



Maryland Institute College of Art
Baltimore, MD
www.mica.edu

Industry:

Education & Research

Annual Revenue:

\$48 million

Employees:

600

Oracle Products & Services:

PeopleSoft Enterprise
Campus Solutions
Recruiting and Admissions
Financial Aid
Contributor Relations
Student Administration
Student Financials
Student Records
Human Capital Management
Financial Management
Portal

“Oracle is helping us improve efficiency and service to students. We look forward to advancing our relationship as Oracle continues to deliver on its vision for higher education.”

– Ted Simpson, Director of Administrative Systems, Maryland Institute College of Art

Maryland Institute College of Art Automates Processes and Ensures Scalability to Support Future Growth

Founded in 1826, Maryland Institute College of Art (MICA) is the oldest fully accredited, degree-granting college of art in the country. MICA’s undergraduate and graduate programs have consistently been ranked among the nation’s top programs in visual arts and design.

Challenges

- Implement a large and reliable solution that is scalable for future growth
- Increase productivity by eliminating manual processes
- Reduce operating costs

Solution

- Implemented Oracle’s PeopleSoft Enterprise applications to automate processes, ensure scalability, and increase productivity
- Reduced costs associated with system management and software customizations
- Used PeopleSoft Enterprise Recruiting and Admissions to streamline recruiting processes and improve the efficiency of the competitive pre-college program
- Used PeopleSoft Enterprise Campus Solutions to improve student applicant quality
- Reduced the time required to track alumni information—increasing the number of staff working to raise money
- Improved productivity by allowing the college to deploy self-service applications for internal moves managers
- Automated admissions processes, enabling staff to focus on recruitment and reduce time spent on other tasks, such as filing and data entry
- Allowed students to access information about financial aid, classes, grades, etc. via a centralized portal