Growing and Strengthening Corporate Ties

Improving Camosun's Engagement With Businesses and Other Organizations

Who Does Camosun College Serve?

Camosun College in Victoria, B.C., offers a wide range of certificates, diplomas, bachelor's degrees and continuing education programs to almost 19,000 students each year. The college's Partnerships Division leverages unique partnerships and program options to create and nurture Camosun's relationship with the local, national and international community. The Partnerships Division houses two critical arms:

- Continuing Education offers professional development and personal interest courses and certificates

- Customized and Contract Training develops employee training packages for businesses, government and local community organizations

CHALLENGE
EXPAND CORPORATE PARTNERSHIPS

The Customized and Contract Training unit found success offering workforce development courses for the industrial marine sector, but wanted to emulate the program model across a number of other industries. According to Geoff Wilmshurst, Vice President of Partnerships at Camosun College, "We've been marginally successful in negotiating long-term government contracts, but there's an opportunity for us to work much more closely with local and national industry to provide educational services that meet the needs of our workforce."

However, to launch a similar workforce development program targeted at other industries, it was critical to streamline processes around serving corporate clients and make it easier for the corporate clients to engage with Camosun.

SOLUTION
STREAMLINE CORPORATE PROGRAM MANAGEMENT

The Partnerships Division at Camosun is using the Destiny One Student Lifecycle Management Software across both the Continuing Education and Customized and Contract Training units.

Destiny One has helped the Partnerships Division centralize the management of all non-credit offerings including registration, student engagement and support services. The Customized and Contract Training unit is also using the Destiny One Corporate Engagement Manager module to expand and diversify corporate training partnerships.

The Destiny One Corporate Engagement Manager is helping Camosun streamline and grow its corporate training program management in four ways:

01 Simplifies corporate relationship management

Keeping track of corporate relationships can be a challenge for colleges and universities, especially when dealing with hundreds of corporations, each with their own contract, catalog, payment terms, and high expectations for a personalized service.

The Corporate Engagement Manager made high-caliber service scalable for Camosun's contract training staff by providing a rich company profile that lets staff track and manage the nuances of each account. It also identifies billing and marketing contacts so staff can connect easily with the corporation and it can assign an unlimited number of employees to the corporate account for smooth reporting and data tracking.

02

Improves the process of handling billing and invoices

Each of Camosun's corporate accounts has its own unique contract featuring customized discounts and invoicing rules. Managing this manually was prone to errors and cumbersome for the contract training staff. The Corporate Engagement Manager streamlines the entire billing and invoicing process by letting corporate training staff create and manage any number of contracts, each with its own specifications, built right into the system.

Staff can create corporate discounts and the system will then restrict their usage to employees of a certain company. It also allows employees to invoice their employer using the online self-service shopping cart. The billing contact will receive all enrollment notifications and a consolidated roll-up invoice following an enrollment period.

03

Gives staff the ability to create custom courses that serve unique learning needs

Corporations have specific learning objectives and want employees to pursue courses and programs that support these outcomes. Corporate partnerships are a lucrative, but competitive, revenue stream, and personalizing offerings for the corporation's unique needs is a major differentiator.

The Corporate Engagement Manager lets Camosun offer curated catalogs of courses and certificates that target company learning objectives. These offerings can be set with specially negotiated contract pricing, as well as limits on how many seats may be sold. Once the rules have been determined, the system will automatically enforce them, ensuring a streamlined experience for school staff and the corporate client.

04

Accelerates the enrollment process through self-service portals

One of the easiest ways to fast track enrollments is to take red tape away and give learners the freedom to be able to register themselves. The Corporate Engagement Manager allows Camosun to do just that. Both the corporate administrators and employees get access to a self-service portal.

Using their portal, corporate administrators can enroll several employees in one swoop, and across any number of programs.

The employee self-service portal lets them browse the complete course catalogue, identify courses of interest, and even register. Employees also get access to an Amazon-like shopping cart checkout process, which helps everyone keep track of registrations and invoices.

Our clients, particularly those on the marine industry side, want a very simple way to reach us. For example, we're going to have to make sure that we don't make it difficult for them to register for a program. Destiny One will make registration quicker and easier for our corporate partners.

GEOFF WILMSHURST
Vice President of Partnerships, Camosun College

ACCELERATE GROWTH OF CORPORATE PARTNERSHIPS

Destiny One has been able to enhance the experience for each user—contract training staff, corporate administrators and employees. With self-service tools, customizable offerings and the ability to keep track of contractual nuances, Destiny One has taken the pain away from managing routine activities and given time back to all users to focus on activities that matter. The contract training staff can spend time on program management and customer service, corporate administrators can focus on managing the learning program and creating learning paths for their employees, and the employees can get on with upskilling themselves.

"In the past, a lot of our staff hours were taken up in operational tasks—simply supporting the proper functioning of our old system," Wilmshurst said. "By moving to the modern Destiny One system, we're going to be able to free up our staff to focus on other things such as client interfacing and business development."

Destiny One has also improved decision making at the Customized and Contract Training unit. With access to invoicing reports and enrollment trends, the unit is in a better position to evaluate future priorities. This also helps ensure that Camosun and all its corporate partners are on the same page at every stage of the partnership. "We'll be able to see which programs are effective, and identify those areas where we have ongoing profitability compared to those we may want to cut. Destiny One is going to be very useful in building future roadmaps for the Partnerships Division, and for Continuing Education and Contract Training in particular," said Wilmshurst.

Destiny One is the comprehensive solution that is helping Camosun speed up growth of its corporate partnerships. In the words of Wilmshurst, "It feels like we're moving from the horse-and-buggy to high-speed trains."

ABOUT DESTINY ONE

Destiny One is student lifecycle management (SLM) software for higher education administrators serving non-traditional students. Its optimized version—Destiny One Workforce and Community Solution (WCS)—has been crafted, specifically, to help community and technical colleges achieve their mission of bridging local skills gaps and supporting the social and economic growth of their communities. In addition to delivering the experience that modern lifelong learners expect—a core tenet of Destiny One SLM software development—Destiny One WCS comes equipped with best practices, pre-populated data, and implementation processes to enable community and technical colleges success.

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