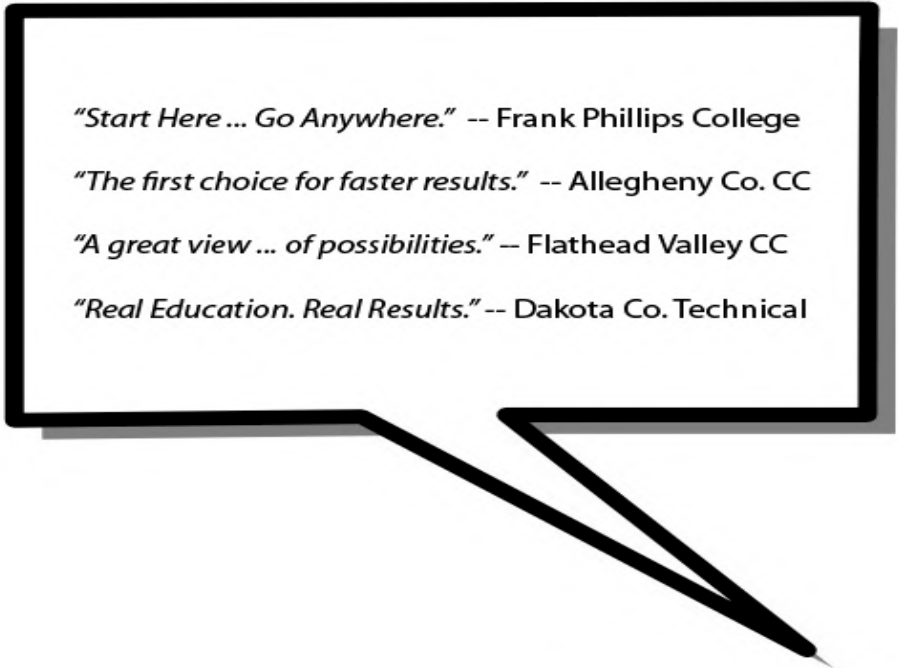




Community colleges emerge as popular, affordable, results-driven choice in new economics of higher education

Two-year colleges must do more with less, so their academic ERPs must work harder and smarter than ever - just as they do



"Start Here ... Go Anywhere." -- Frank Phillips College

"The first choice for faster results." -- Allegheny Co. CC

"A great view ... of possibilities." -- Flathead Valley CC

"Real Education. Real Results." -- Dakota Co. Technical

Community colleges are the linchpin of U.S. higher education for students desiring more-affordable, flexible and local options on the way to technical careers or subsequent transfers to four-year institutions.

Today, the value and popularity of two-year colleges are more apparent than ever. In the face of a lingering recession, many high-school graduates are reassessing their higher-education goals, and unprecedented numbers of displaced workers are reevaluating their job skills.

Branding taglines like Dakota County Technical College's "Real Education. Real Results" reflect the ever-expanding critical role community colleges play in U.S. higher education today: fast, affordable, practical results with unlimited horizons.



Some 1,700 community, technical and junior colleges serve more than 6 million students, nearly a third of the college population in the United States.¹

Many community colleges report enrollments trending up during the last 10 years with the average age of community college students going down, as more students attend two-year schools right out of high school. At the same time, full-time student enrollment is increasing, leading many administrators to speculate that attending community college first, and then transferring to a four-year college may be the new norm.

And no wonder, given the multitude of benefits: cost savings from lower tuition fees and being able to live at home; smaller classes and a focus on individualized instruction; more time to decide on a major and to try new areas of interest; closer to family and community support and full- or part-time jobs; as well as access to niche training programs to accommodate local job markets.

