

# EMS Case Study *Major Public University*



## *Finding a Focal Point: Unifying Event and Academic Scheduling in EMS Campus*

### A Tale of Two Systems

While nearly 13,000 students attend this major public university, it maintains a very close-knit campus community. Its event and academic scheduling processes, however, were anything but unified. For many years, the Student Affairs Office used EMS Professional for meeting and event scheduling, while the Academic Affairs Office used another product for academic class scheduling.

Over time, it became clear that both offices would benefit from working in a single program. “Our goal was to find one scheduling and calendaring system that would be used for the entire campus,” says their Facilities Use Manager. “In the end, through many focus groups and discussions, EMS Campus came out on top.”

### Seeking Simplicity

There were a number of problems with the system that Academic Affairs had been using, including:

- Inflexible security settings
- No web access
- A labor-intensive data preparation process for each new academic term
- The inability to set building hours of operation

But perhaps the most common complaint was that the system “was just too complicated and not user-friendly.” “Especially when it came to making a simple, one-time meeting reservation,” says our contact, a big problem given the 30,000+ non-academic events that take place at the university every year.

### Fast Facts

- **13,000** students
- Nearly **150,000** academic class bookings per year
- More than **30,000** meetings and events annually
- Increased **efficiency** and simplified scheduling through EMS Campus™

### Reluctance and Relief

Upgrading the Student Affairs Office to EMS Campus™ was simple, as they were very comfortable using EMS Professional. The staff in the Academic Affairs Office, however, was understandably apprehensive. “The schedulers who

# EMS Case Study *Major Public University*

were using the other product were hesitant about the transition at first because they had to learn a new system,” says the Facility Use Manager. “But once they received training and found out how easy it was to use EMS, they were relieved and excited to be leaving the old software behind.”

In moving forward, they discovered a system that has, as scheduling staffers point out, a number of features and functions the old system lacked:

- An interface that is “easy to understand and use with little or no experience in scheduling”
- Web access through Virtual EMS, including the option to allow self-service creation of user accounts
- Tight integration with their Sungard Banner student information system (SIS)
- Granular system security
- Numerous pre-defined reports
- Tools for making mass changes to classes and events

“The schedulers have only positive things to say about EMS,” we are told. “The system is user friendly and user accounts can be customized to meet anyone’s needs.”

## Help! I Need Somebody...

In purchasing EMS Campus™, the university found that it got more than just software. According to the Facility Use Manager, “The customer service provided by Dean Evans & Associates is outstanding.” A team approach to supporting the university in its transition to the new system and its ongoing use of the software has proven very effective.

From an account executive whose “knowledge is impeccable” to a product consultant who did an excellent job in training staff members to an accessible and helpful Customer Support team, the school has a variety of resources to draw from. “I’m still in touch with our sales rep. Probably more than she would like,” jokes our contact.

And it’s a win-win situation for DEA and the university. Resolutions to any issues that users encounter in EMS Campus™ are incorporated into software updates, resulting in a more powerful, more user-friendly system.

\*\*\*\*

For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

