

## The Connected Campus: Leveraging the Value of a Modern Student System

“Ovum strongly encourages institutions to share data across their LMS, SIS, and CRM solutions; it is the ‘holy grail’ of relationship management as it creates a truly 360-degree view of the student’s institutional experience and includes a more complete and ultimately powerful set of factors influencing their success.”

*Nicole Engelbert, Practice Leader  
Technologies Industries, Ovum,  
April 2010*

### **Oracle Delivered Integrations Allow Customers to:**

- Easily integrate fragmented silos of student information
- Ensure person-data integrity across multiple systems
- Securely manage access and privacy policies
- Effectively manage relationships as they change over time
- Modernize student payment processing
- Lower IT and operational costs

College and university business officers, faculty, recruiters, fund raisers—everyone on your campus—needs more information today than ever before to effectively manage their areas of responsibility. At the same time, they need more flexibility to adapt to the volatile, constantly changing needs and requirements inherent in today’s education environment. But access to timely, complete, and accurate information has been nearly impossible—and a resource-intensive effort—because of the complex, dispersed environments and cultures at most institutions of higher education.

But today, there is good news for higher education. Technology leaders like Oracle have started delivering standards-based solutions developed specifically for higher education so customers can access the information they need across multiple, complex systems in an efficient manner.

Because much of the information an institution needs is about students, Oracle focused first on creating a comprehensive, functionally rich student information system (SIS), Campus Solutions. The higher education team then embarked on an evolutionary strategy, incrementally modifying and enhancing the Campus Solutions architecture and capabilities in a way that would make it easier for customers to share information from the SIS with multiple systems on campus such as learning management, library, fund-raising, recruiting, human resources, financial systems, and more.

In addition to this more flexible, extensible product design, Oracle has already delivered several out-of-the box integrations between Campus Solutions and other critical business applications that colleges and universities use to manage their institutions. Outlined below are five that have already been delivered. More are planned as part of the clear roadmap to deliver the best-of-breed SIS today, while preparing for the future. More detailed information about each of these enhancements can be found on Oracle.com at the [Campus Solutions](#), [CRM for Higher Education](#), and the [Higher Education Constituent Hub](#) pages on Oracle.com.

### **Exchange Student Information among Multiple Learning or Course Management Systems**

Most higher education institutions have multiple learning or course management systems (LMS) that are used by students, faculty and staff to manage diverse learning environments and the proliferation of online content. Because one size does not fit all for learning environments, the data generated in the SIS (e.g., class enrollment) have not easily been shared with learning support systems. The reverse is also true; the information from the online learning interactions is difficult to access in a meaningful way in the student system—information that could give faculty and advisors better visibility into how a student is doing overall and could contribute to improved student success.

### **Create a Single Source for Student Information**

With Oracle's Student Administration Integration Pack, student information can now be shared simultaneously between the student information system and any number of course management systems operating at your institution—including open source.

With Oracle's Higher Education Constituent Hub, person information can be securely shared among all systems at your institution that create or use person data—resulting in a single, trusted source of information about each individual.

Because of the diversity of solutions and technologies in the academic ecosystem (both vendor-supplied and open source), Oracle, its higher education customers, and the IMS Global Learning Consortium partnered early on to develop and adopt standards that would support this type of holistic sharing of information between and among the SIS and LMS environments. Oracle was the first higher education ERP vendor to deliver a solution based on these standards, the Student Administration Integration Pack (SAIP). SAIP integrates the PeopleSoft Campus Solutions enrollment information with multiple LMS's simultaneously.

The SAIP solution offers the following benefits:

- Centralized and automated integration between and among different applications
- Flexible so you can change vendors, processes, and support different departmental requirements simultaneously
- Strategic because it is an investment enabling you to extend integrations with other systems that support education such as the library, parking, housing, collaboration and communications, portfolios, and more

### **Create a Single Record for Each Individual Associated with Your Institution**

Sharing information among different systems at an institution is important. However, trusting that the information is accurate, complete, and accessible only to authorized individuals is challenging.

Distributed information about a student, for example, can result in duplicate, conflicting or incomplete information. And the more distributed the information, the higher the risk that privacy and security policies will be violated.

Oracle's Higher Education Constituent Hub (HECH) allows institutions to manage information throughout the constituent lifecycle. The HECH can capture, standardize and correct names and addresses; identify and merge duplicate records; enrich the constituent profile; enforce compliance and risk policies; and distribute a single, trusted source of information about an individual to all the many systems on your campus.

PeopleSoft Campus Solutions provides prebuilt integration with the HECH. The HECH also enables integration of all individual information from your other systems. The HECH improves data quality, immediately lowers IT and other operational costs associated with managing and sharing constituent information, and reduces the security and privacy risks associated with the information your institution collects and maintains about all your constituents.

### **Effectively Manage Individual Relationships as They Change over Time**

In higher education, relationship management typically starts during the initial recruiting process and extends through alumni relations. During this lifecycle, a constituent will most likely have multiple roles (prospect, student, employee, researcher, alumni, faculty, corporate partner, etc.), participate in various activities, and have many interactions with your institution. In order to effectively manage this dynamic relationship with a constituent, institutions need pertinent information consolidated and shared among multiple systems for access and appropriate action.

