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Columbia COLLEGE CHICAGO 
INNOVATION IN THE VISUAL, PERFORMING, MEDIA, AND COMMUNICATION ARTS

Control Costs and Exceed Expectations with Online Campus-Wide Self-Service

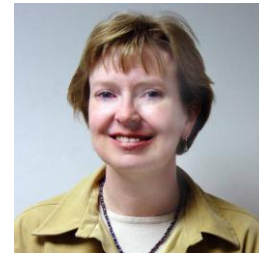
December 4, 2008

timetrade TM
appointment scheduling experts

Speakers

Featured Speakers:

- Kenneth C. Green,
Founder & Director,
The Campus Computing
Project
- Bernadette McMahon,
Associate VP of IT,
Columbia College Chicago



Moderator:

- Ed Mallen, CEO,
TimeTrade Systems



Agenda

- Housekeeping
 - Slides available after the presentation at:
www.timetrade.com/resources/webcasts/edu-1208.asp
- Higher Education Is (Now) an Online Service Industry
- Providing Campus-Wide Convenience with Student Appointment Scheduling
- Delivering Self-Service Across Higher Education
- Conclusions and Q&A





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Higher Education Is (Now) an Online Service Industry

Kenneth C. Green, Founder and Director

December 4, 2008

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appointment scheduling experts

An opening query

How did you begin your day?

- Check your accounts (bank or credit card)?
- Monitor campus data/reports?
- Check your online calendar
(Your schedule? Campus events?)
- Respond to an email from your president or provost?
- Book travel arrangements online?



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These are all (IT-based) services – services that you use or provide to others

