Case Study

How a Major University Dramatically Decreased Application Processing Time

The University of Maryland, College Park (UMD) is the flagship campus for one of the nation's premiere public research institutions. Its twelve schools and colleges offer over 200 degree-granting programs, including 92 undergraduate majors, 107 master's programs, and 83 doctoral programs.

Issue

Year over year, UMD was experiencing higher rates of admission applications—upwards of 35,000 for undergraduate, graduate, and transfer applicants. However, the university utilized inefficient manual processes, including a cumbersome routing process of application folders to multiple departments, that slowed the admission department's response times and thwarted their ability to compete for qualified students.

Solution

In addition, the steady increase in volume caused freshman class admissions applications to increase 47% to more than 25,000 over six years. To sustain this rapid growth, UMD implemented Optix to optimize their workflow and proscribed solution suite.

Outcome

After the implementation of Optix, UMD experienced a significant 89% decrease in application processing time from four weeks to 72 hours. Because of Optix's seamless integration with their in house Student Information System, all application materials could be accessed immediately and electronically by authorized users with automatic indexing of documents received via the web. Further, a customized workflow sped application routing to all involved departments.