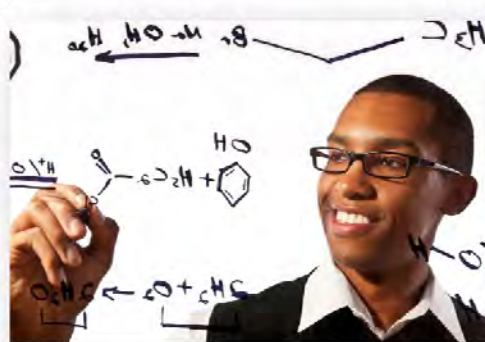
Across the Board Cuts in Operating Costs

With a product this good, it's no wonder we're seeing burgeoning demand for seats in community college classrooms. Yet, college administrators at these institutions face nearly insurmountable challenges fueled by increasing enrollments and slumping tax revenues that cut funding.

A 2010 Associated Press survey of 128 community college systems showed 52 percent reporting reductions in operating budgets. Detroit's Wayne County Community College District, for example, had to cap enrollments for the first time in its 40-year history, according to AP.²

Community colleges in some states face funding cuts of more than 20 percent. Unlike their four-year counterparts, most community colleges are unable to raise tuition or fees. And, in most cases their doors must remain open to virtually anyone who wishes to enroll.

By necessity community colleges across the U.S. today have to do more with less as they meet greater demand with fewer resources. With many pressed to the breaking point, they face reduced budgets, longer hours, fewer staff, crowded classrooms and diminishing resources. The new economics of higher education means few enjoy breathing room or margin for error.



College administrators — not unlike their business counterparts who must seek innovative ways to reduce unnecessary overhead — look first to big-ticket items like IT. Often they find themselves facing uncomfortable choices when dealing with conventional enterprise resource planning systems, or ERPs, the computerized heart-and-soul of the entire campus infrastructure.

Shackled as they are to seemingly new yet often surprisingly outdated client-server based systems, it seems impossible to cut costs. Staff? Unlikely. Servers? Never. Consultants? No. All seem essential and difficult to do without. And, with most conventional systems they are. That's because most ERP systems are based on pre-Internet technologies and are cobbled together with disparate technologies to form a fragile patchwork quilt. These "interfaced" components often require expensive hardware and software upgrades along with endless high-priced maintenance contracts to keep them running.

Savvy CIOs Find Solution to Dilemma

Savvy community college CIOs, CFOs and administrators, however, are finding a solution to this dilemma. It's Three Rivers Systems, Inc.'s CAMS® Enterprise, a totally integrated academic ERP solution built around a **single, shared, secure Microsoft SQL** database. Web-based and built from the ground up exclusively for higher education with pure Microsoft technology, CAMS uses one shared database and one shared set of code to allow registration, course management, portals, financial management and development to work together seamlessly and cost effectively.

As a result, CAMS requires less hardware — two to three servers, on average, instead of the 12 to 15 typical of some. It is a complete solution with modules for every need in the entire recruiting-to-alumni student lifecycle.



Because CAMS comes fully integrated and configured right out of the box, community college users don't have to knit together a variety of separate systems with different technologies and discrete data structures — or pay high-priced systems integrators or consultants to do it for them. Compared to other solutions, CAMS requires minimal configuration, and it's as close as you can get to a plug-n-play solution.

From the application portal to prioritized packaging in Financial Aid, CAMS automates most manual processes so colleges can handle more students with less staff — working smarter.

Fast Implementation Reduces Burden on Campus

As CAMS users will attest, it's the fastest system to implement, which minimizes upheaval on campus and helps institutions start realizing productivity gains as quickly as possible. Because it is Web-based, CAMS is affordable, reliable and easily managed by community college IT staff.

Because CAMS is built with all-Microsoft technology, it is easier to find trained technicians, and they cost significantly less than those for most other systems. Maintenance costs are also low and updates are easy.

A familiar point-and-click graphical user interface makes CAMS easy to learn and easy to use and further reduces the need for reorientation and intensive training. With built-in portals that work “out of the box” without complex integration consulting, all CAMS portals are cross platform, which heads off problems with student or faculty browsers.

CAMS’ application portal automates initial data collection about new students, and for current students, online registration is built in and works easily. The system also features built-in document tracking that enables schools to distribute documents electronically, eliminating paper. Course management is also built in and includes online testing and grading, helping colleges manage the grading and grade-reporting processes more efficiently without the need for building interfaced patchwork connections. Online course evaluations help colleges complete these important assessments without extensive staff time and expense.

