



## The DeVry Commons

DeVry Unifies Systems, Communications and Processes with **cfactor**<sup>®</sup>  
Global Workforce Portal



DeVry Inc.  
Downers Grove, IL  
www.devryinc.com

### Industry

Advanced Education

### Annual Revenue

\$1.9 Billion

### Employees

20,000+

### Country / Region

Global

### Customer Profile:

DeVry Inc. is a global provider of educational services and one of the largest private sector education companies in the world.



## Business Background

As one of the largest private sector education companies in the world, DeVry Inc. provides associate, bachelor's and master's degree programs in technology, science, business and the arts. Nearly 70,000 students are enrolled at its 150 locations throughout the United States, Canada, the Caribbean and South America.

## The Challenge

DeVry is growing rapidly. The Company's impressive global growth has been fueled in part through strategic acquisitions. In addition, DeVry is expanding the scope of programs and services it offers within the advanced education sector. This growth resulted in a number of unique challenges.

- Many new employees were not familiar with and thereby did not feel connected to the DeVry brand
- Time-consuming, costly manual processes which were inconsistent across brands and locations
- Lack of awareness of the many benefits available for all DeVry employees
- Technology platform didn't support growth plans/realities

## DeVry's Workforce Technology Environment

DeVry had inherited a variety of fragmented technology systems that did not provide a consolidated way to communicate with employees. Short of sending out email blasts, which often never got read, it was difficult to reach and inform employees of important corporate and HR related information. In addition, work processes were often highly manual across the different locations. A variety of legacy payroll / HR systems existed. Consolidated workforce analytics were difficult and time-consuming to generate.



## The DeVry Commons

### Scope

Transnational (DeVry's global locations are throughout North America, Europe & Asia)

### Systems Integrated

ADP Enterprise  
ADP PC/Payroll  
BMC Remedy  
iCIMS  
SumTotal  
SkillSoft  
Mercer  
TPACS  
TAPS  
Banner

### Project Length

*The phrase "The Commons" came to refer to things that were used by all for the common good. It was a shared space within a community where ideas and concepts were freely debated.*

## Goals

DeVry established a corporate goal to deploy a global workforce portal that would effectively unify their employees, communications, work process and systems. Specific objectives included:

- Enhance enterprise and college level communications,
- Provide opportunities to engage the entire enterprise,
- Drive productivity through automated processes.

## The Solution

In order to achieve its strategic goals, DeVry began evaluating a number of solutions. The Company needed a flexible technology platform that was able to accommodate its unique work processes while at the same time leverage its existing systems environment. Experience integrating with multiple payroll/HR systems including ADP Enterprise would be essential. The chosen system would need to be able to keep pace with a complex growing global business that wanted to stay at the forefront of workforce technology innovation. DeVry decided to deploy a global workforce portal solution using **cfactor**.

The result was the creation of **The DeVry Commons** - a common place for employees to connect, get to know each other and the organization, share ideas and complete day-to-day work activities. It serves as the primary global employee portal for DeVry. Functionality includes workforce management / self-service, corporate and college communications, social media / communities functionality.



The screenshot shows the DeVry Commons employee portal. At the top left is the DeVry logo. A navigation bar contains links: Home :: My Benefits :: My Career :: News Archives :: Admin :: Logout. Below this is a secondary navigation bar with links: CONNECTIONS | LIVE WELL | EMPLOYEE HUB | MANAGEMENT HUB | COMPENSATION HUB | PERFORMANCE HUB. The main content area is divided into several sections:

- Welcome Deb:** A personalized greeting with a search bar and a "Need help?" link.
- Profile Summary:** A section titled "My Profile is 100% Complete" with "View" and "Edit" links.
- DeVry Logo:** A large DeVry logo.
- MY TO DO LIST:** A section with "Tasks" and "View Tasks" links.
- Video Gives a Glimpse of the Chamberlain Experience:** A featured article with a video thumbnail showing a nurse and a student. The text describes a video posted by Chamberlain College of Nursing on YouTube, showcasing student experience with comments from alumni, students, faculty, and Susan Groenwald, president. A "Click here" link is provided to see the video.
- CONNECTIONS:** A section titled "RECENT GROUP ACTIVITIES MEMBER ACTIVITY" listing:
  - Customer Experience Lessons:** 1 hour ago, Gwen commented.
  - Workflow Configuration Practices:** 8:30am Nov. 2, 2010 by Gwen Lassiter.

## Products Deployed



- Employee Self-Service
- Manager Self-Service
- Performance Management
- Compensation Planning
- Employee Wellness
- Total Comp. Statements
- Reporting/Analytics



- Enterprise Intranet
- Brand Management
- Web Content Management
- Social Media
- Multimedia



- Role-based, Program & Special Interest
- Community Tools (Blogs, Forums, Wikis)
- Personal Profiles
- Endorsements

## Services Provided

- Implementation
- Deployment Strategy
- Software-As-A-Service
- Ongoing Technical Support

## Solution Highlights

### Global Workforce Portal

A number of sophisticated interfaces were configured during the project to ensure The DeVry Commons was deployed as a unified destination point for all DeVry employees – no matter what business unit, location, geography, technology systems. Based on their position and location information, employees were provided with personalized access to enterprise and college specific communications as well as relevant automated work processes.

