Georgetown's Customized Admissions System Supports Holistic Review

Boosts Efficiency While Collecting More Valuable Student Information

Inside

Georgetown University
Washington, D.C.

GEORGETOWN UNIVERSITY

Products:
Intelligent Connections® Application Processing System

Why Intelligent Connections?
"CollegeNET was the one company able to customize our forms and process to meet our exact needs. We not only get the specific student information we require for our review process, we also have a much more efficient, accurate and easy-to-use system."
– Robert O'Rourke, Senior Assistant Director of Undergraduate Admissions

The Savings:
Time, money and resources. The Intelligent Connections system enabled Georgetown Admissions to move their entire application processing online, eliminating hundreds of hours of paper form processing, data entry and error corrections, in addition to saving the costs of contracting with outside vendors.

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Business Profile

Established in 1789, Georgetown University is the oldest Catholic and Jesuit institution of higher learning in the United States. Georgetown University comprises eight schools and offers undergraduate and graduate degrees in fields including law, medicine, business administration and public policy, in addition to medical residencies, post-doctoral positions, and a growing number of specialized certificates and continuing education programs. The Georgetown community includes 7,050 undergraduate and 6,929 graduate students, and 1,350 fulltime and 800 part-time faculty.

The Challenge

Georgetown University wanted an admissions system that would improve efficiency and reduce the errors and administrative demands of their manual process. "It had come to a point where we couldn't keep up with our paper process," said Melissa Costanzi, Senior Associate Director of Undergraduate Admissions. "There was too much manual data entry and too much information was coming in at the application deadline. We spent a lot of time resolving problems related to incorrect data entry and misplaced documents." The university was relying on outside vendors for supplying transcripts, school reports and teacher recommendations. Admissions staff then had to load these documents into the school's student information system. It was a very time-consuming, imprecise and expensive process.

Georgetown was concerned that adopting an online application process would compromise the school's ability to maintain a unique application form, one that would allow the school to capture a broader picture of each applicant and collect information specifically relevant to Georgetown's student body. "Our main reason for holding onto our own process was that we didn't want to give an independent company control over the content of our application or how we use it," Ms. Costanzi

said. "We were not going to sacrifice our values for efficiency."

The Solution

Georgetown chose CollegeNET's Intelligent Connections application processing system to automate their admissions process. CollegeNET provided an electronic, university-branded application form, accessible on the university's website and customized to collect information per
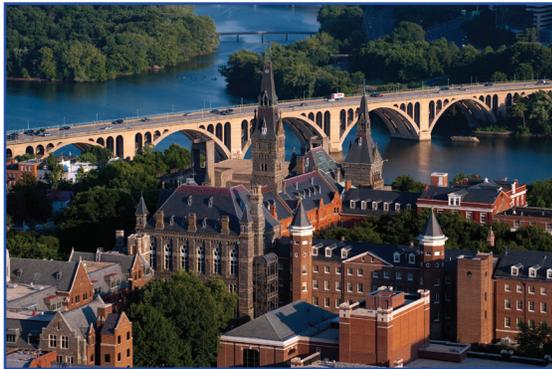
the university's specifications. The online system eliminated hand processing of paper applications and manual data input, saving the school hundreds of hours in administrative time and expense, and greatly reducing the opportunity for errors. It also eliminated the need for third-party vendors. Now, applicants can request transcripts, school reports and letters of recommendation directly through Georgetown's online application. High school counselors, teachers and recommenders receive a letter bearing the Georgetown

brand, and they can submit requested documents online, directly to the school. The Intelligent Connections system automatically attaches the electronic files to the corresponding application form.

"We can customize the request forms to teachers and counselors to gather the information most valuable to our decision-making process," Mr. O'Rourke said. "This information, along with what we gather from the students, allows for a much more holistic review."

Additional Benefits

The Intelligent Connections application processing system includes an Applicant Portal, which provides applicants an online checklist and allows them to monitor the status of their applications, including when requested documents, such as letters of recommendation, are received. According to Mr. O'Rourke, "The system automatically notifies Admissions, the teacher and the student. This feature saves us a lot of time responding to inquiries and improves the whole application experience for the student. Overall, CollegeNET has helped us efficiently control our own admissions process."

Want to Know More?

To discuss the many ways CollegeNET's products can save you time and money, and improve efficiency, contact sales@collegenet.com.