CAMS is also ideal for community colleges offering hybrid or blended classes, where students alternate between meeting face-to-face interaction and meeting online.

Frank Phillips College Opts for One System, One Vendor

Named for the legendary founder of Phillips Petroleum, Frank Phillips College is a comprehensive community college northeast of Amarillo in the Texas Panhandle. FPC boldly brands itself as a place where students can “Start Here ... Go Anywhere.” Featuring 29 majors and an enviable 20:1 student to faculty ratio, the college works hard to deliver on this promise.



With a modest annual budget around \$10 million funded by tuition, fees, state money, taxing district dollars and some grants, FPC watches every penny as good guardians of its public monies. In 2006, as part of its ongoing fiscal stewardship initiatives led by Interim President, then-Vice President for Business Affairs Jud Hicks, FPC looked at ways to save money on academic management.



Judd Hicks, Interim President

Unhappy with the costs associated with maintaining its academic management solution, FPC conducted extensive due diligence with several vendors. Three Rivers Systems Inc.’s CAMS® Enterprise was the ultimate choice and implementation began in 2007.

“In four months we replaced four different campus systems with CAMS Enterprise, and we gained new functionality in several other areas,” Hicks said.

“Now we have one system and one vendor to operate our entire campus. CAMS Enterprise’s advanced Web-based technology conforms to the way we do business, while allowing us to offer services that were not possible with our previous vendor.”

CAMS offers a predictable cost of ownership – the unlimited licensing model allows community colleges to grow without penalty. CAMS Enterprise, Three Rivers Systems’ comprehensive academic management solution, runs entirely on two or three servers that typically only cost a few thousand dollars each, as compared to competing, less nimble systems that can cost hundreds of thousands or more just for the servers and network hardware.

Degree Audit, Business Analytics Offer Strategic Advantages

Loaded with powerful productivity features, CAMS Enterprise is a perfect fit for community colleges. According to Brad Hough, vice president at Three Rivers Systems, “Our degree audit function is a prime example of how CAMS gives community colleges tools they can use to work strategically in the new higher-education economy.”



Brad Hough, VP

With the built-in degree audit capabilities, faculty, students, counselors and administrators can display the status of all courses and required GPA while generating new audits to see how students match up to other degree and program requirements. They can view in summary or detail the number of completed and remaining credits and courses required to earn a particular degree and print them. Students often use these features to facilitate degree shopping and career assessment.

In addition, degree audit automates a lot of registrar office work and allows students to register online without getting into the wrong classes.



CAMS users report incredible savings in time and resources by conducting education campaigns promoting the availability of degree audit, Hough added.

Even more important, in Hough’s view, are the business analytics and reporting tools available in CAMS. “Administrators are easily able to determine which classes are cost-effective for their campuses, where adjustments need to be made and

whether or not student populations are being adequately served,” Hough said.

In addition, CAMS' unique **Build Your Own Report — BYOR** — is a simple point-and-click reporting interface that makes generating reports quick and easy. Unlimited reports can be run with a few simple clicks of the mouse, and CAMS includes built-in reports for such functions as IPEDS and NSLC data. CAMS provides other tools for *ad-hoc* queries, data exporting and importing, and integration to Microsoft Office programs such as Word and Excel.

Southwest Wisconsin Tech Seeks Integrated Solution



Jaime Klein had a problem. As Southwest Wisconsin Technical School's director of information technology, she struggled with the college's academic

management system. "Our incumbent solution was difficult for new employees to use. It also locked us into expensive upgrades for the system, requiring a great deal of time on the parts of the users for testing. Additionally, it was very costly to maintain the system, even though we were a member of a consortium," she said. As reported in "Today's Campus" magazine, SWT belonged to a three-school PeopleSoft ERP consortium that made obtaining timely information a constant struggle.³

As head of the search committee for a new ERP, Klein wanted to:

- ❏ Fix persistent problems with accessing data.
- ❏ Obviate the need for expensive system updates.
- ❏ End frequent downtime interruptions.
- ❏ Lower onerous maintenance costs.
- ❏ Reduce dependence on consultants.
- ❏ Flatten steep learning curves for power users and new employees.
- ❏ Resolve difficulties in producing reports.