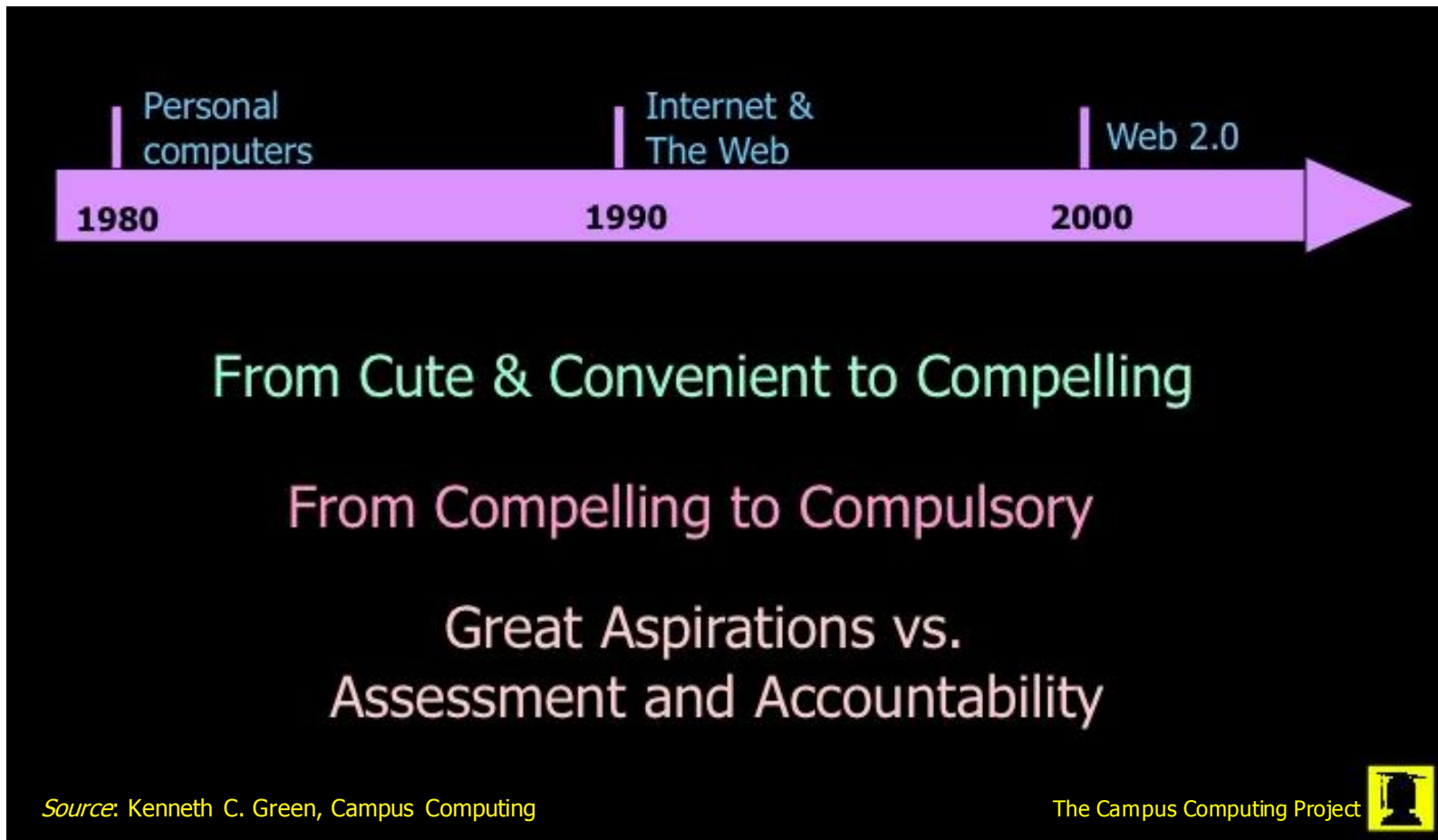


Higher education is a service industry

- Key roles: instruction, research and community service
- Faculty/instructional personnel are one-half the total headcount (1.6M of 3.4M total)
- Critical role of the “back enterprise”
- Service priorities now include
 - More and better services for students
 - More and better services, data, information and insight for campus faculty and administrators
- Online services increasingly important – and expected!



Third decade of the “IT Revolution” in Higher Education



Two key questions

- Why don't faculty make better use of IT in instruction?



Two key questions

- Why don't faculty make better use of IT in instruction?
- Why don't institutions make more effective use of IT for services and in campus operations and management?



Consumer experience defines campus expectations

- What happens off-campus defines expectations for on-campus resources and services
- Campuses playing “catch-up” with the consumer market



Icons of the new Internet economy

amazon.com.



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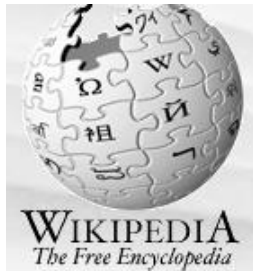


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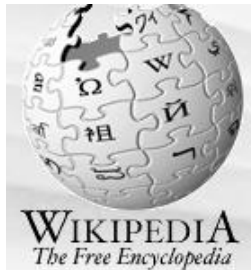


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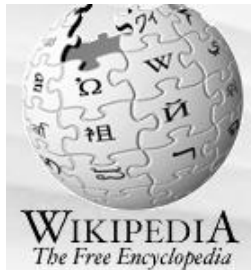


iTunes



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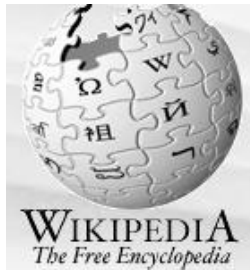
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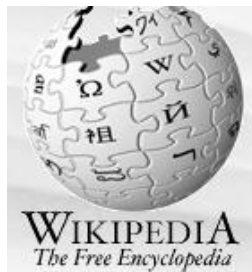
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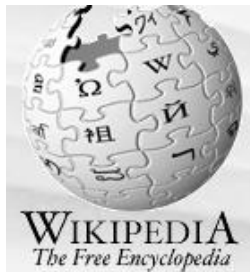


