

**ABSTRACT
PARALLEL WORKING SESSION**

OUTREACH & COMMUNITY ENGAGEMENT

Alex Parrillo

International Sales Manager
Jenzabar, Inc

**Enabling Community Engagement through Non-Traditional
Administrative Systems & Campus-wide Portal Solutions**

As the need for skilled workers in an increasingly global economy increases, two and four year private and public institutions in the United States and Canada are rapidly expanding their continuing education programs to deliver on the needs of their local communities for specific and tailored educational content. Additionally, these institutions are realizing the need for web-based portal systems to connect with this growing body of non-traditional students and all other constituents on and off-campus. Jenzabar assists higher education institutions with the management of their continuing education programs through the efficient and effective deployment of customized software applications and consulting services and enables online campus-community engagement amongst all institutional constituents through technology solutions to foster affinity, improve services, and ultimately increase overall student success.

Jenzabar Non-Traditional System (Jenzabar NTS) was developed from the ground up to help manage the unique challenges of continuing education, degree completion, certificate, and other non-traditional programs. It's a flexible, scalable, full-featured administrative solution uniquely aligned with the needs of traditional campuses and other institutions offering non-traditional higher education. In the rapidly changing world of non-traditional higher education, Jenzabar NTS allows continuing education programs to grow and meet the evolving needs of institutions looking to better serve their local communities.

Jenzabar's Internet Campus Solution (JICS), a portal solution designed exclusively for higher education, provides campus constituents with a single point of access to a virtually limitless number of communications, web services, community building, and e-learning applications. JICS provides 24x7 access to administrative, community and academic services and has a track record of high end-user adoption rates due to its focus on "must-have" features that encourage frequent portal use. Whether integrated with a Jenzabar administrative solution or tied to a different back-end database, JICS provides a framework for campuses to deliver the three "mission critical" elements of a successful portal: communication, web services, and community.

Multiple institutions that have deployed the Jenzabar NTS and JICS solutions to achieve their goals of being able to manage engagement with their local communities and provide access to appropriate interactive tools in an efficient and productive web environment will be highlighted during the session.

