

University of North Carolina Wilmington—Advancement

For several years, University of North Carolina Wilmington (UNCW) has used Lexmark enterprise software solutions to streamline the admissions process. UNCW's IT/IS staff was able to easily extend Perceptive DataTransfer to the advancement office, where it helps staff respond to students and parents four months earlier.

Challenge

Extending Lexmark solutions

Several years ago, the admissions office at UNCW implemented Lexmark process and content management solutions, including Perceptive DataTransfer, to eliminate the inefficiency of a manual data entry process. This resulted in successfully sending 10,000 complete student applicant records into the UNCW's Banner student information system (SIS), without errors or duplication. When university administrators wanted to simplify the management of advancement records and link these to admissions records, they again turned to Perceptive DataTransfer.

Solution

Improving donor records management

The goal was simple: add 2,000 newly admitted freshman and create 4,000 new parent records in Banner Advancement as they were being admitted in January, instead of waiting until May 1. As Perceptive DataTransfer is scalable, UNCW's IT/IS staff was able to easily extend their solution to the advancement office. This enabled this department to meet their goal of entering parent records in January, so advancement staff could start contacting parents in the first week of February instead of waiting until May.

"Advancement will be using Perceptive DataTransfer for the fifth year in a row to create parent records in Banner and link to the student record from Admissions," says Suzie Daughtridge, Director of Advancement Services and PMR at UNCW. "This process has completely revolutionized how we are able to identify and begin soliciting our new parents."

Meet University of North Carolina Wilmington

The University of North Carolina Wilmington (UNCW), the state's coastal university, is dedicated to learning through the integration of teaching and mentoring with research and service. UNCW offers Bachelor's degrees in 52 majors and 31 master's degrees to more than 13,000 students.

- ▶ **Main Campus:** Wilmington, NC
- ▶ **Undergraduate programs:** 52
- ▶ **Students:** 13,000

Products in use: Perceptive DataTransfer

Integration: Banner by Ellucian



“Advancement will be using Perceptive DataTransfer for the fifth year in a row to create parent records in Banner and link to the student record from Admissions. This process has completely revolutionized how we are able to identify and begin soliciting our new parents.”

Suzie Daughtridge

Director of Advancement Services and PMR,
University of North Carolina Wilmington

Results

Enhancing fundraising, improving donor communication

As soon as students pay their housing deposit, the accompanying student and parent records are created. This streamlined process led to the earlier scheduling of advancement events and the annual phonathon, enabling UNCW to raise money sooner. And in the summer months, which were typically spent manually searching the database and then creating and linking parent records, staff could now focus on fundraising, giving them a five-month head start over the previous method. Staff members can now spend more time on strategy, and as such created a new discovery and cultivation process for advancement.

“We are able to reach out and connect with our new parents four months earlier than in previous years. My development staff is thrilled to say the least,” Daughtridge says. Switching from a paper-based process that involved a lot of manual data entry to an automated process in which Banner records are created and updated with minimal user intervention enabled UNCW’s advancement office to reduce its processing team from four people to one.

Sending development officers to cities with a lot of UNCW parents to conduct discovery meetings is no longer necessary, as this information can be gathered over the phone and easily entered into the student record. These staff members can also meet with parents when they come to campus with their children in the summer for student orientation events.

Read and watch more stories of success from our global customers at www.lexmark.com/success

“We are able to reach out and connect with our new parents four months earlier than in previous years. My development staff is thrilled to say the least.”

Suzie Daughtridge

Director of Advancement Services and PMR,
University of North Carolina Wilmington