



Fuelling one of Europe's Largest Online Learner Management Programs

Reduced costs, quicker program launch, and a better experience for students and participants — three key criteria that were important to the National College when it launched its search for a new solution to manage its programs, learners and providers.

They were fully operational in six months with CampusIT_Interact. This is a new breed of online student management solutions that is the catalyst behind delivering an excellent experience to the college's learners.

And the Benefits are Clear

- **Increased speed for launching programs — from 4 months to 4 weeks** Access for all staff with automated workflow Multichannel communication with applicants.
- **Significantly improved experience for students and participants — 100% of programs and applications now online.**
- **Significantly lower operating costs due to reduced need for IT programming support.**

"Our job is to help create world-class continuing professional development programmes for over 350,000 learners in the public service. As part of doing that it is important we lead by example. Put simply, that means that everything we do

has to be top notch — from how we manage our application processes through to program delivery and follow up. CampusIT_Interact is the solution that helps us achieve this. It has transformed the experience we deliver to our learners," explains Jonathan Dale, their Director of eLearning.

The National College is driven by a fundamental belief that to help create world-class leaders in the Public Service you have to lead by example. Fuelled by this belief the college is committed to making sure that professionals who participate in its programs have an excellent experience. As part of this strategy the organization embarked on a project to find a better, smarter and more modern way of managing its interactions with stakeholders.

"As an organization we are passionate about creating excellent leadership. But we are also realistic — our learners are already busy people with demanding lives. So it is not enough to simply put in place the best leadership programs, we have got to go further than that and make it as easy as possible for people to engage with us and take part in the programs," explains Jonathan.

On paper, a simple strategy but in reality a monumental feat.

FOR MORE INFORMATION:

To find out more about CampusIT and its solutions contact ross@campusit.net or visit: www.campusit.net
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Why?

First, the sheer scale of the audience. With an audience of over 250,000 people, across over 25,000 organisations and 40,000 active applicants for over 40 programs and hundreds of events, managing communications in an effective, efficient and consistent manner demanded an innovative approach.

Second, the diversity of the programs — with over 40 programs, made up of multiple activities, taking place in many locations and being delivered by different providers, the task of ensuring an accurate record of all interactions was challenging.

Third, the dynamic nature of the programs meant that the college needed the flexibility to be able to easily change details, content and logistical information relating to programs fast and frequently.

“When we started we simply could not find a software solution that would meet our needs so we developed our own. But this was unsustainable, it became cumbersome, costly and it simply didn’t keep pace with our demands. We needed a new approach — one that would help us deliver an excellent experience to participants but be able to cope with the scale of our operation plus the speed and frequency with which we need to change things,” explains Jonathan.

“So we went looking for a new solution — out of the box and ready to be configured to our specific needs” said Jonathan

Six months later, the National College were fully up and running on CampusIT_Interact. Today it is the nerve centre and backbone of their operation and has enabled the organization to overcome its three key challenges.

How?

First, CampusIT_Interact has a **library of pre-built online services** that manage every aspect of interaction between the National College and its learners — from initial program enquiry through to ongoing communications about the where, what and when of courses. This makes it easy for the organization to manage the sheer scale of its audience.

“Because CampusIT_Interact is a cloud-based solution it means we can easily and effectively communicate with our potential audience. People can easily see what is available, when and where. They can drill down to get a full understanding of what a program entails and what it will deliver. At the click of a button our audience, over 250,000 people, can see how we can help them,” explains Jonathan.

“And with CampusIT_Interact people can take action right there and then. All of our application processes are now online. The solution manages on average 60,000 applications a year. Each program has different application processes and demands different information but CampusIT_Interact gives us the flexibility to deal with that,” comments Jonathan.

Second, CampusIT_Interact gives the National College the flexibility to manage the dynamic nature of its programs. The solution’s **Configuration Manager** enables the College to personalize and configure the online services to meet their specific needs — from changing the information fields on an online form through to altering workflows and setting up unique rules and logic to automate process flow.

And the beauty of it all is that there is no need for programming or expert IT.

“This impressed us most about CampusIT_Interact. As an organization we have to be nimble and quick. It’s imperative for us to stay ahead of the market. We can’t do that if it is going to take us 4 months every time we want to launch a new program.”

The CampusIT_Interact has transformed the National College’s operations from clunky and cumbersome to nimble and quick

And third, CampusIT_Interact provides a single source of trustworthy, comprehensive and accurate learner, program and provider information. A central repository for all of the information covering hundreds of programs, from multiple providers for thousands of participants, in many locations.

“CampusIT_Interact is robust, it’s scalable and it’s designed for education — that’s what makes the difference. It has become the nerve centre behind our operation and delivers real value to all the stakeholders involved with our programs.”

For the learner it’s a one-stop-shop. At the click of a button they see all the programs and courses available to them and can manage the entire application process — from simply putting in personal information through to nominating references, receiving status checks and providing career details. It provides a modern day experience for a modern day student.

For program providers it is a single source through which they can manage and administrate all of the programs. From application review and acceptance, through to payment and billing; from event logistics and wait list management through to participant communication and recording attendance. One single system, one central nerve centre.

And for the National College it’s the glue that makes all parts work together — 250,000 learners, 50,000 active applicants — one excellent experience for all.

“From the outset we wanted to be different — modern, innovative and forward thinking. CampusIT_Interact has helped us realize that vision,” comments Jonthan.

“And the benefits are real. We have reduced our costs by decreasing our reliance on IT consultants and programmers. We have improved our service to our students and we have increased our flexibility, reducing the time it takes to launch new programs.”

In Conclusion

“We are delighted with our partnership with CampusIT. We got an out of the box solution which is robust, rich in functionality and reliable, but flexible too. The combination of the control centre and pre built services makes CampusIT_Interact a solution that any self-respecting educational institution should consider,”

explains Jonathon Dale, Director of eLearning at the National College for School Leadership



This project was done in partnership with BT Global Services.

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