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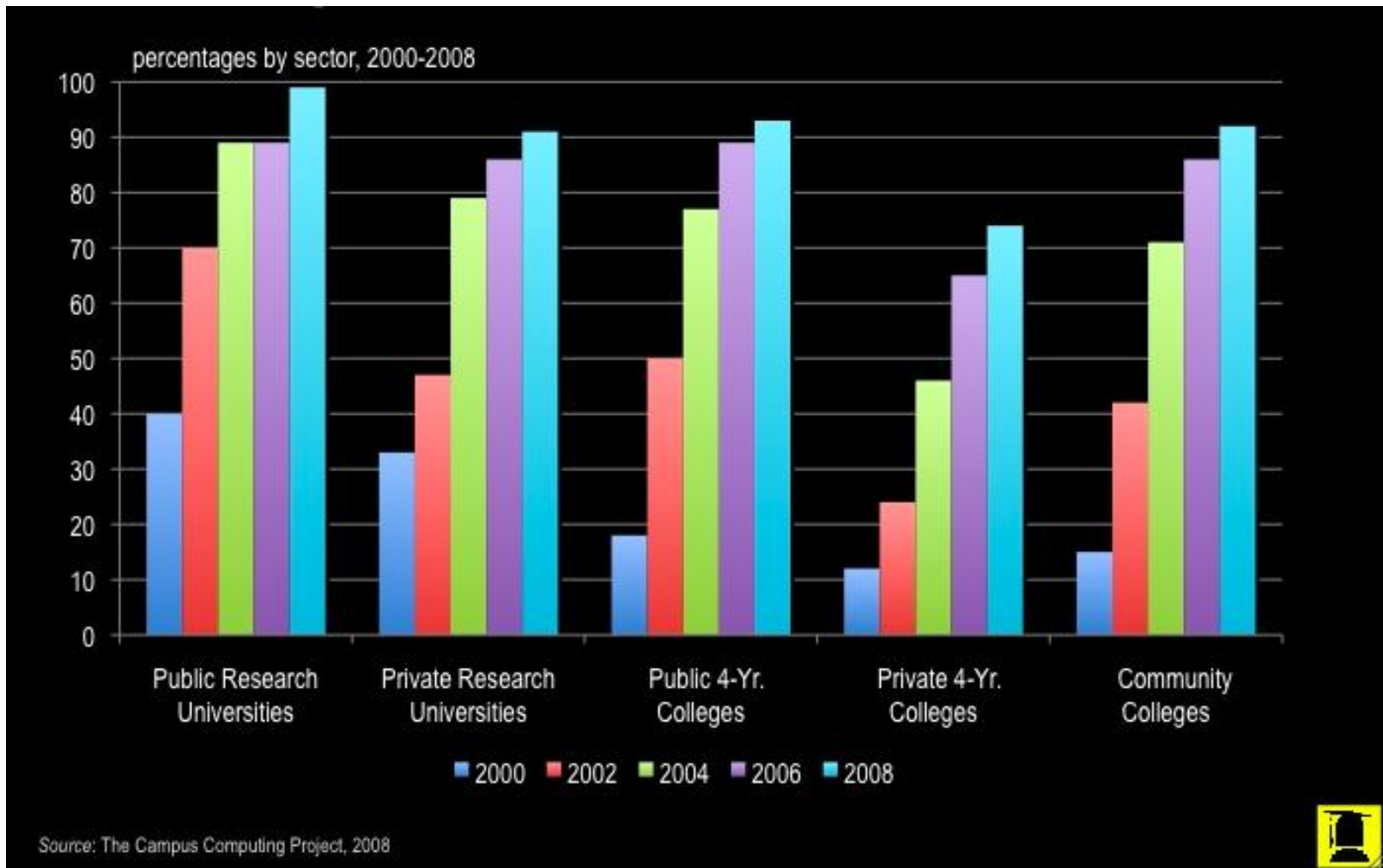
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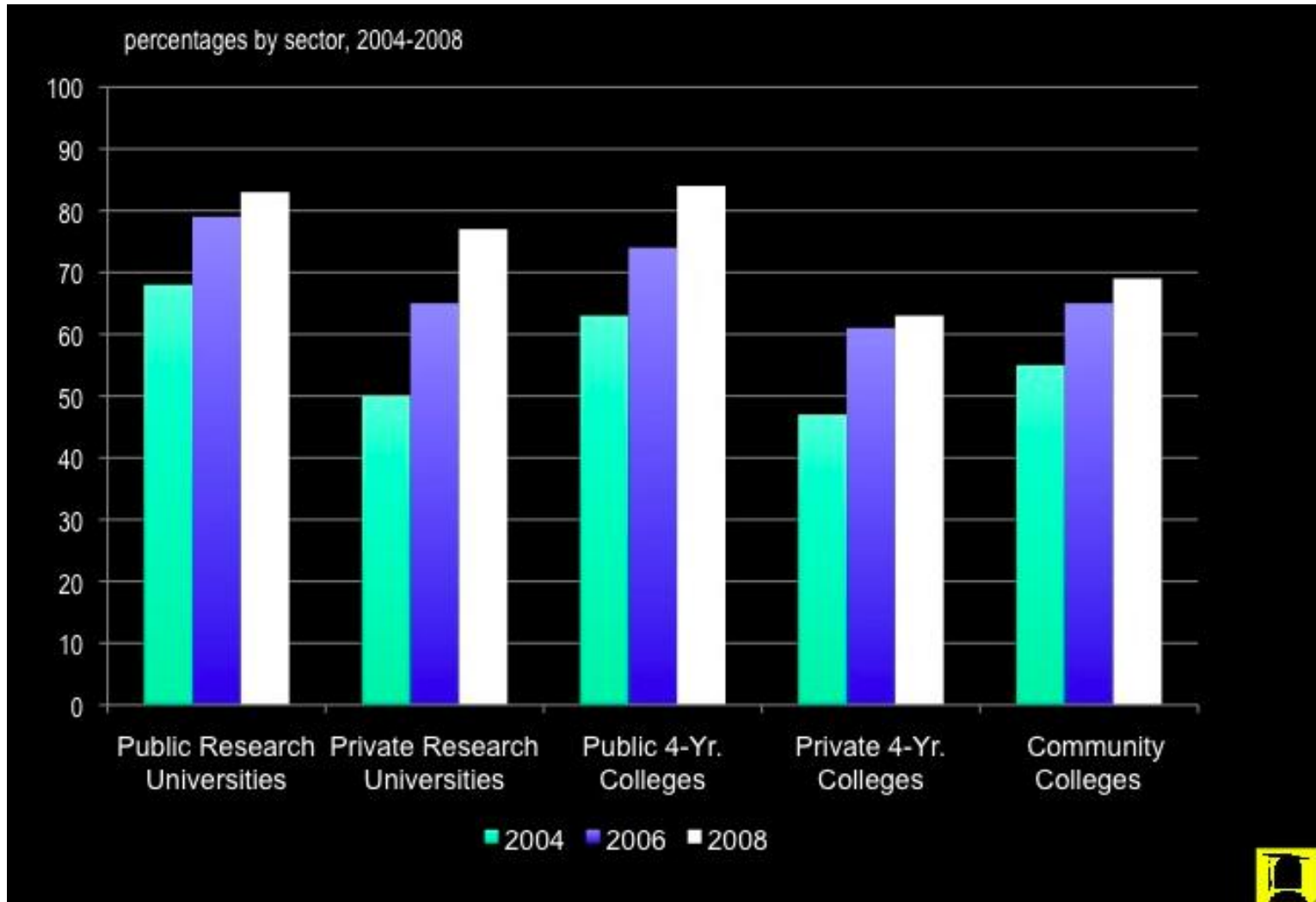
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Credit card capacity on campus web sites



