

EMS Case Study *Luther Seminary*



Background

Located in the Minneapolis area, Luther Seminary is the result of the consolidation of what were once six separate institutions. The series of mergers took place over a period of more than 50 years, beginning with the 1917 combining of three Norwegian Lutheran Churches and the joining of their associated seminaries. The new institution took the name of the oldest of the three schools, Luther Theological Seminary, which was founded in 1876.

Today, Luther's scenic 40-acre campus is home to 750 students who pursue degrees such as Master of Divinity, Master of Arts, and Doctor of Philosophy under the direction of a 45-member faculty.

The Challenge

On this busy campus finding the room that meets each guest's needs, and also their expectations, especially on high volume days can be challenging. Before purchasing EMS Professional and Virtual EMS, Luther Seminary was booking rooms manually, writing reservation information into a large scheduling book. Academic classes, meetings and special events were all scheduled in this labor-intensive manner.

Carol Hansen, Assistant Director of Event Services at Luther, says, "Using the hardcopy reservation book, it was difficult keeping track of where each booking was taking place. Double bookings often occurred,

and tracking equipment, catering and other resources needed for events was challenging."

Another Luther Seminary staff member adds, "Our office now manages more than 12,000 bookings each year, and many of our faculty, students and guests have very specific preferences on where their events are held," she says. "We have nearly 80 rooms that we reserve in seven buildings, and finding the right room for every reservation was difficult with the old manual process."

Fast Facts

- Seminary replaces manual calendaring system with **EMS Professional** and **Virtual EMS**
- **750** students; **45** faculty
- **12,000** bookings each year
- **80** rooms in **seven** different buildings
- **10 years** of increased scheduling efficiency with EMS

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The Solution

Today, the old Luther Seminary reservation book is gathering dust on a shelf. Since 1999, the scheduling team has been using EMS to coordinate events on their busy campus. And with the number of bookings in their database fast approaching 100,000, it's safe to say that the time and effort saved over scheduling events on paper has been considerable.

Not only does EMS make the initial booking of a room fast and efficient, it also (and perhaps more importantly for the Luther Seminary scheduling office) simplifies the process for moving events from room to room to accommodate ever-changing event volumes and customer preferences. "With EMS, I'm able to move events, and all of their details, around quickly and easily," says one scheduling staffer.

“Are Luther Seminary clients pleased with the way events are scheduled through EMS?”

“A resounding ‘yes!’”

She uses the drag-and-drop capability of the Reservation Book as well as one of the system's many "Change Wizards" to effectively match event needs and campus resources. "We have many repeat clients, and as we book their same events annually, EMS is helpful when copying reservations

and details," she adds. "I also like that the system makes me confirm my changes."

Virtual EMS, the web-based component of the system, extends the availability of event information to any computer with an internet browser. "Virtual EMS makes our job much easier," says Carol Hansen. "Clients can check room openings and availability at their leisure." Are Luther Seminary clients pleased with the way events are scheduled through EMS, especially the easy access to event information through Virtual EMS? The scheduling team answers: "A resounding 'yes!'"

From an outdated, manual process to a state-of-the-art event management system, Luther Seminary has found the transition to be smooth and the benefits to be numerous. And with their Annual Service Agreement providing them with new and enhanced versions of the system on a regular basis, there is every reason to believe that Luther Seminary will keep meeting its scheduling challenges with EMS for many years to come.

For more information on Dean Evans & Associates, and the company's event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

