

CommunityOne from Aspect

Building and Managing Successful Relationships in Education

The emergence of technology has created a highly competitive business environment in education. Online schools, for-profit schools, global schools, four-year schools and two-year schools now compete for the same resources whether they are faculty, staff, students, facilities, corporate and community relations or funding. After a school wins resources, it cannot be complacent. It must then provide the right programs, build lasting communities, identify and rescue "at risk students" and enhance these relationships to realize the potential.

Aspect's unique understanding of the education industry's challenges and opportunities along with our deep technical know-how and business process expertise has enabled Aspect to build a practical tool to manage the various community relationships at all levels of the education institution. These could be student relationships, community and corporate relationships, or internal relationships within departments or internal resource departments. Powered by Microsoft Dynamics CRM, CommunityOne from Aspect is a tool that helps entire campuses identify, manage and enhance key relationships.

To cater to each resource on campus, communities are formed to make this task more manageable. A community may be a dorm floor, an academic department, ticketholders to a sports team or the entire university system. Each community is typically managed by one individual or a small group of individuals that can leverage the power of various communities to provide more value to the entire organization.

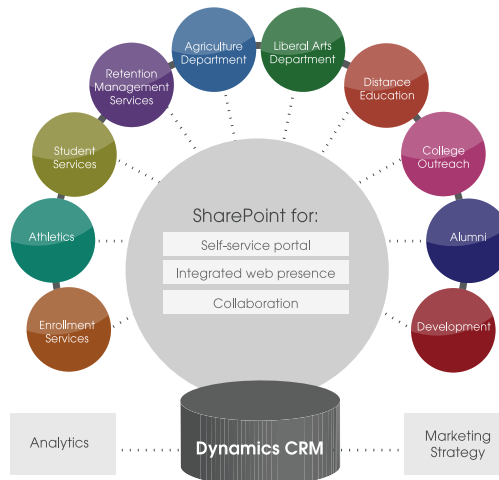
CommunityOne from Aspect allows community managers to:

- Provide **continuity** to relationships and the community
- Enable the tracking of **qualitative** information
- Allow for **preemptive** action to be taken when necessary to salvage a relationship
- **Integrate** with key line of business applications
- **Leverage** existing investments
- Provide ease of **access** to users
- Provide **quantifiable** results

CommunityOne is a single relationship platform that is ideal for a wide variety of campus departments.

Recruiting Management

Every department on campus recruits, whether it is the main mission like **admissions** recruiting students, **athletics** recruiting athletes and coaches, **food service** recruiting student employees, or an **academic department** recruiting faculty. CommunityOne provides the ability to attract the right people into it, including faculty, staff and students, by allowing the community to interact and track recruits by engaging recruits with consistent communications.



Highlights

- Build and enhance deep rich relationships with students, faculty, alumni, corporations, recruits, vendors and more
- Robust event registration engine for internal and external events with payment options, event tasks and follow up
- Schedule and manage facilities and assets
- Define service request process workflows to provide a higher level of service to students, faculty, staff and the community
- Leverage single platform across multiple departments and across multiple campuses and university systems
- Integrate with other key line-of-business applications Admissions, SIS Systems, and Learning Management Systems
- Easy to use with familiar Microsoft Office Outlook integration along with Microsoft desktop applications



Corporate Management

Corporations provide a number of critical and valuable resources to a school, including speakers for classes and seminars, students for executive and continuing education, internship and job opportunities, and donations. **Career services, business school and development** communities rely on corporations to be successful. CommunityOne allows multiple departments to use one tool to manage and interact with many contacts within corporations.

Registration Management

Schools manage a number of events every week, including sporting events managed by the **athletics department**, drama productions managed by the **theater department**, and concerts managed by the office of **student activities**. Schools also use CommunityOne to manage internal registration processes for training, recertification and human resource initiatives. CommunityOne can connect to existing web site management tools and can leverage Microsoft SharePoint to provide a front-end web portal to manage web registrations, collect credit card payments, manage event activities and tasks and follow up with registrants.

Request Management

The number of requests that come into a school from its multitude of constituents can be overwhelming. A student can request maintenance from the **housing department**, a faculty member can request software be purchased from **information technology**, and a student can request an appointment with an **advisor**. Parents have questions about financial aid or other student services. This tool integrates with external websites, student and faculty portals as well as Microsoft Office Outlook for self-service appointment booking and includes workflows to ensure requests are routed to the proper person.

Communications Management

By tracking key conversations, a community truly manages relationships. **Faculty members** can review the success and failures of students prior to beginning a class, **staff** turnover is no longer an issue because replacements can pick up conversations where they were left, **students** at risk of withdrawing can be saved through an intervention team comprised of key faculty and staff members with whom they have the strongest relationships, and **alumni** can maintain contact with the school about events pertaining to activities they participated in while they were on campus.

Resource Management

Schools operate with the assistance of many outside resources. Managing these resources allows communities to leverage economies of scale. CommunityOne allows the community to schedule and manage **facilities**, track and manage **vendors**, and manage and assign **assets**.



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About Aspect

Aspect builds customer relationships through a combination of customer contact software and Microsoft platform solutions. For more information, visit www.aspect.com.