

" The APPLYNET University on-line system has dramatically increased the scope and productivity of the Admissions Office. Thanks to APPLYNET we have had applications and contacts from seventy-five different countries over the course of four semesters. APPLYNET has allowed us to streamline the admissions office and scale back the amount of data entry and other paper-work thereby increasing office productivity. The broader range of options now available to the Admissions Office has had a positive effect on recruitment campaigns. "

Yordanka Melnikliyska
 Director of Admissions
 American University in Bulgaria



EASTISOFT



streamline your business

case study



FOR THE AMERICAN UNIVERSITY IN BULGARIA

The Situation:

American University in Bulgaria (AUBG) www.aubg.bg was opened on September 30th, 1991, with 16 full-time faculty members and a first-year class of 208 Bulgarian students. Its objective is to provide a model for Western liberal arts higher education in an emerging democracy. Nowadays, the university enrolls 785 students from 26 countries and employs more than 60 faculty members.

The American University in Bulgaria needed a solution that would make applying faster and more convenient for all applicants. A necessary technological requirement was the online application system to be seamlessly integrated with AUBG's current database - BlackBaud.

The Solution:

The online application system, implemented by Eastisoft, is fully web-based allowing non-technical admission experts to easily create and post new application forms.

Potential students submit their applications online, thus eliminating paperwork and double data-entry. Admission Officers evaluate applicants and transfer application information to the existing BlackBaud database.

The Benefits the Solution Brought:

- > Application forms submitted in electronic format through Internet
- > No incomplete applications
- > No ineligible applications
- > No paperwork
- > Less postage expenses
- > Formalized evaluation stages
- > Automatic emails
- > Automatic printing of paper notifications
- > Seamless integration with BlackBaud
- > Better reach of international applicants
- > Increased application rate

www.applynet.net/university

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