### Highly Configurable Work Process

Unlike other workforce / HR technology providers, **cfactor's** highly configurable process automation functionality enabled DeVry to configure self-service processes specific to their business and not the technology. This enabled DeVry to account for college and/or local business rules yet still ensure enterprise-wide automation. DeVry's unique workforce management processes were captured and subsequently automated by **cfactor**.

### End-to-End Automation

In addition to highly configurable processes, DeVry was able to achieve full productivity gains from automating end-to-end work processes. This included feeds to systems outside of HR/Payroll. **cfactor's** role-based hubs drove further efficiency gains by assembling specialized work areas by role - in effect putting everything an employee needs for a particular function at their fingertips.

### Engaging Intranet

**cfactor's** powerful communications and communities functionality enabled DeVry to deploy an engaging and highly interactive employee portal in a seamless manner with their automated processes. Division / college specific areas were deployed to enable localized content. Full personal profiles and thanks a million functionality supported DeVry's goal to achieve broad-based participation. Specialized practice communities (i.e. HR communities) as well as program-based communities (employee wellness, leadership) fostered peer-based collaboration.

*cfactor has created this really fantastic employee portal that helps us as an organization reach and engage our employees while automating a number of manual processes.*

Deb Maher, Director  
HRIS & Benefits

THE DEVRY  
**commons** 

YOUR HOME FOR ALL THINGS DEVRY

## Deployment Strategy

### Creating A Compelling Destination Point

It was recognized that to maximize impact upon launch, The DeVry Commons would need to deploy with a wide variety of features and functionality on Day One. In addition to a comprehensive set of features, The DeVry Commons would need to be seen as a valuable communications resource and an engaging destination point. The combination of all these elements would be necessary to entrench The DeVry Commons as the new way to connect with colleagues and conduct business.

Given this realization, the project team set the bar high with respect to the range of functionality to be deployed.

### Effective Change Management Practices

The key message reinforced throughout the communication program was centered around the theme “**Your Home For All Things DeVry**”. The message was rooted in examples and dialogue that effectively depicted a more connected, efficient work life. To illustrate the benefits of the change, the current state of how things were done was contrasted against a better way that was possible with The DeVry Commons.

### Example Communication Tactics

- **Demonstrate Executive Support:** Executive / leadership uploaded pictures and completed profiles ahead of the launch.
- **Achieve School / College Buy-In:** Regular communications were held throughout the project with stakeholders from across the enterprise. Presentations occurred on a monthly basis in the lead up to launch.
- **Ease the Fear of Change:** Communications and training were made a high priority. Momentum was built through a series of collaborative sessions and creation of electronic and hard-copy reminders and tips.
- **Social Media Best Practice Program:** Consulting and best practice tips and additional resources were provided to assist with community launches.

## Utilization Metrics

### First Month

85% of employees logged in  
84,524 total employee logins  
16,533 transactions completed  
60%+ started or completed profile  
1,331 endorsements

### 13 Months

97% of employees logged in  
1 million+ total employee logins  
85,000+ transactions completed  
75%+ started or completed profile  
7,500+ endorsements  
10 sub-portals with social media

*The Commons has been a really great way for us to reduce our administrative work, attain cost savings and reach employees in every single one of our divisions and locations... **cfactor** has been a real partner in helping us to achieve these things and not just a vendor.*

Deb Maher, Director  
HRIS & Benefits

## The Results

Launch of The DeVry Commons was highly successful. DeVry's system unification objective was achieved with 10 different systems being successfully connected via the **cfactor** portal. Given the success of this critical integration component, employees from across the enterprise were now able to connect with peers, view company information and engage in a dialogue accordingly.

The success and excitement generated via the pre-launch communication program resulted in high employee participation from inception with The Commons experiencing 84,524 employee logins in the first month.

Given the nature and depth of functionality deployed, employee participation levels remain strong. This success translated into the ability for DeVry to process a significant number of transactions within The Commons. Within the first month, 16,533 employee transactions were completed. This number rose to over 85,000 transactions by month 13. DeVry's goal of transitioning from manual to end-to-end automated processes was achieving the administrative efficiencies envisioned.

## Future Plans for Enhancements

Having realized such improvements in its communications and process automation, DeVry intends to continue to evolve The DeVry Commons by leveraging additional **cfactor** products and services.

**cfactor** and DeVry are jointly planning a road map for The DeVry Commons including priority items such as:

- The DeVry Commons mobile version,
- Augmented workforce reporting / analytics,
- Enhanced systems integrations.