

TECHNOLOGY SOLUTIONS CASE STUDY



Anthology Reach Helps Coppin State University Improve the Student Experience

COPPIN STATE UNIVERSITY

Founded in 1900, Coppin State University today is a modern, urban, residential, public liberal arts university located in Baltimore. Ranked #43 in Historically Black Colleges and Universities by *U.S. News & World Report*, Coppin State offers 53 majors and 9 graduate-degree programs across the arts and sciences, teacher education, nursing, graduate studies, and continuing education. The institution was rebranded as Coppin State University in 2004 and today has an estimated student population of 4,000 students enrolled in day, evening, and weekend undergraduate/graduate courses.

STUDENT ENGAGEMENT INITIATIVES

In early 2019, Coppin State signed on with Anthology as an early adopter of its newly released CRM solution Anthology Reach, designed specifically for higher education. Coppin State wanted to increase enrollment and improve its first-year student experience, allowing

the institution to increase student retention and graduation rates. Coppin looked at research data, which strongly indicates that retention rates are most impacted by students' first-term experiences. Using Anthology Reach, which leverages the Microsoft Dynamics CRM platform, Coppin wanted to modernize its student engagement and track student interactions from the first interaction through the entire enrollment lifecycle.

Coppin was drawn to Anthology Reach because it is an enterprise-wide CRM solution suite that has modules to support student recruitment and admissions (Anthology Apply), student success (Anthology Succeed), and advancement (Anthology Raise), providing a holistic student profile. While Coppin initially deployed Anthology Apply to address student recruitment and admissions, it has plans to deploy the solution suite across the student lifecycle. Coppin also saw significant value in Anthology Reach's native integration with the Microsoft Azure application and cloud infrastructure, Microsoft Business Application Platform (Azure Active Directory, Flow, Office 365, Power BI, PowerApps, and LinkedIn), the Microsoft Higher Education Accelerator, and Microsoft Common Data Services. Lastly, Anthology also offered productized integrations for Oracle PeopleSoft, used at Coppin State for their finance, HCM, and student solutions.

IMPLEMENTATION

Since Coppin State was one of the first institutions to go live with Anthology Reach, Anthology worked closely with the institution to implement and configure the solution. The implementation started in August 2019 and lasted for five months. In the middle of the deployment, an external project manager for Coppin had to step away from the project, and Anthology readily stepped in to assist the university. According to Dr. Ahmed El-Haggan, Coppin State's Vice President of Information Technology and Advancement, Anthology was extremely accommodating during the implementation: They fixed issues at no cost and even sent in an on-site consultant to assist with configurations. Dr. El-Haggan reports that the Anthology team was a true partner who readily jumped in to assist with any technical challenge and became part of the Coppin culture.

Anthology Reach includes an admissions process based on standard higher education best practices designed to improve recruiting results and yields and that can be configured for each institution. As part of the implementation, a portion of Coppin State's Recruitment and Admissions business processes were updated, with more to follow. Coppin State dedicated one FTE to support the Microsoft Dynamics CRM platform during implementation and post-go-live to support the evaluation, deployment, and training of functional enhancements. During deployment, the Coppin team also included two system analysts with subject-matter expertise and two super-users.

REALIZED BENEFITS

The deployment of Anthology Apply has streamlined the student recruitment process at Coppin, and the university is anticipating increased enrollment yields. Students now have access to self-service portals to apply, track, confirm, and enroll. Likewise, recruiters have role-based access to dashboards and can be dynamically assigned territories with support for dynamic segmentation. Coppin has configured workflow to support the automated routing of forms and documents. A key benefit of Anthology Apply is its support for lead source tracking and scoring to measure metrics, such as return on investment. Anthology Reach is a modern cloud platform that is mobile-ready with responsive design, and the solution allows Coppin to engage with students using their preferred method of communication.

NEXT STEP

Now that Coppin State is live with both Anthology Apply and Occupation Insights from Anthology, the university has started to implement Anthology Succeed to assist with student advising and retention. According to Dr. El-Haggan, the Anthology Succeed implementation will be a larger undertaking and will require the university to standardize its advising processes. Anthology Succeed will provide Coppin with a modern academic advising solution that features personalized portals for students and advisors, including support for task lists, proactive alerts and interventions, personalized action plans, dynamic dashboards, and predictive analytics and retention scoring.

REFERENCES

To inform this case study, Tambellini briefed with Dr. Ahmed El-Haggan, Vice President of Information Technology and Advancement at Coppin State University. Tambellini also used publicly available information.

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The purpose of this report is to provide higher education institutions with information about the objectives, solutions, and outcomes related to the utilization of technology in colleges and universities across the US.

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