

# CAMPUS TECHNOLOGY

## Portal, LMS, and Alert Solutions: Best of Breed or Single Source

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contributing editor  
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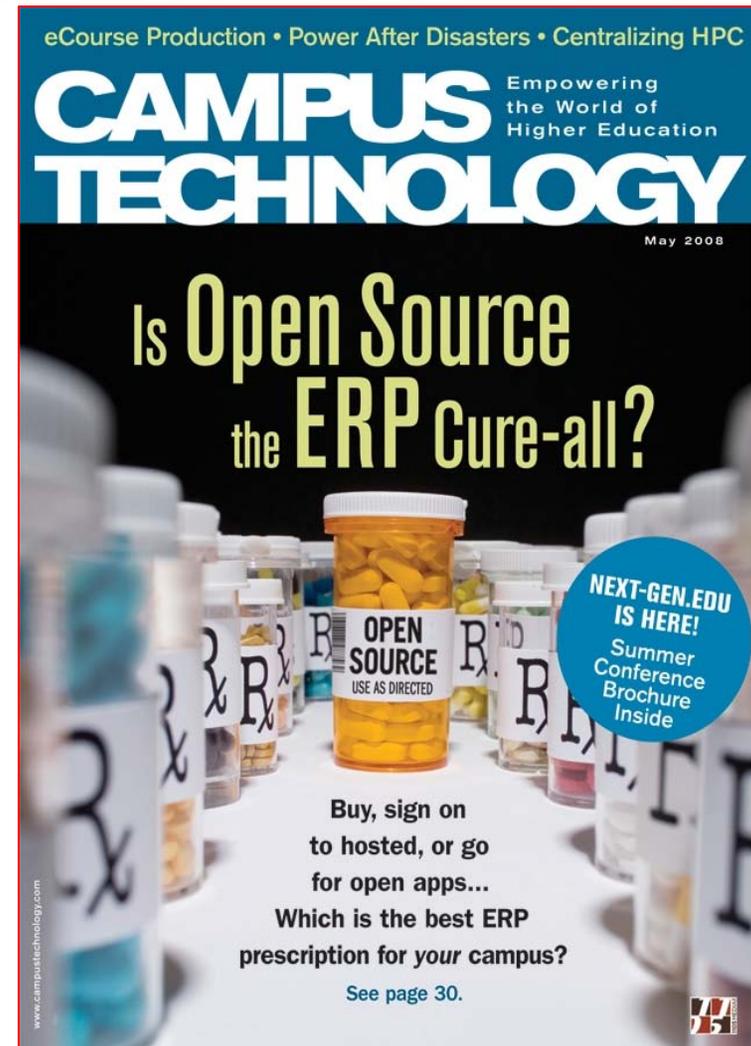
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- **Introduction**
- **Overview: Timecruiser**
- **Case study: The College of Westchester**
- **Q&A session and conclusion**

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- **Magazine and website**
  - [www.campustechnology.com](http://www.campustechnology.com)
- **Conference**
  - Summer 2010, Boston, MA
- **E-newsletters**
  - Web 2.0
  - News Update
  - IT Trends
  - Smart Classroom
  - C-Level View
  - Campus Security



## Timecruiser

[www.timecruiser.com](http://www.timecruiser.com)

Timecruiser is a private company based in Fairfield, NJ. We have been quietly serving the higher education community for over ten years. Since that time, TCC's CampusCruiser® has been adopted enterprise-wide by colleges and universities, serving more than 2.5 million students on campuses across the U.S. serving faculty and staff every semester, 24 by 7.

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## Case Study: The College of Westchester

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- **The College of Westchester is a private, for-profit college granting 2 and 4 year degrees, and certifications**
- **Career-focused curriculum and degree programs**
- **1 campus, located in White Plains, NY (County Seat)**
- **1,200-plus student body**
- **About 120 faculty and staff**
- **Mix of traditional and non-traditional students, including high school students taking college courses**

**CampusCruiser: Portal**

**CourseCruiser: Learning Management System**

**CruiserAlert: Emergency Notification & Messaging**

**All of these products are seamlessly integrated with each other so they feel like a single product.**

## Needs/initiatives that drove the institution to explore the Timecruiser application suite

- Need for a Emergency Notification System, preferably with more general messaging capabilities
- Dissatisfaction with existing CMS/LMS (Blackboard/Web CT) due to functional limitations, slow speed, high cost
- Desire for robust Portal application for entire 'CW Family' (students, staff, faculty, alumni)