Oracle PeopleSoft Customer Relationship Management (CRM) for Higher Education now connects all the information about a constituent between CRM and Campus Solutions so your institution's recruiters, advisors, faculty, business managers, fund-raisers, and others can obtain the information they need about an individual to more effectively manage the constituent experience with your institution.

PeopleSoft CRM 9.1 for Higher Education delivers a powerful constituent 360-degree view that enables a holistic, actionable view of a constituent. In addition, the information is configured so it is relevant to the information needs and role of an individual staff or faculty member—the marketer, recruiter, advisor, IT help desk agent, and others at your institution can see exactly the information they need to successfully interact with each and every constituent or group of constituents. Likewise, information can be secured to deny access to individuals who do not have appropriate authorization. The power of the Oracle/PSFT CRM solution is that it leverages the wealth of data about applicants, students and alumni that you collect through your Campus Solutions student and alumni systems. This means the PSFT CRM solution can be deployed across your entire institution so any department or business unit can use this information and benefit from the capabilities of an enterprise-wide CRM solution rather than isolated niche solutions.

### **Provide Students with Secure Payment Options**

Oracle's student system now enables your student finance professionals to offer flexible, convenient, and secure payment choices to students while reducing financial risk to your institution.

### **Modernize Payment Processing and Student Financial Management**

Student financial professionals in higher education are challenged to offer flexible, convenient payment options while managing risks associated with collecting, transmitting, and storing sensitive financial information. And students expect secure, immediate payment processing. Your institution's financial managers want better security and integration between student financials and the institutional financial systems. Campus Solutions provides the tools you need to ensure flexible, convenient, secure and integrated financial transactions.

Included in Campus Solutions student financials are several new integration options:

- **Hosted payment option**—your institution can integrate student financials to a third party service provider for the collection, transmission and storage of sensitive financial data. Because the transaction data resides with the third party and is not captured or stored within the Campus Solutions system, the majority of compliance and audit requirements are not a burden on the institution.
- **Multiple payment type processing support**—you can process credit card and eCheck payment transactions from multiple payment vendors on different systems. This feature also includes accommodation of the security codes used for online payment processing validation for those institutions that are processing credit card transactions themselves.
- **Linking student financial information into your general ledger system**—Oracle delivers direct integration of the Campus Solutions student financial module to PeopleSoft Financials and E-Business Suite Financials. However, the flexible architecture of Oracle Campus Solutions makes it possible for higher education institutions to integrate with other vendor-supplied or open source financial systems.

### Effectively Manage Person Information Based on their Relationship with Your Institution

Synchronized student and employee data means you can:

- Provide more personalized services
- Allow appropriate, role-based access to information
- Reduce your risk of duplicate or inaccurate person information
- Offer options for managing person information as roles and affiliations change over time

### Synchronize Student and Employee Data

Many individuals in a higher education institution change roles and relationships with the institution over time. And most institutions have many individuals who have multiple affiliations with the institution simultaneously and across time: as an applicant (for either academic work or employment), as a student, as an employee, as an alumnus. Students become employees, employees take classes, alumni return as students, and so on. To ensure institutions can provide the highest level of personalized service and allow appropriate, role-based access to information, assigning a single person identifier to the individual's record shared between the Human Capital Management application (HCM) and Campus Solutions is highly desirable. In fact, knowing an individual by one identifier, regardless of their relationship with the institution, is the primary reason PeopleSoft HCM and CS applications built the shared, unified person model.

The structure of the single ID per person is a high priority requirement, as is the complementary ability to prevent adding that same individual to the database, using a different ID, a second or third time resulting in the dreaded duplicate person data. CS and PSFT HCM deliver coordinated person information between those two key applications on your campus, transparent to your end users. Institutions have the flexibility to determine the level of person data integration that best suits their business model. Some institutions are interested in ensuring the individual has only one identifier during the life cycle with the institution; while other institutions want to ensure synchronization of all demographic information (name, address, email, etc.) about each individual as that individual potentially changes roles.

Synchronization of HCM and CS person information includes the following benefits:

- **Independence** – Individual departments can continue to manage person information independently of other systems and processes, yet share a single person identifier
- **Choice** – Institutions can choose among multiple options to synchronize the person data
- **Flexibility** – Management of individual information can change as your institution's policies and requirements change over time
- **Empowerment** – Your users are equipped with powerful search tools to help eliminate and prevent duplicate person data

## Oracle Delivers the Connected Campus

As this document indicates, Oracle is committed to serving the higher education community by delivering a best-of-breed student system today, while preparing you, and your institution, for the future.

## Summary

Everyone on your campus and everyone associated with your institution needs information to effectively interact with your organization and its constituents. And the volume of data associated with the teaching, learning and administrative processes required to manage a complex higher education institution increases exponentially over time.

Oracle technology leaders and higher education teams are dedicated to delivering to its customers the solutions to connect all the aspects of your organization so information can not only be securely shared but also maintained in a manner that ensures data integrity.

In addition to connecting your users to the information they need, Oracle is incrementally delivering new capabilities based on a continually evolving architecture. The clear purpose of Oracle's approach is to protect your current investment as we deliver the tools our higher education customers need to migrate to more modern technologies to meet 21st century expectations. The delivered integrations described in this solutions brief are examples of the type of new features that Oracle plans to continue to release to future-proof your student system as technology evolves.

## CONTACT US

For more information about PeopleSoft Campus Solutions, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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