Online degree audit



The ERP / enterprise problem



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The ERP / enterprise problem



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- Lots of (static) transactional data = fallow resource
- Challenge: transform data into information and insight
- Goal: continuous quality improvement of resources and services
- Issue: use data as a resource, not a weapon
- Rephrase the question: What can (must!) we do better?



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Technology is disruptive

Issues & Impacts

- Organizational practice & process
- Individual behaviors and preferences



Technology is disruptive

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- Organizational practice & process
- Individual behaviors and preferences

Response

- Denial



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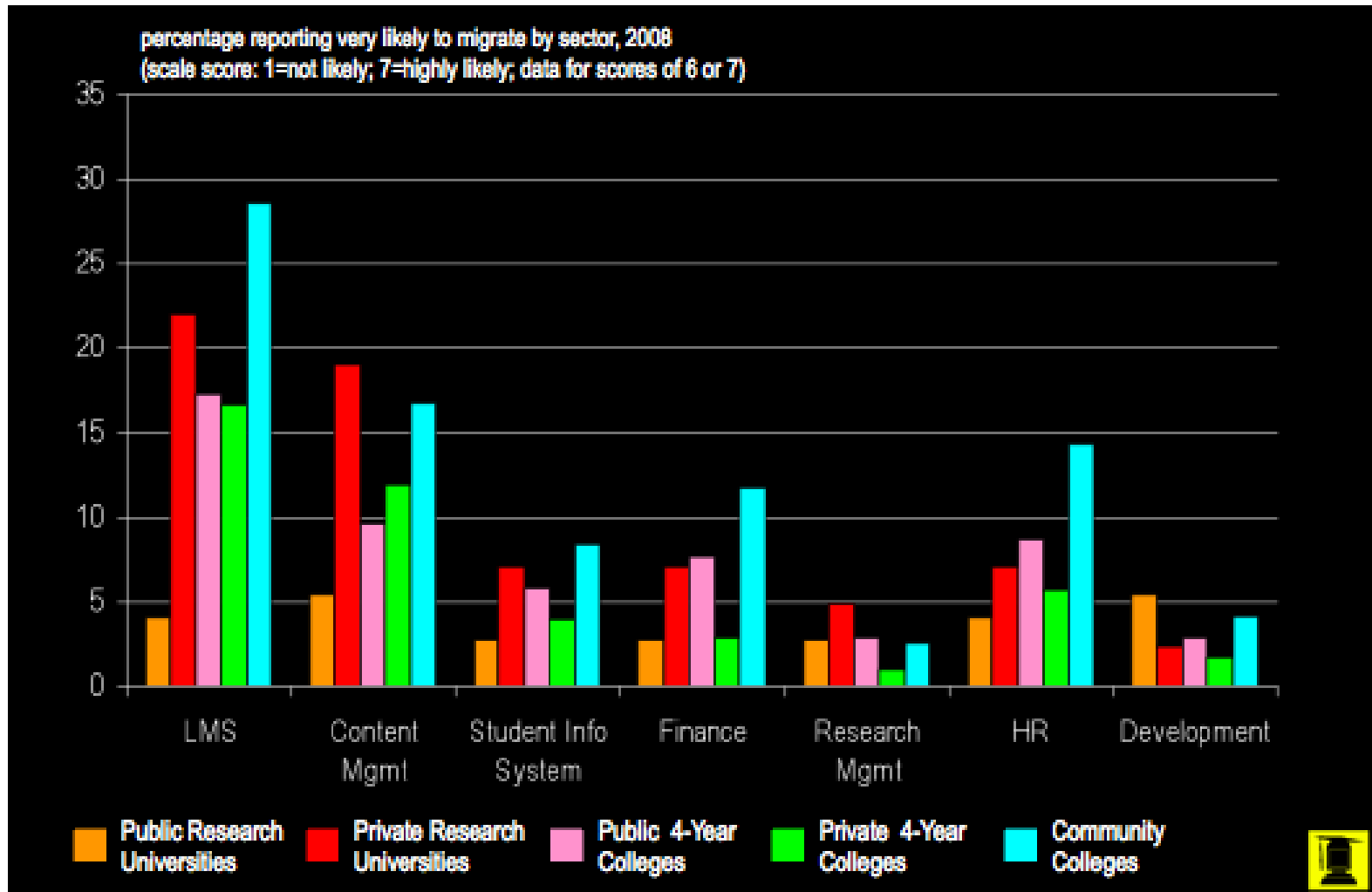
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- Anger
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- Depression
- Acceptance

