

## Customer Success Story

# Mount St. Mary's University Pushes Campus-Wide Digital Transformation With Jenzabar One

## About Mount Saint Mary's University

Mount St. Mary's University is a private, liberal arts, Catholic university in the Catoctin Mountains near historic Emmitsburg, Maryland. The college has approximately 2,500 students.  
<https://msmary.edu>

## Core Challenges

- ▶ Resource-constraining, manual, and paper-based processes.
- ▶ Implementation issues derived from partnering with third-party providers.
- ▶ Multi-step, in-person student processes caused issues with remote work and online learning environments.

## Project Outcomes

- ▶ Universal buy-in across executive leadership.
- ▶ Improved student satisfaction and experiences.
- ▶ Massive, mission-driven digital transformation across campus.
- ▶ Streamlined and improved student services, systems, and processes.
- ▶ Saved time, energy, and resources by reducing manual operations.



When it came to tasks like course selection and vehicle registration on campus, Mount St. Mary's University (MSMU), a small, liberal arts institution in Maryland, traditionally struggled with time-consuming and paper-documented processes. To improve experiences and enable more efficient campus operations, MSMU needed to digitally transform.

As a smaller institution with limited resources, MSMU needed to work with a technology partner that could provide one-on-one support, walk the team through the entire implementation process from start to finish, and act as a true extension of the institution's staff. For these reasons, MSMU selected Jenzabar to implement Jenzabar One for its critical digital transformation.

After experiencing poor implementations from third-party providers in the past, Jenzabar needed to deploy Jenzabar One with minimal discomfort. Jenzabar worked closely with MSMU from the start to learn the institution's struggles, goals, and strategies and better achieve delivery and technology objectives. To ensure long-term success, Jenzabar provided guidance and best practices that would support the MSMU team long after the software's initial deployment.

"The knowledge and experience of the Jenzabar team were unmatched. We felt comfortable asking for their expertise beyond the technology, knowing Jenzabar is a leader in the higher education industry," said Sara Laird, Chief Technology Officer at MSMU.

Jenzabar One enabled MSMU to move myriad resource-constraining, paper-based processes online, thereby driving a massive digital transformation across the entire campus. Some of the processes that Jenzabar One digitalized and streamlined include tasks associated with registering vehicles on campus, managing payment plans, supporting an online portal for parents, declaring majors, adding and dropping courses, viewing monthly billing statements, completing FERPA forms, and more.

These improvements drastically improved student experiences across campus and simultaneously helped MSMU staff accelerate critical processes, reduce wasted resources, and free up time to better serve student needs.

## Mission Alignment and Implementation Ease

The two most invaluable factors that led to the success of MSMU's digital transformation included aligning the project with the institution's mission and selecting Jenzabar as a strategic partner. MSMU made it clear from the beginning that students are the institution's number one priority. With an extensive background in higher education, Jenzabar recognized and embraced the student-first mentality throughout the entire process.

"The experience working directly with Jenzabar employees made the implementation process much easier and pleasant," said Sara Laird. "For such a large company, it's really huge that Jenzabar is still individual-customer driven, making personal and human connection a focus and priority to better support the customer and deliver a best-in-class experience."



**Jenzabar is committed to investing in the future of students through its product development and innovation. Jenzabar is predicting ahead of time what we're going to need in one, two, or three years down the line. We know there's more and more functionality coming that we're going to want to take advantage of."**

**Sara Laird**  
Chief Technology Officer  
MSMU

The pandemic accelerated the need for higher education institutions to double down on digital transformation goals. Executive teams across campuses have dealt with never-before-seen struggles and challenges this past year, which has spurred an even greater need to make smart investment decisions. Implementing Jenzabar One provided MSMU with modern solutions that could resolve and improve outdated processes. The use of Jenzabar One has put MSMU in a better technology position for years to come.

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### Find out more

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