IVY TECH COMMUNITY COLLEGE

Pageflex Connect Earns an A+

With nearly 200,000 students and 31 campuses, Ivy Tech is one of the largest community colleges in the United States. Based in Indiana, the college provides a wide array of programs, and serves a diverse group of students, including recent high school graduates, adult learners, and corporate clients.

Over 200 people in admissions, alumni relations, development, and other campus offices are responsible for marketing communications, tapping a database that contains approximately 600,000 names. Email and print is used to provide information to potential applicants, to update students and staff, and to promote the school's services to this varied group of individuals.

MORE EFFECIENT MARKETING

Ivy Tech had been searching for a replacement to their home-grown marketing management system. What they were using was old, was no longer reliable, and was increasingly presenting performance problems.

Given available resources throughout the college system, it was essential that a new system be accessible to multiple teams in different locations, and be able to handle a large amount of data intelligently and automatically. Ivy Tech wanted to leverage inbound communications by automating responses to inquiries that came through their website or a phone call, delivering a prompt reply and adding these records to their database.

OBJECTIVES

• Intelligently handle very high volume of data

• Increase communication outreach to a range of recipients, while guaranteeing more targeted and personalized messages

• Automate the marketing process

• Ensure that branding guidelines are met

• Improve responses to inbound leads

RESULTS

• Easy to use web portal allows non-technical users in multiple locations to create and send marketing campaigns

• Centralized database is maintained, with segmentation accessible via web portal

• Well over 1 million emails sent each month, with half produced automatically

The college's branding standards needed to be maintained, while supporting variations in content and messaging for different departments and recipients. The over-riding goal for Ivy Tech was to increase and automate their marketing communications, using centralized data, by empowering users at the local campuses to easily create and deliver their own marketing campaigns.

PAGEFLEX CONNECT
– ROBUST AND SOPHISTICATED DATA HANDLING

Working closely with Ivy Tech, Pageflex recommended implementing Pageflex Connect with a custom built web portal for distributed user access. Because Pageflex Connect can handle literally millions of records, it is robust enough for the high volume of data that Ivy Tech needed to support. Built-in capabilities for data management and segmentation guarantees that the integrity of the data is maintained while allowing multiple users to select the data set they need for specific audiences and campaigns.

A small group of skilled administrators was trained to set-up and manage the cloud based solution. These five people define the content of each campaign, including the overall design and selections for text and images, and create the HTML for email and print. They set-up the campaign workflow and rules, link the campaign to the data, and determine data filters. All distributed user management is defined and controlled by the administrators, including user privileges.

> "We faced the challenge of how to effectively utilize a large and potentially complex database through an accessible and easy to user interface. Our users are very happy with the ease of use and capabilities of Pageflex Connect"
>
> **JEFF FANTER** VICE PRESIDENT FOR STUDENT EXPERIENCE,
> **COMMUNICATIONS & MARKETING** | IVY TECH COMMUNITY COLLEGE

INCREASED PRODUCTIVITY

The Pageflex Connect users at Ivy Tech's thirty-plus campuses access a web portal that allows them to select a campaign, write osome odify content through an online text editor, select a recipient group, and schedule the campaign. Privileges set in the administrator control what campaigns and content are accessible, so users only see what's relevant to their role. Recipient options are driven by the underlying centralized database, but are put into a format that allows each user to seethe data allowed for each campaign. Although there are over 2,600 data filters, the webportal allows users to easily select a targeted sub-group of recipients from a drop-dowmenu, ensuring ease of use. They can easily verify, add or update data through a simple contact management web page.

PAGEFLEX CONNECT RESULTS

In the first five months of using Pageflex Connect, Ivy Tech has sent over 7 million emails, a significant increase from their previous platform. Two hundred people throughout the college use the system, and find it simple and easy to use. Approximately half of all communications are initiated by one of the distributed users, and the other half are automated – either through a pre-scheduled campaign, or through automated replies to inbound leads.

Ivy Tech has seen an increase in interest, in website activity, and particularly in traffic to specific web pages linked to an email. They consider the project a success, and are looking forward to further automation and personalization as they continue to learn more about their recipients