Drexel University

24/7 SUPPORT FOR ANYWHERE, ANYTIME TEACHING AND LEARNING

Limited Resources, Unlimited Demand: Recognizing the Need to Increase Student Support

Today's student lives, works, learns, and communicates in a technology-driven environment. They want immediacy, easy access to information, and support 24/7. Drexel University realized that in order to stay competitive, they had to have the services and technology solutions to keep up with these increasing needs.

An early innovator with a strong academic reputation, Drexel University has extended access to working and adult students by building their offerings to include more than 100 different fully online degree programs. For their efforts they earned the Sloan Consortium Award for Excellence in Institution-Wide Online Education.

To ensure the continued success of their online learners, Drexel Online knew they had to deliver easily accessible service—24/7. Simple issues like course availability, assignment upload, and login issues could be the difference between a student succeeding or failing. In 2005, with programs and enrollments growing rapidly, their 2-person help desk couldn't support the

QUICK FACTS

- Blackboard Services/Products: Student Services, Learn, Mobile, Collaborate
- Enrollments: 7,500 fully online students
- Headquarters: Philadelphia, PA
- Student Population: Worldwide
- Blackboard Student Services client since: 2005
- Size: 100 degrees and certificate programs offered by 7 colleges

emergent student population. When they did the math, they realized it was cost prohibitive to hire and scale support internally. Outsourcing help desk support was the easy solution.

The Challenge:

At the time of this decision, Drexel's marketing campaign was "Learn Anytime, Anywhere." In order to live up to that promise and deal with the added pressure of rapid growth, they had many challenges to address, such as how to:

▸ **Support a growing body of non-traditional students who increasingly expected "Amazon-like" service**

▸ **Provide consistent, highly-available support despite a highly-decentralized environment**

▸ **Gain a better understanding of support needs and support quality through analytics and data**

▸ **Remove technical challenges to help full-time and adjunct faculty focus more on teaching**

The Solution:

Drexel chose Blackboard Student Services as their shared services partner. Three key criteria led them to this decision. They needed a partner with superior knowledge of Blackboard products. They wanted a team that was focused solely on education—who really understood the needs of students and faculty. They needed a vendor who had the infrastructure, technology, and financial leverage to support rapid growth. Blackboard Student Services met these needs, and within a couple months implemented a cost-effective solution, including:

▸ **24/7 Multi-Channel LMS support including chat, self-service, live tutorials**

▸ **Dedicated Account Management Team**

▸ **Robust Self-Service Knowledge Base**

▸ **One centralized number for learners in any program to call**

▸ **Shared Service Desk Platform for case management**

▸ **Monthly Reports and Analytics**

The Results:

In an increasingly competitive market, online programs face significant pressure to provide added value to services that will positively impact student success. Now in its 6th year of partnership with Blackboard Student Services, Drexel Online continues to remove technical barriers to teaching and learning. Their students are happier and more successful. Their online program is growing and running more efficiently than ever.

By improving their online educational experience, they're generating results for all stakeholders:

▸ **Students:** Offering quick, easy access to the information and support they need and ensuring they never feel alone in the learning process

▸ **Faculty:** Now 100% focused on adding instructional value to students

▸ **Adjunct Faculty:** No longer worried about resolving technical issues while doing their "day jobs"

▸ **Internal IT Staff:** Focused only on the most complex issues and escalations, helping improve the teaching experience

▸ **Institution's Bottom Line:** Able to expand and can scale support easily

It's difficult to keep up with the growing needs of students today, especially when your staff is already over-burdened. By utilizing Blackboard Student Services, you'll have a cost-effective solution to extend your staff and your services. You'll be able to support students on their terms and devices, while preventing technical barriers to student success. And by freeing your staff's time to focus on complex issues, you'll increase the overall administrative efficiency of your institution.

See how you can use Blackboard Student Services to make a measurable and long-lasting impact at your institution, just like they did at Drexel University, visit **blackboard.com/studentservices**.

> *A high quality online program is only as good as the level of support it provides.*
>
> Jack Mayher
> *VP IT/Operations,*
> *Drexel Online*

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