflows in support of servicing students.

Results

- Single-login access across all campuses.
- Uniformity of definitions across all campuses.
- Implemented at 48 existing campuses in 13 months and 23 new sites in 90 days.
- Instantly brings new applications online to 70+ campuses.

CampusVue Plays Integral Role in Career Education Corporation Growth Plan

Information Processing System Integrates 81 Schools

Career Education Corporation (Nasdaq: CECO) is one of the world's largest and fastest-growing providers of private, for-profit postsecondary education. Today, CEC's 81 schools, colleges, and universities deliver a premier education that prepares students for successful and rewarding careers in five high-growth fields: visual communication and design technologies, information technology, business studies, culinary arts, and healthcare.

Rapid growth — a strategic plan calling for growth to 80,000 students and more than \$1 billion in revenues — led CEC executives to pursue a centralized database and administrative applications strategy. The move to an enterprise-wide approach aimed to make configuration, management, and maintenance more efficient. Driving factors included:

- **A fast-growth business plan.** Growth stemming from continued acquisitions, new campus

start-ups, and organic growth required changeover from a decentralized technology model to full integration through a centralized

- **Control.** Streamline workflows and heighten visibility across the schools within a security-rich environment.
- **Speed of access.** Growth required greater ease of access. Instead of logging in to 40+ different systems for information, administrators and management can run a single query to yield results across the institutions.

Margaret Matthei, Vice President of Business Applications, helped lead the search for the right solution. In the end, Matthei and her team selected CampusVue™ administrative suite by Campus Management Corporation. The biggest benefit CEC foresaw was that CampusVue's integrated modules spanned all their schools' functional areas. "And its design eliminated the need for technical application

support at the schools,” Matthei reported. “We were able to take the IT resources we had at the schools and redirect them to focus on our customer, the student, instead of on an application. Our IT staff used to be tied up worrying about backups, adding new users, the configuration, doing software updates, troubleshooting, space, and all those things. We didn’t eliminate anybody; we refocused them to concentrate on what’s important to us, the students.”

“We were able to develop the student portal application once and implement it in all the schools, all on the same day instantly. We could have never done that in the past.”

- Margaret Matthei,
CEC

“CampusVue had all the modules that we needed,” Matthei recalled. “I only have one software system installed. I do not have one software solution for processing financial aid and another software solution for tracking admission representative activity. That is really important to us, in that we’re not trying to bring several systems together to make one solution for the school; everything’s contained in one solution. We selected CampusVue because it covered all functional areas of the business and was an architecture (SQL, thin-client) that we wanted to move to. An integrated Financial Aid module was very important, and some of the other systems evaluated did not have it at that time.”

As much as its software, Campus Management’s ability to make changes and adjustments and keep pace with CEC was a critical part of the school’s decision. The benefit of having the centralized system was immediate. For example, CEC was able to have a student portal solution, and — instead of having to develop that application for every school individually — it was developed just once for all the schools. Because CampusVue runs on a single database, CEC can add and update as many campuses as it needs. “We were able to develop the

student portal application once and implement it in all the schools, all on the same day instantly,” Matthei observed. “We could have never done that in the past.”

CEC accomplished its goals of uniformity of definitions across all schools and adding new processing options for tracking leads, with a resulting increase in functionality in the Admissions Rep processing area.

Upon selecting CampusVue administrative suite, CEC needed rapid implementation. In its first pass in 2001-2002, Campus Management implemented 48 schools in 13 months. When CEC purchased The Whitman Education Group the following year, CEC and Campus Management implemented CampusVue in 23 schools in 90 days.

At CEC, the focus of CampusVue is that it is the system for the schools. “It’s everything to the schools,” Matthei insisted. “It’s the entire lifecycle of the student, and so it is the most critical system the schools have.”

About Campus Management

Every day, 900 campuses and hundreds of thousands of students, faculty, administrators, and staff worldwide rely on Campus Management for complete and cost-effective administrative solutions. Rapid implementation, robust applications, and responsive support have defined Campus Management’s leadership in Higher Education since 1988. For scalability, ease of use, and the lowest possible cost of ownership, CampusVue Collegiate™ administrative suite has become the cornerstone of operational excellence for a diversity of best-in-class institutions.



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