## **We had been looking at disparate solutions to meet these needs, including:**

- Stand alone Emergency Notification & Messaging Tools
- Various Portal platforms, such as Stoneware Portal, Campus EAI Consortiums' open platform, and the possibility of developing our own solution with Microsoft's Sharepoint tools
- Had just begun to think about other CMS/LMS, such as Angel Learning, Moodle
- Also weighing upgrade to Blackboard 9/NG

- Came upon mention of Timecruiser in Campus Technology Magazine
- The more we learned, the more we liked!
- Met all three aforementioned needs in an integrated environment (and had additional functionality to offer as well)
- The SaaS model was a clear bonus, providing much lower cost of ownership, and positioning us to decrease our server inventory over time
- A educational institution similar to ours was using the app suite, and highly recommended it

- Timecruiser provided a Sandbox environment that allowed us to get our hands on the application and start to develop a true appreciation of it's potential
- Existing customer (since 2002) hosted us for a demonstration – we were impressed with the product, and the customer's satisfaction with Timecruiser's service
- Annual license costs were less than our existing CMS alone!

- **The application suite provided all three of the aforementioned needs, in an integrated platform**
- **The SaaS design was an ‘added bonus’**
- **Applications are affordable, and scalable**
- **Highly recommended by a comparable institution (that we already had a relationship with)**
- **Higher Ed focus was another influential factor**
- **Maturity of organization and portal platform**

- **CampusCruiser portal**

- Main implementation effort ran from July through September 2009
- Created team of community hosts/admins who played pivotal role in development of content, and overall roll out (grew from about 10 to almost 25)
- Our initial effort with Communities focused on Offices
- Choose to train staff & faculty with internal staff, offered about twenty 1.5 hour sessions over several weeks (everyone had to attend one session)
- Trained new students during their Orientation Training

- **CampusCruiser portal (*cont.*)**
  - Getting to ‘existing’ students was more challenging
    - Impractical to “get in front” of these students
    - Posted signs, sent emails, provided flyers, asked instructors to
    - Migrated services (moved all students from Outlook to Cruiser email, delivering documents and tools via Office community pages,
    - Provided new services, such as Club communities and Message Boards in Office pages, etc.
  - ‘Marketing’ of Portal is an ongoing effort
    - Email newsletters
    - Continued work with Community Hosts
    - Continued work with President’s Cabinet (including formal plans for how each Dept. will leverage the Portal)

- **Cruiser Alert**

- In addition to the Emergency Alert channel, we have set up channels for Delayed Opening, Class Cancellations, and Building Closings
- All staff and faculty are required to sign up
- Existing ‘snow chain’ eliminated
- Students are strongly encouraged to sign up
- Using promotion tool to promote sign up
- Using Export feature in Profile Manager to monitor compliance

- **CourseCruiser**

- Implementation planning has just recently begun
- Hope to complete conversion in Spring of 2010
- Using the migration as an opportunity to improve the quality of our online course materials
  - Develop consistent layout of course structure (*Course Cruiser inherently more linear than Blackboard*)
  - Enhance quality of materials for all courses
  - Using training opportunity to raise level of familiarity/comfort for all instructors

- **Our transition to the Timecruiser applications has positioned us to eliminate several other applications**  
*(which have been replaced by integrated tools in the Timecruiser suite)*
  - Exchange Server for Students *(had very low usage)*
  - 'Portal' from our SIS Vendor (provided limited functionality for students and faculty – we custom developed replacement functionality and integrated into Campus Cruiser, providing single sign-on access via 'External with IMS' page integration)
  - Displace Blackboard
  - The above changes will eliminate 4 servers

- **Accomplishments and benefits derived**
  - Lower cost, for significantly expanded functionality
  - Provide students all the required functionality in a centralized platform
  - Provide portal tool to staff (they had none), and significantly expand functionality to faculty & students (Community Pages and Tools, Personal Tools, etc.)
  - All of these tools are available “anywhere”
  - Easy roll out of Emergency Notification and additional messaging (building closings, delayed openings, etc.)
  - Leveraging transition to Course Cruiser as an opportunity to enhance quality of course materials

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## Q & A Session and Conclusion

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**Live demo**

**Wednesday, 12/9 at 11:00 PM ET**

**Monday, 12/14 at 1:00 PM ET**

**Learn more and register:**

**<http://timecruiser.na6.acrobat.com/f50183340/>**

**This event will be available for on-demand viewing within 24 hours. You will be notified by email when the archive is ready.**

**For additional information about this or other Campus Technology Webcasts, please contact:**

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**Thank you for attending!**

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