



# Optimized for Higher Education

## University of Maryland, College Park: Dramatic Improvements in Admissions Response Time



“Using Optix, we decreased the turnaround time for processing an application from four weeks to 72 hours.”  
Dave Alderson, Project Manager, Office of Information Technology

The University of Maryland, College Park (UMCP), is the flagship campus for one of the nation’s premier public research institutions. UMCP’s emphasis on creating an innovative learning environment and attracting top-quality faculty caused freshman class admissions applications to increase 47% from 17,000 in 1998 to 25,000 in 2003. To sustain this rapid growth, UMCP implemented Optix to drive admissions automation.

### Optix: Opportunity

UMCP faced the following key challenges, which inspired them to select Optix as their document imaging and workflow solution:

- Admissions staff overwhelmed by over 35,000 undergraduate, graduate, and transfer applications
- Inefficient manual processes slowed admissions applicant response times and thwarted ability to compete for well qualified students
- Cumbersome routing of paper folders to multiple departments involved in admissions decisions

### Optix: Options

UMCP’s admissions implementation included the Optix suite of products:

- Imaging and EDMS
- COLD/ERM
- Workflow
- Web browser access

### Optix: Optimized

UMCP’s key benefits include:

- 89% decrease in application processing time – from four weeks to 72 hours
- Seamless integration with in-house Student Information System (SIS)
- Immediate, electronic access to all application materials by authorized users campus-wide
- Automatic indexing of documents received via the Web
- Customized workflows speed application routing to all involved departments