On Death and Dying
Elizabeth Kübler-Ross



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Migrate to SaaS ERP by 2013?



So now what do we do?



The Gretsky Rule:

Skate to where the
(digital) puck is going

- Client expectations
- Enabling technologies
- Effective technologies



Trust, but verify!

Trust: the one key factor rarely discussed when deploying new systems/technologies

- Can we trust the campus personnel who selected the new system? Campus personnel who manage the new system?
- Can we trust the technology providers?
- Will the new system/technology perform as promised?



So now what do we do?

- Focus on clients, expectations and services
- Attend to technology trends
- Invest in infrastructure
- Articulate impacts and document outcomes
- IT triage
- **Reminder:** we are here to serve...and to *improve* services





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Providing Campus-Wide Convenience with Student Appointment Scheduling

Bernadette McMahon, Assoc. VP Information Technology/CIO

December 4, 2008

timetrade TM
appointment scheduling experts



Columbia College Chicago

- Largest and most diverse private media arts and communications college in the U.S.
- Enrollment over 12,000 full-time/part-time
- Most of 1,250 faculty members work in the professions they teach



Columbia College Chicago

- Class sizes are small and instruction is hands-on; students can often begin classes in their major immediately
- Faculty and Staff want to give personal attention to their students

Why appointment scheduling?

12,000 students; 50 offices that need to schedule appointment for support or advising

Staff and faculty

- Were becoming overbooked
- Scheduling frustration became a large issue

Students

- Unaware of when staff/faculty were available
- Easy access, 24/7

What are the goals?

- Centralized scheduling with single sign on
- Decentralized use of the product for the departments
- Ability for re-occurring appointments
- Departments can view their own appointments and notes
- Ability for students to add/move/change/cancel appointments

Our unique needs

- Assigning appointments to specific advisors by major
- Guest feature for Admissions and Student Financial Services
- Ability for students to enter specific needs
- Reminder emails

Special needs can be addressed



[Appointment Options](#) | [Register](#) | [Sign Out](#)

Fred Camire

One-Time Appointment | One-Time Appt Undergraduate | 1 hr | Melisa Des Rosiers

Monday, November 24, 2008 - 11:30AM CST

Collect appointment specific information from student

The following additional information is requested from each student when making an appointment for the selected service.

Please tell us more about yourself: *(Check all that apply)*

- I would like to see a tutor in my major.
- I require an ECL Tutor.
- I require an LD Tutor
- I require an Reading Tutor
- I am a graduate Student
- I would like to see the first tutor available

What is the type of tutoring session you would like to schedule: *(Check all that apply)*

- I am enrolled in a no credit class (52-1110 or 52-1300)
- Weekly required for a class
- Weekly not required
- One-time appointment
- Drop-in...

Is your home heritage language English?

~ Select ~ ▾

If NO, how long have you studied English?

Student Status

Graduate Tutor ▾

Why TimeTrade?

- Ability to meet our unique needs
- Web-based SaaS model
- Ability to share student information
- Good ad hoc reporting
- Easy user interface
- Ability for many appointments types

Appointment verification



Fred Camire

Office Appointment | CCC Payment Plan | 20 mins | Darnell Wheaton

Wednesday, November 26, 2008 - 12:00PM CST

Review the Appointment Details

The details of the appointment request are shown below.

