

## Case Study

Rasmussen College:

# Charting an IT road map for the future



### Key Solutions:

- ▼ 24/7 Personalized Student Support
- ▼ Student Experience
- ▼ Technology Infrastructure Support

### Challenge:

Years of enrollment growth and campus expansion left Rasmussen College, a private college based in the Midwest and southeast, with disparate IT systems and decentralized staff. Its aging technology platforms were unstable and created risks for information security and recovery.

### Solution:

Collegis Education helped the college free up IT resources by right-sizing contracts and centralizing and streamlining its traditional functions. With the budget savings, the college invested in new infrastructure and technology upgrades.



### Results:

Over a two-year roadmap, Collegis helped Rasmussen College reinvest \$2 million of savings into major upgrades of its student information system (SIS), student portal and systems for scheduling, document management and information security. As a result, the college achieved industry-leading service levels, and increased use and satisfaction by both students and faculty.

- ▼ 75% faster path from inquiry to enrollment
- ▼ 40% telecom savings while strengthening network design
- ▼ Reduced passwords for applicants from 8 to 2
- ▼ 30+ SIS student status changes consolidated and automated

**Total Enrollment:** 14,000  
**Institution Type:** Private college

**Location:**  
Midwest and Southeast Region

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Collegis Education is a strategic partner whose revenue-growth solutions help colleges and universities maximize their enrollment potential through data-rich, technology-enabled, marketing, engagement and retention services. **In programs supported by Collegis Education solutions, partner institutions have realized average new-enrollment gains of 20% in just the first year of partnership.** With more than two decades of experience in higher education, the Collegis team develops holistic, interconnected strategies that enable institutions to realize long-term growth in accord with their mission and values.