Following several months of careful analysis, SWT selected CAMS Enterprise. In doing so, the college gained a safe, secure, totally integrated administrative system and portals created exclusively for higher education.

CAMS Enterprise was created with standardized Microsoft technology to be a seamless academic ERP written from the ground up as a single solution.



Jaime Klein, IT Director

Institutions like Southwest Tech that implement CAMS' fully integrated solution with the proven rapid implementation process quickly transition to the new system and enjoy greater accessibility, better automation, improved communication, deeper business intelligence and verifiably higher ROI.

"With CAMS, we now have a fully integrated Web-based system with wide-ranging functionality that meets our current and future needs — all using well-understood and accessible Microsoft programs," Klein added.

At the same time, Klein wanted the ability to deliver online services easily to the college's rapidly growing student population that constantly demanded more technology. Her search yielded several potential systems and quickly the group found a match in the all Web-based CAMS Enterprise.

"After nine years of investing time, money and resources into our incumbent system it was a difficult decision to move. However, considering the functionality, costs, and control over our own processes and data, we decided we had to find a new system," Klein said.

As a truly Web-based solution designed with pure Microsoft Internet technology, CAMS allows Southwest Tech to offer all its needed services in a standard browser. The system provides everything the college needs to manage the full student lifecycle, including online applications, online registration and payment, integrated financial aid, built-in degree audit, state-mandated reports, third-party billing and much more.

A totally integrated academic ERP solution like CAMS Enterprise relies on shared applications and data. Application sharing allows essential functions like registration, course management, portals, financial management and development to work together seamlessly.

This is possible because the same base technology that powers registration is the basis for all other functions as well. Products designed in this way — as a singular solution rather than an interfaced system— yield a variety of benefits for users:



CAMS Enterprise is integrated around a single, shared, secure MS SQL database.

- 3 All functions look, feel and operate the same way so users can master them quickly.
- 3 They eliminate multiple interfaces, save manpower, reduce the need to acquire additional hardware and expedite implementation.
- 3 They eliminate updates to multiple systems.
- 3 They can be easily and efficiently scaled as an institution grows or adds campuses.

Clinton Community College Sees Huge Savings on Tight Budget

The logo for Clinton Community College, featuring the words "CLINTON COMMUNITY COLLEGE" in a blue, serif font. "CLINTON" is on the top line, "COMMUNITY" is in smaller letters in the middle, and "COLLEGE" is on the bottom line.

A member of the State University of New York — SUNY — system, Clinton Community College is located on Lake Champlain a few miles south of Plattsburgh in Clinton County, New York. A residential campus with more than 2,200 coeducational undergraduates, the college offers 15 A.A., A.S., and A.A.S. programs and 10 certificate

programs, all approved by the New York State Department of Education.

Clinton ran its own in-house administrative system for more than 20 years when it concluded it was time to move to a new system. The college wanted a commercially supported product based on standard technology and with a large established user base. After evaluating all the options, Clinton selected CAMS Enterprise, which it had learned about from sister SUNY college, North Country Community College, a satisfied member of the CAMS community for more than 15 years.

Clinton President John E. Jablonski finds much to like about CAMS. “One of the tangible benefits of the CAMS application is that it is totally comprehensive so our staff can rely on one system to address all of our requirements. That is a huge savings for an institution such as ours where we must maintain a high level of service and still need to stay within a tight budget,” he said. “CAMS supports that scenario well.”

CAMS Enterprise provides Clinton with completely integrated functionality for the entire applicant-to-alumni student lifecycle, and offers the rapid implementation model Clinton needed to roll out new services quickly and begin realizing gains in productivity immediately.



