



Streamlines Admissions Process

The Challenge:

Within narrow time frames, get information from recruiter cards and student applications into their Recruit/Applicant database.

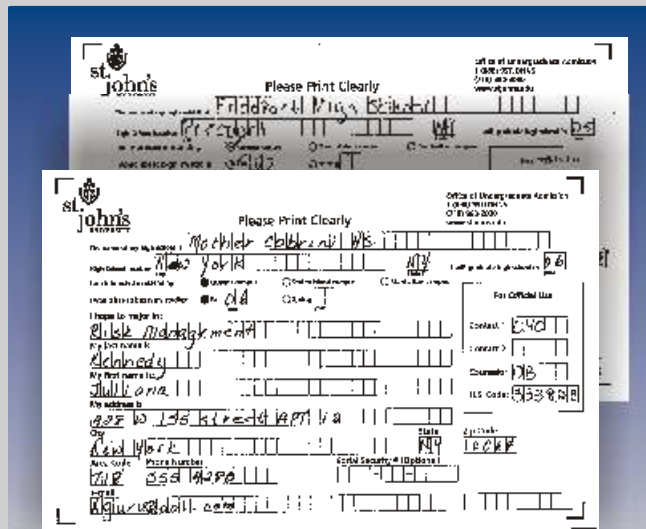
The Solution:

An Automated Data Capture System from AnyDoc Software and Strategic Business Systems.

The Benefits:

- Reduced data entry costs - 15 part time staff no longer needed
- More accurate data, especially addresses - contact with potential students is no longer lost
- Faster response to potential students
- Staff focused on recruitment, not processing paper
- Applications evaluated without delay - less overtime to meet deadlines

The admissions department at St. John's University of Jamaica, New York, a private-nonprofit college with over 19,000 full and part time undergraduate and graduate students was manually entering over 100,000 pages of dual-sided student applications and single-sided recruiter cards into their Recruit/Applicant Database package. This was a daunting task for the permanent staff to meet their tight deadlines. During peak, times as many as 15 part time operators were hired to enter this data into their computer system. Because addresses were often entered incorrectly, many packets sent to interested students were returned as undeliverable. To address this issue Catherine Sowell, Senior Associate Director of Admissions at St. John's called



Recruiter cards processed faster and more accurately means St. John's responds to potential students faster.

in Strategic Business Systems to demonstrate *OCR for AnyDoc*.

After the demonstration for the Admissions, Marketing and IT departments including Matthew Whelan, Director of Undergraduate Admissions, St. John's decided to team up with Strategic Business Systems to implement an *OCR for AnyDoc* solution.

OCR for AnyDoc

From a scanned document or form, *OCR for AnyDoc* extracts specified information including machine print, hand print, check boxes, or one and two-dimensional bar codes. Leading recognition engines are used to process and interpret the data. Based on the importance of the accuracy of the data, a level of confidence can be set for the interpretation. If the recognition engines differ, questionable characters

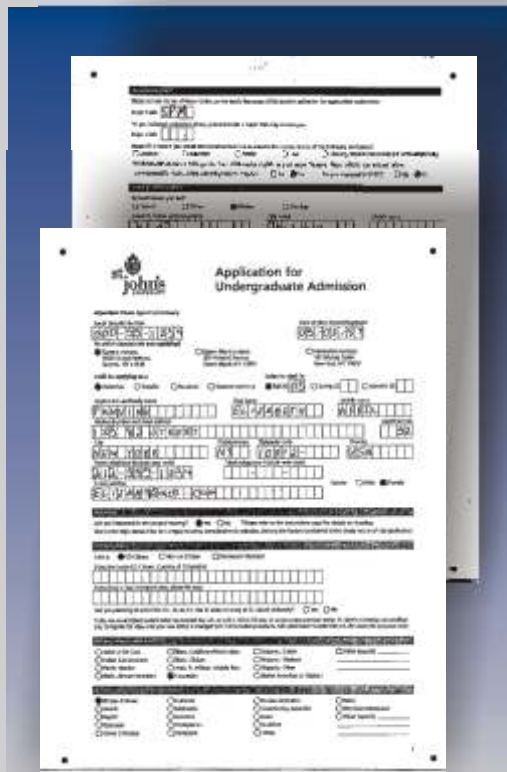
can be routed to an operator for verification and correction if required. Critical data fields can be designated for mandatory verification to ensure 100% accuracy. The scanning and verification can even be done remotely over an Internet connection.

As the information is extracted, specific business rules and database lookups can be used to validate the data. With proper validation and verification, the data can have an accuracy rate of up to 99.9% with minimal human supervision or intervention.

OCR for AnyDoc creates an ASCII file of the extracted data for input into a database. The scanned images can be used for long-term electronic storage and retrieval.

St. John's Implementation

After reviewing St. John's forms, Strategic recommended some minor changes so they could be more easily read when scanned into the system. Strategic worked with St. John's marketing department to design a form that both presented the university's image and efficiently worked within the AnyDoc system. Mark sense boxes are used and



With automated entry, applications are evaluated without delay.

rectangular constrained hand print boxes were added.

St. John's required one source of data input and one output format, ASCII delimited. Strategic recommended a stand-alone workstation system with a duplex Fujitsu Scanner. Working with the IT and Administration departments, Strategic configured a single scan/verify station and an additional verify station. Business rules were designated to validate the data, i.e. a phone number or zip code field can only contain numbers. Strategic trained the users and worked with the staff to reach their required level of confidence in the interpretation of the data.

Results

Now two people can enter the recruiter cards and student applications that were previously done manually by upwards of 15 part time employees during peak times. The data is more accurate so contact with interested students is no longer lost and admission statistics are more accurate. The Admissions staff can focus on their work recruiting students and evaluating applications.

For more information, contact:

Strategic Business Systems, Inc.
17 South Franklin Turnpike
Ramsey, NJ 07446
1-800-727-7260
info@sbsusa.com
http://www.sbsusa.com



Strategic Business Systems is a certified reseller of AnyDoc software products.