Please review the details to ensure accuracy and then click **Make Appointment** in the lower right corner to confirm.

Appointment Details

Student: Fred Camire

Appt Type: Office Appointment

Service: CCC Payment Plan

Date: Wednesday, November 26, 2008 - 12:00PM CST

Duration: 20 mins

Resource: Darnell Wheaton

Who is using online scheduling?



At Present Live

- Admissions
- Student Financial Services
- Academic Advising

Implementing

- Film Video Department
- Centers (Writing, Math, Portfolio)

Future

- All Academic Departments

Week	Total
September 01 - 07, 2008	0
September 08 - 14, 2008	2
September 15 - 21, 2008	0
September 22 - 28, 2008	0
September 29 - October 05, 2008	0
October 06 - 12, 2008	0
October 13 - 19, 2008	2
October 20 - 26, 2008	1
October 27 - November 02, 2008	1
November 03 - 09, 2008	4
November 10 - 16, 2008	10
November 17 - 23, 2008	384
November 24 - 30, 2008	148

Benefits of campus-wide scheduling

- Ability to have students schedule their own appointment 24/7
- Statistics about the amount of appointments and types quickly
- Single sign on/one stop shopping for students to make appointments for several departments across campus

Live on November 17th

Weekly Appointment Volume Trend

For the last 13 weeks ending on Sunday, Nov 30, 2008

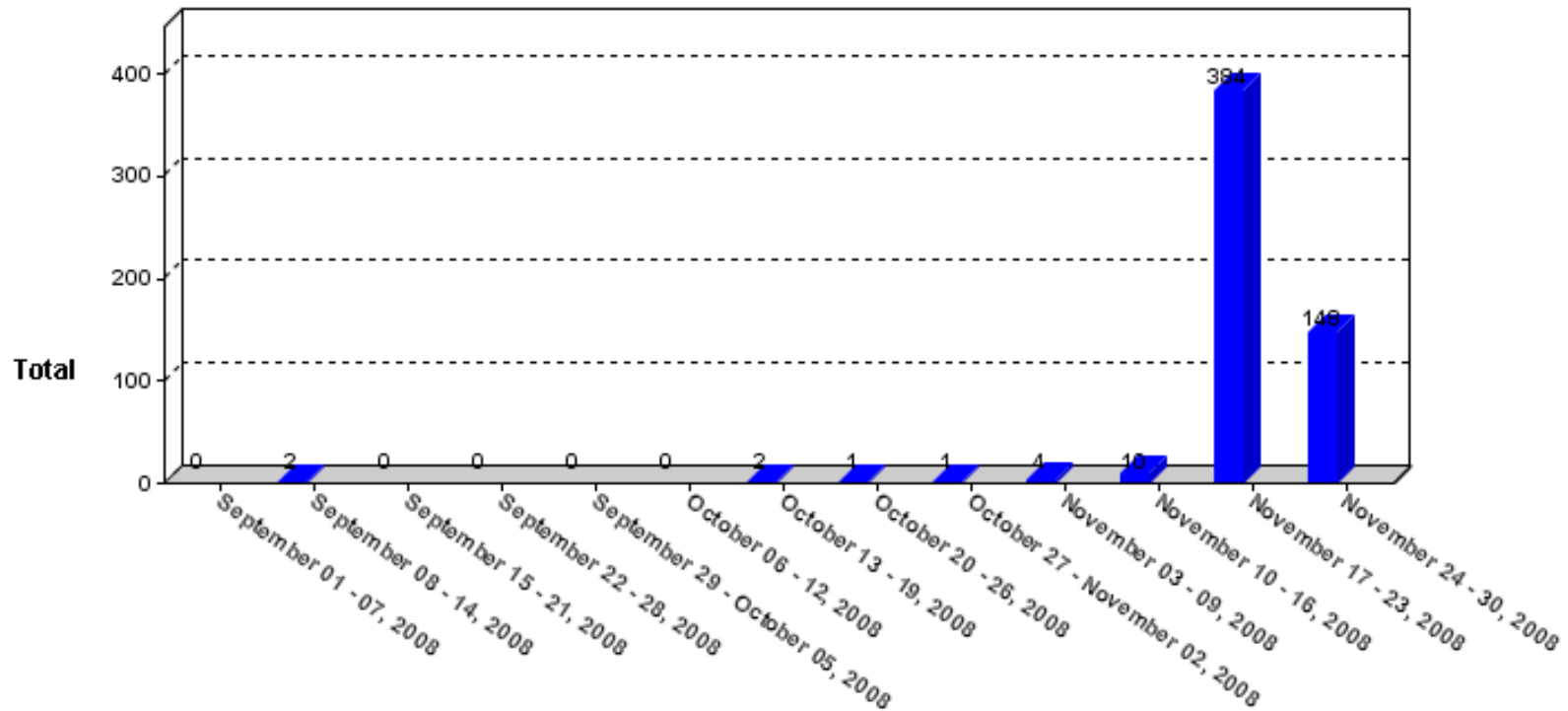
College Advising Center

All Appt Types

All Services

All Resources

College Advising Center



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Delivering Self-Service Across Higher Education