John E. Jablonski, President

With a refined implementation process measured in months — not years — CAMS met the college’s requirement for a quick turnaround.

Clinton was sold also on CAMS' ability to deliver information and services to its students via the Web, and a breadth of functionality that eliminates third-party products and associated costs.

"When we bought CAMS, we bought the license to the whole system, not just a few modules. We did not have to trade off one module for another to bring the system in on budget. To me, that was an important consideration for our college," Jablonski said.

These visionary community college leaders and others are saving millions of dollars in unnecessary computer hardware, software and maintenance costs.

By every measure, CAMS Enterprise increases productivity, reduces waste and shrinks carbon footprints from Goliath-sized to Cinderella dainty.

By increasing performance and reducing IT costs by as much as 75 percent, CAMS Enterprise is outpacing competitors and is on its way to becoming the first choice of forward-thinking, demanding and cost-conscious community colleges.

Top 25 Reasons Why CAMS® Enterprise Is the Ideal ERP for Community Colleges

- 3 CAMS requires less hardware — 2 to 3 servers instead of 12 to 15.
- 3 CAMS is a complete solution with modules for everything community colleges need — the full admissions to alumni student lifecycle.
- 3 CAMS is already integrated so community colleges don't have to knit together a variety of disparate systems with patchwork technologies and different data structures (or pay someone to do it).
- 3 CAMS requires very little configuration (relative to other solutions).
- 3 CAMS is as close as you can get to a plug-n-play solution.
- 3 CAMS automates manual processes: from the application portal to the prioritized packaging in Financial Aid.
- 3 With CAMS, community colleges can handle more students with less staff.
- 3 CAMS enables end users to create reports, quickly and easily.
- 3 CAMS doesn't need external consultants.
- 3 CAMS is manageable by the college IT staff — it's Web based, reliable, low maintenance, easily updated.

- 3 CAMS has the fastest implementation, minimizing the upheaval on campus and helping community colleges to start realizing the productivity gains as quickly as possible.
- 3 CAMS is easy to learn and easy to use — it has a familiar point-and-click GUI, so little training is needed.
- 3 CAMS has built-in portals that work “out of the box” without complex integration consulting.
- 3 CAMS portals are cross platform so there are no issues with student or faculty browsers.
- 3 CAMS has an integrated learning management system that eliminates manual data entry and the need for building interfaced, patchwork connections.
- 3 CAMS is built from the ground up with all Microsoft technology.
- 3 It is easier to find trained technicians for Microsoft systems, and they cost significantly less than technicians for other technologies.
- 3 CAMS online registration is easy to get going – it just works.
- 3 CAMS degree audit automates registrar work and allows students to register online without getting into the wrong classes.
- 3 CAMS has built-in document tracking enabling institutions to distribute documents electronically while eliminating paper.
- 3 CAMS includes online testing and grading, helping colleges manage the grade-reporting process more efficiently
- 3 CAMS features online course evaluations, helping colleges complete the evaluations without extensive staff time and expense.
- 3 CAMS application portal automates much of the initial data collection about new students.
- 3 CAMS offers a predictable cost of ownership — the unlimited licensing model allows community colleges to grow without penalty.
- 3 CAMS is ideal for community colleges interested in offering hybrid/blended classes, where students can alternate between meeting face-to-face and meeting online.

Endnotes

1. [IES National Center for Education Statistics, U.S. Department of Education, Table 234.](#)
2. “Community Colleges Appreciate Attention, Need Money,” by Eric Gorski, Associated Press, April 6, 2010.
3. “The very ... necessary conversion to Enterprise Resource Planning,” Today’s Campus, March/April 2010.

For more information about CAMS Enterprise, please call, click or e-mail us at:
636-386-8616, www.ThreeRiversSystems.com or sales@ThreeRiversSystems.com



For more information about CAMS Enterprise,
please call, click or e-mail us at:

636-386-8616

www.ThreeRiversSystems.com

sales@ThreeRiversSystems.com



174 Clarkson Road, Ellisville, MO 63011