

Imaging and Content Management Benefits Multiple Departments at California Community College District



“THE BENEFITS TO THE DISTRICT ARE IMPROVED DATA INTEGRITY, AUTOMATION AND THE STREAMLINING OF OUR ADMISSIONS PROCESS, ALLOWING US TO SERVICE MORE STUDENTS IN A TIMELY MANNER.”

– Director of Information Technology, Southern California Community College District

ORGANIZATION

Southern California Community College District

INDUSTRY

Higher Education

SOLUTION

- › Automate Records & Admissions, Transcripts, and Financial Aid Departments
- › Cardiff TeleForm streamlines Continuing Education admissions process

CHALLENGE

- › Massive storage needed for paper documents
- › Inaccurate Optical Mark Recognition (OMR) readings
- › Incomplete maintenance contracts
- › Collect admissions & registration data from all required demographics
- › High costs to utilize an expensive proprietary system for forms

KEY BENEFITS

- › Faster admissions and registration processes for students
- › Decreased paper storage throughout
- › Student information accurately validated
- › Reduction in data input errors
- › Allows use of mainstream technology & equipment
- › Greater number of students serviced more quickly & efficiently
- › Internal control of all forms & documents
- › Reduced system costs while combining licensing fees.

A community college district (CCD) in southern California, serving approximately 100,000 students each semester, operates 3 two-year colleges and 6 continuing education campuses where enrollees can earn Associate of Arts degrees and certificates in occupational programs. Continuing education campuses offer adults opportunities to renew learning experiences through noncredit vocational, basic skills, life skills and enrichment classes.

The Right Direction, the Wrong Partner

All departments throughout the district were operating paper-based systems. Processing, filing and retrieving of admissions, financial aid and student records were inefficient and required massive storage. The CCD recognized a need for an imaging system that would automate document management and provided a cost effective delivery method for information to students, managers and other departments.

Initially, the district began working with an integrator to automate their records and admissions processes. Challenged with inaccurate Optical Mark Recognition (OMR) readings, incomplete maintenance contracts and two years of unsuccessful attempts to bring the system on-line, they were ready to give up on the system. They contacted ImageSource® in hopes that, working together, they could move past these challenges to meet their initial goals.

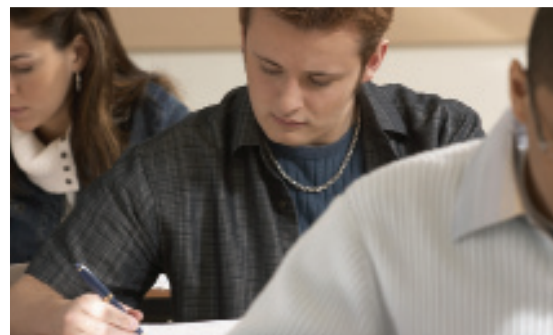
ImageSource Brings Experience & Stability

Within two months, ImageSource's experienced Professional Services team turned the failed project into a fully op-

erating system. The initial 2-year delay required that ImageSource start with upgrades of every major component of the document imaging and storage system: OTG/Legato (now EMC Documentum) ApplicationXtender, Kofax Ascent Capture, Kofax VRS, Fujitsu scanners and the ApplicationXtender Release script. To ensure the system would continue to run smoothly, ImageSource's Support Services was contracted. The district can communicate with ImageSource Support staff about operating issues 24 hours-a-day.

Benefits Expanded to Other Departments

Happy to have their system reliably running, the district engaged ImageSource to expand the ECM technologies to three other departments: Transcripts, Financial Aid, and Continuing Education.



Previously, when one of the thousands of paper transcripts was needed, the physical file was manually retrieved, copied and re-filed. By bringing transcripts online, and managing them electronically, the District has further extended the capability of the Student Services Department. Integrating with their ISIS database, the system performs lookups

to automatically populate available fields in the transcript form. This helps to validate student information and reduces data input errors.

Because transcripts have a colored watermark behind pertinent data, ImageSource recommended upgraded scanners include Kofax VirtualRescan (VRS) technology. This helped to eliminate two problems: watermarks that aren't visible, or watermarks so dark they render the content unreadable.