Ed Mallen, Chief Executive Officer

December 4, 2008



About TimeTrade

- The leading provider of appointment scheduling solutions to large and mid-size organizations
- Founded in 2000
- Appointment scheduling sole focus

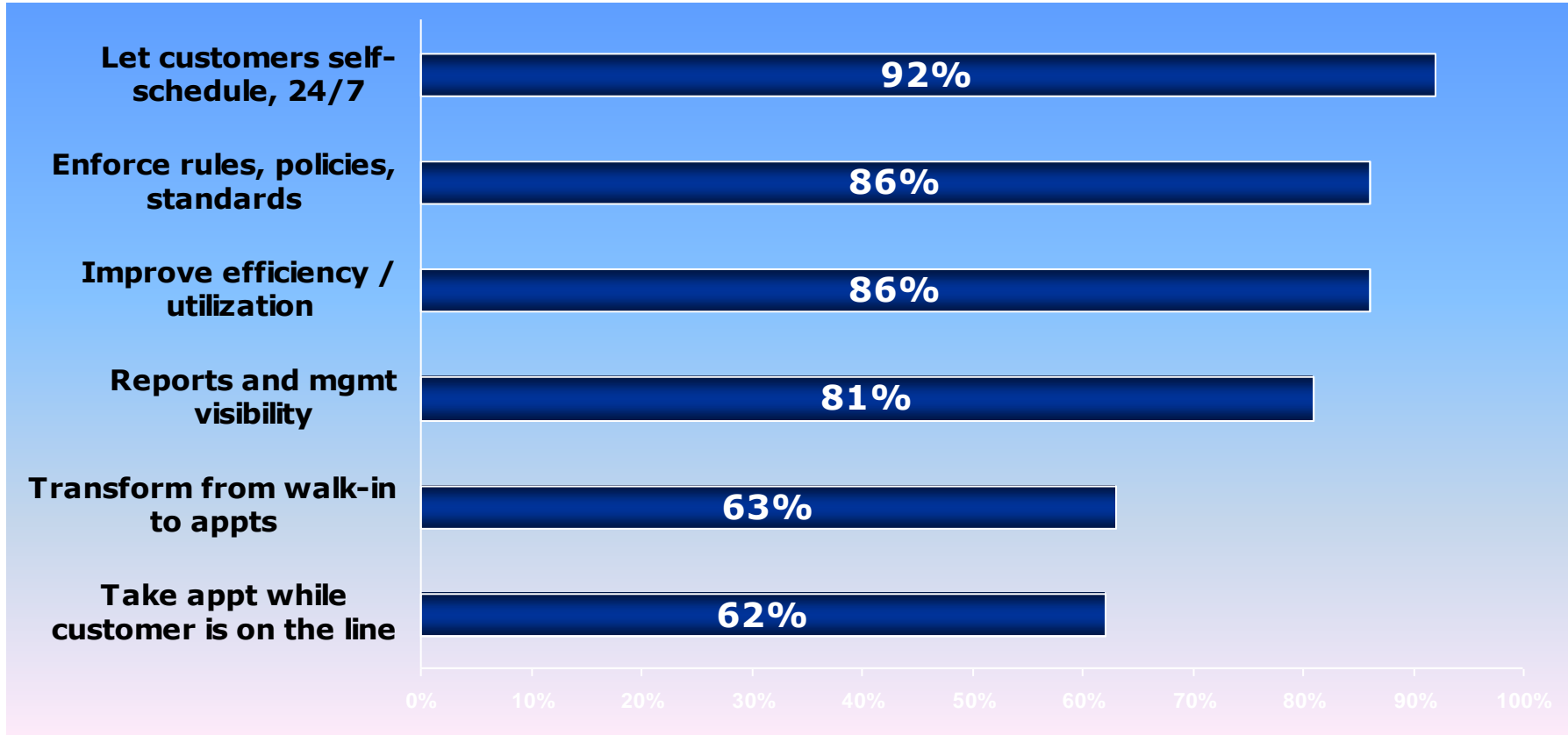
- We offer...
 - Turnkey solutions that are quick to implement
 - Extensive customizations based on an extensible architecture
 - Embeddable solutions that can be integrated with other systems using a Services-Oriented Architecture

“Organizations (large and small) and individual professionals or service providers who spend too much time playing the time negotiation game, will find the TimeTrade offers attractive .”

