Western Washington University

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Challenge

When administrators at Western Washington University (WWU) were looking for ways to provide faster, more efficient service to thousands of applicants and recruits, they knew they needed a solution that was easy to learn and scaled quickly and easily across all departments. It was also important for the technology to reduce time spent on data entry and other manual tasks, and increase the accuracy and consistency of data for all users.

Solution

Removing the burden of manual data entry

After researching solutions, WWU chose Perceptive DataTransfer to streamline processes in the Admissions office. Lexmark offers process and content management solutions to help higher education professionals fuel operational efficiencies and remove workflow bottlenecks in every department on campus. WWU used Perceptive DataTransfer to push 15,000 applicant records into Banner by Ellucian accurately and without duplicates, utilizing fewer staff resources and significantly increasing response times. As a result of the Admissions Office success with applicant records, all test scores and transcripts are now processed using the solution, with very little manual intervention.

Results

WWU saw immediate benefits in the processing of applicant and recruit records. In the initial application stage alone, staff members saved over 1,000 hours in processing time, and no longer needed to search, match/ create person, navigate and enter application data in multiple Banner forms. With Perceptive DataTransfer, over 65,000 records are automatically loaded into Banner so staff can spend more time on student outreach and personalized service.

Meet Western Washington University

Western Washington University is one of six public universities in the U.S. state of Washington. It is located in Bellingham. WWU was founded as the state-funded New Whatcom Normal School in 1893, succeeding a private school of teaching for women.

- **Founded:** 1893
- **Location:** Bellingham, WA
- **Students:** 14,800

Products in use: Perceptive DataTransfer

Integration: Banner by Ellucian

Lexmark™

Speeding application processing, reducing head count

Moving to an automated data integration system has allowed WWU to achieve critical efficiencies in the Admissions department. According to Margie Conway, Assistant Director of Admissions at WWU, time savings and increased accuracy have resulted in measurable benefits.

"Before Perceptive DataTransfer, our admissions department needed four or five temps for six months each year to process our 13,000 applications – and we would still be weeks behind," explains Conway. "Now, our online applications are in the system within 24 hours. We automatically easily and efficiently load test scores, transcripts, applications and recruit records. Plus, we can tailor it as we change our processes. Perceptive DataTransfer is a huge time saver. I don't know what we'd do without it."

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Margie Conway
Assistant Director of Admissions
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