

EMS Case Study *University of Rochester, New York*



Background

Founded in 1850, the University of Rochester is one of the nation's most well-respected private universities. The 85-acre main "River Campus" is nestled in a bend in the Genesee River. More than 9500 students attend classes there and at the university's other nearby campuses. The school has an outstanding academic reputation, having helped shape the minds and hone the talents of a variety of exceptional graduates, including eight Nobel Prize winners, 11 Pulitzer Prize winners, a number of Grammy, Tony and Emmy award nominees and winners, a U.S. Surgeon General and the author of the Pledge of Allegiance.

While education is U of R's top priority, the university also works hard at engaging students in a wide variety of social events. U of R is known to have a "very collegiate" atmosphere, owing in part to unique extracurricular activities and time-honored celebrations like Meliora Weekend and Winterfest.

The Problem

The term "legacy system" is used to describe a computer system or software application that continues to be used despite having become outdated or ineffective. Before implementing EMS Enterprise, U of R was using four separate legacy systems to schedule and manage rooms on campus.

According to Joseph Pasquarelli, Assistant to the Director of Information Technology Services, "The legacy systems had a number of shortcomings.

Each ran independently, most were running on non-supported hardware and software, and there was a general lack of documentation." Perhaps even more troubling was the lack of an efficient way to store old data. "Maintaining an electronic backup for these stand-alone systems was difficult or impossible." Concerned about these issues, the Registrar's Office and the Student Activities Office approached Information Technology Services for help in finding a replacement for their systems.

Fast Facts

- **EMS Enterprise** replaces outdated, insufficient "legacy system"
- **20** buildings
- More than **270 rooms**
- **Virtual EMS** allows real-time viewing of campus information and events

The Solution: EMS Enterprise

Over a six month period, representatives from IT Services, the Registrar's Office, and various other campus departments researched and evaluated event management systems. U of R selected EMS Enterprise to replace its legacy scheduling systems. Among the features and functions cited by the review committee as being important to their decision were the ability to import events scheduled in other

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programs, system security, the ability to email reports and automatic event change notification.

Says Pasquarelli, "Coordinating events between University departments and balancing demands on space are some of the biggest challenges we face in managing our busy campus." With meetings and events taking place in nearly 20 buildings and more than 270 rooms on the River Campus, there is no doubt that this "challenge" often left schedulers and reservation holders confused and frustrated.

U of R's Campus Reservationist receives and processes all requests for space for non-academic events (other than sports and athletic activities) campus-wide. She also coordinates the delivery of "event support" - the resources and services needed for an event. With such wide-ranging responsibilities, she appreciates the system's power and flexibility. "With all the information in one database, it's simple to view availability and enter reservations," she says. "And when something needs to be modified, the editing wizards let me make across-the-board changes quickly."

Ease-of-use is also important to her and other EMS users at U of R, as she explains:

"With the old systems I had to enter client information for every new event - even for repeat clients. The time it took was unbelievable. Now I just select the client from the pull-down and the list of contacts comes with it. The invoicing function is also an improvement. It's fast, concise and extremely manageable. And EMS is very

forgiving. If I make a mistake, it's easy to identify and correct it. EMS has made my life so much easier."

Most Recently

After bringing EMS Enterprise up, U of R implemented Virtual EMS, the web-based EMS Enterprise component. Using Virtual EMS, U of R students, faculty and visitors can view a real-time campus calendar and search for available space. Specially authorized users can even create reservation requests or actual reservations in the EMS database.

Most recently U of R has brought an EMS Master Calendar system online. The Master Calendar, which is designed to be the one-stop event information source for a campus, allows for centralized or distributed calendar management, with or without the booking of space in EMS Enterprise. "I'm excited about the future," says the Campus Reservationist. "I'm sure there are wonderful advantages of using EMS that I haven't even discovered yet. Things can only get better."

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.