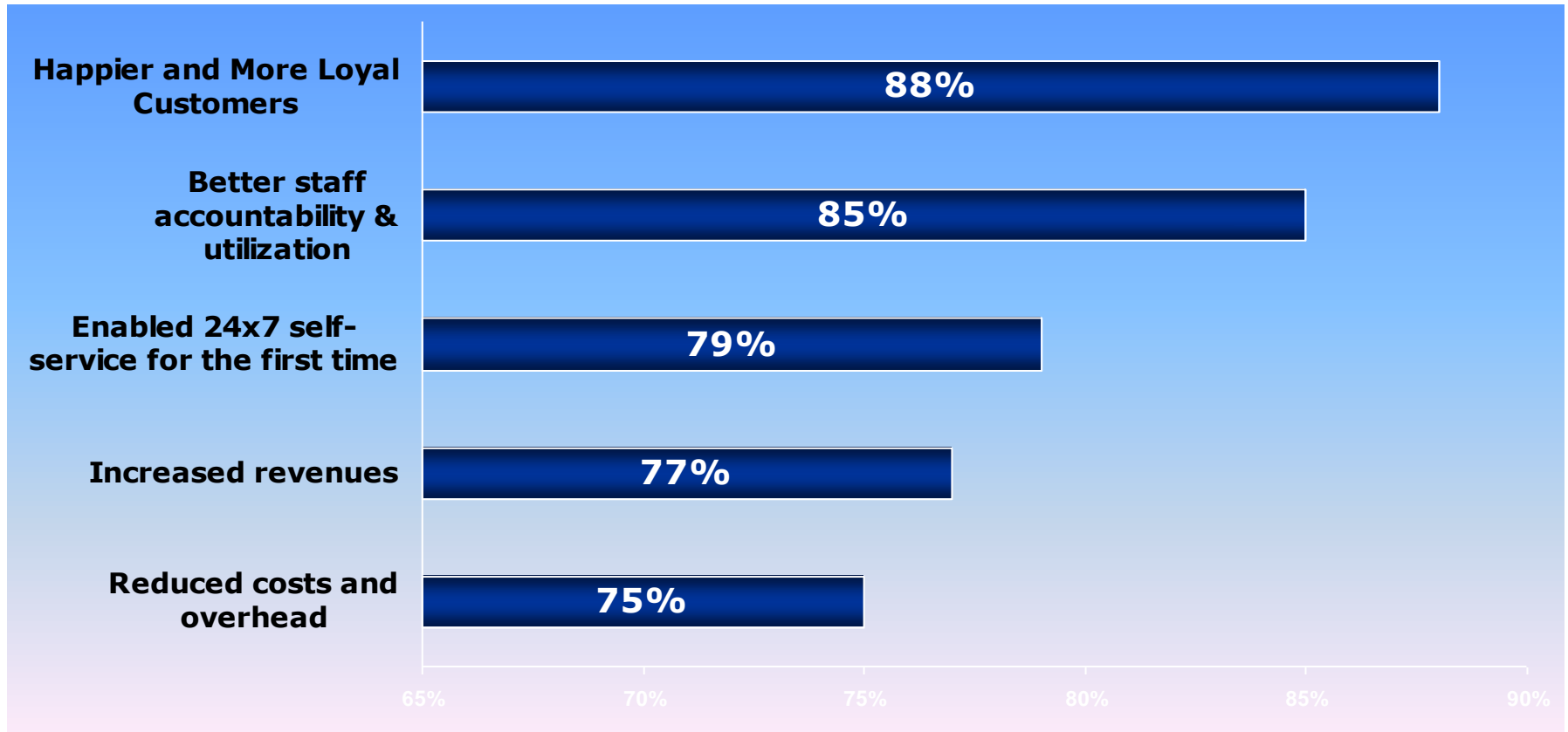


Patricia Seybold Group
Strategic Consultants & Thought Leaders

Top six reasons customers implement TimeTrade



Top five benefits to implementing TimeTrade



More than 200M appointments scheduled



- **In Higher Education, including:**

- Brigham Young
- Clarkson
- Columbia College Chicago
- Harvard
- North Carolina State
- University of Arizona
- University of Toronto
- University of Wisconsin
- Yale
- And many more...

- **In Other Industries & Sectors, including:**

- Commercial – business services, financial services, healthcare & retail
- Government – federal, state, local

Questions and Closing Remarks

We welcome your questions.

Presentation will be available for download at:

www.timetrade.com/resources/webcasts/edu-1208.asp