In addition, the capture system was upgraded to include Kofax Ascent Capture Internet Server (ACIS), which allows remote scanning and licensing. ACIS provides maximum performance capabilities to each workstation, while combining licensing fees, thus reducing operating costs. The combination of these upgrades has allowed the district to store pristine reproductions of transcripts, while maximizing value.

To further extend cost savings and provide compliance benefits, the ECM system was extended to the Financial Aid Department. Each CCD student who receives financial aid has a file that averages 20 pages. With their large student population, the number of pages that were being housed and retrieved topped one million.

“WE’VE HAD SEVERAL MAJOR ENGAGEMENTS WITH IMAGESOURCE, REACHING ACROSS MULTIPLE DEPARTMENTS. THEIR TEAM HAS DELIVERED EVERY PROJECT AS PROMISED WITH PROFESSIONALISM AND ACCURACY.”

– Director of IT, Community College District

By integrating the scanning software with ISIS, the district's line-of-business application, look-ups are now performed to confirm the registration information for a particular student. Pieces of information, or index values, automatically populate fields in forms to assist the workers with validation. Benefits to Financial Aid include a drastic reduction in lost documents and the reduced costs associated with processing.

Continuing Education Benefits from eForms
The final phase was to bring Continuing Education on board. The Depart-

ment offers courses at various locations city-wide, including school campuses, churches, YMCA and community centers. On the first day of class, students fill out a combined admissions/registration form. The CCD was challenged with collecting and processing admissions/registration data on a variety of demographics. Accurate processing is essential to avoid the duplication of student records, and to ensure that information is applied to the correct student.

Previously, Continuing Education used an expensive proprietary system for pre-printed forms. Costs to utilize this system were high—forms had to be custom designed, printed and supplied by the forms company. The “bubble forms” utilized Optical Mark Recognition (OMR) technology, which was supplying sub-standard quality and accuracy. Modifications made to address the quality issues were costly and tedious.

To resolve these issues, ImageSource implemented Cardiff TeleForm for the Continuing Education Department. The open architecture of TeleForm has given the department internal control over form changes, printing and design.

“The return on investment has been dramatic—now we can print forms as needed on our own laser printers,” states the Director of Information Technology for the district. “We have autonomy. Changes are expedited, and the Cardiff's OMR technology is bulletproof.”

Cardiff TeleForm has provided the CCD with improved data integrity and a faster admissions registration process. Besides streamlining the process itself, it has allowed the use of technology and equipment that is more mainstream.

Automation, and the complimentary technologies implemented in the many departments at the district has allowed it to service more students in a timely manner with data that's complete and accurate. Efficiencies gains have been far reaching—the district no longer has to go back to paper files and verify student records manually.

Far reaching efficiencies and return-on-investment have proven the imaging and document advancements at the southern California community college district to be a dramatic technology success story.

Technology



KOFAX® ASCENT CAPTURE

Ascent Capture automates information capture from scanned paper or imported electronic documents. Based on criteria you define, the entire document or extracted data is digitized, then routed to an archive, database, or the next step in your business workflow.

KOFAX® ASCENT CAPTURE INTERNET SERVER

Ascent Capture Internet Server (ACIS) enables organizations to transfer documents and data captured at branch offices to a central Ascent Capture installation via a corporate network or the Internet.

KOFAX® VRS

VirtualReScan reduces the time involved in manual document preparation and enhances the quality of scanned images. Capturing high-quality images significantly impacts the success of data extraction, recognition, and retrieval. www.kofax.com



CARDIFF TELEFORM

Cardiff TeleForm automatically captures data from paper forms and documents, validates the data and passes it to enterprise systems, including ECM, ERP and CRM applications. Bringing all data on-line helps ensure data accuracy, reduces operating costs and accelerates business processes. TeleForm operates locally or remotely, leveraging Web-based connectivity to transmit data from paper to remote applications or systems.



EMC APPLICATIONXTENDER (OTG/LEGATO APPLICATIONXTENDER)

EMC Documentum ApplicationXtender electronically stores, organizes, and manages virtually any kind of business content. It's easy to implement, integrate, and manage, providing instant, role-based access to content from either a desktop interface or web browser. ApplicationXtender integrates document imaging, report management, workflow, and document management services.



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