

Santa Barbara Business College

Case Study

“CampusVue...provides the college with more time to focus on what we do best, deliver education.”

- Matthew A. Johnston,
Vice President
Santa Barbara Business College

Challenge

- Previous software solution outdated, no information-sharing or dynamic components.
- Increase performance by serving daily operational needs more efficiently and effectively.
- Enable management to support four campuses, growth, customer service.
- Streamline workflows involving physical and electronic documents.

Solution

SBBC selected CampusVue:

- Broad and deep workflow and operational capabilities.
- Offers ease of use and configurability.
- Comprehensive services for managing implementation.

Results

- Dramatic reduction of embedded manual processes, spreadsheets, binders, other physical documents.
- Delivery of superb customer service via easier-to-manage information.
- Rapid implementation in 2 months.

CampusVue enhances student services, streamlines workflows at Santa Barbara Business College

As one of the oldest vocational colleges in the nation established in 1888, Santa Barbara Business College (SBBC) offers programs of study in business, medical, legal, and technical fields. Students can enroll into a diploma program, or an associate degree program. SBBC embraces student-centered, employer-based approach to its design, development, and delivery of education.

SBBC needed to more efficiently and effectively obtain information with which to manage multiple locations and execute the college's growth plans. "Our previous administrative software solution was outdated and missing the dynamic components our college needed to share information and support every department with its goals," said Matthew A. Johnston, Vice President at Santa Barbara Business College.

SBBC considered developing its own software, buying and revising a third party's, or staying the course with what it had. "We decided to make an investment in a broadly used and supported commercial software," Johnston said. "We reviewed several, but found that many were designed and priced for uses beyond our needs, or would require incredible efforts to customize and implement."

Asked how he knew of CMC's CampusVue™ administrative solution, Johnston replied, "If you are in the business of private, for-profit education, how can you not?" More than 850 colleges, schools, and universities worldwide rely on CMC for efficient, cost-effective administrative solutions.

SBBC and CMC began implementation of CampusVue in June, 2004. The system went live about 60 days later.

Today SBBC appreciates CampusVue's capacity to help users manage and share information. Users have instant access to the information they require for accountability and to fulfill their daily operational requirements more efficiently and effectively.

Before implementation of CampusVue, Microsoft® Excel spreadsheets were prolific within SBBC. Professionals in Admissions, Academics, Financial Aid, and Career Services find they no longer must do intensive input and manipulation of data, because CampusVue can generate a variety of reports with its simple, pre-programmed queries.

“From purchase, full implementation took only two months,” Johnston recalled. “Some would say this is impossible and not prudent. However, our teams at Santa Barbara Business College were more than ready and embraced the change.”

“Over 116 years in business speaks volumes to our commitment and focus to running colleges that truly are market-driven, student-centered, and employer-based,” Johnston remarked. “In addition, we are a family business that employs individuals who have a passion for what they do. That sets us apart, and CampusVue helps us maintain that difference and provide excellent customer service. Information is easier to manage; employees are served with a valuable tool that really helps with their responsibilities. That, in turn, provides the college with more time to focus on what we do best, deliver education.”

“We continue to find nuggets of capability within the software,” he continued, “and have committed to it by discouraging embedded manual process, spreadsheets, binders, and so forth, only to find that CampusVue — configured and used properly — can do it better.”

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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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