BeOnAir Network of Media Schools digitally automates their end-to-end student lifecycle with OneWorldSIS

The BeOnAir Network of Media Schools is one of the leading multimedia educational institutions in North America with seven campuses and thousands of graduates since its founding in 1986. One of their leading institutions, the Illinois Media School, was recently named the #1 Media School in America by US Today.

About BeOnAir

Each of the BeOnAir campuses offer comprehensive, state of the art, hands-on class training provided by broadcast media professionals with extensive experience working in the industry. BeOnAir is considered at the forefront of broadcast education and continues to lead the field in graduating highly-qualified students into their respective media disciplines.

Initial Discovery

BeOnAir originally approached the OneWorldSIS team at an annual association meeting and outlined their current setup, which they felt was impacting operations. They were exploring possible replacement student solutions. The schools were using a customized Salesforce system that tracked and managed student lead and application records, but what they wanted and needed was an end-to-end digital solution that is based on a technology platform that would evolve well into the future.

Selection of OneWorldSIS

BeOnAir organized a team of power users to outline their requirements and problem areas where they felt a digital system could better enhance their operations. They then reviewed the capabilities and overall functionality of OneWorldSIS and, after an extensive due diligence process, selected OneWorldSIS and OneWorldSIS Portal Suite to replace their existing lead and student management solutions.

Implementation

The goal of the first phase was to configure the core OneWorldSIS modules to replicate and map over existing information stored in multiple databases while configuring OneWorldSIS to meet specific process automation requirements. The initial configuration changes were assisted with migrating existing lead, applicant, and student information. The initial core configuration phase proceeded over six months with the initial staff training and roll out done in parallel work streams to minimize any impact on day-to-day operations.

The initial configurations and process flows were implemented based on the early design documents and put into production after initial testing. In the broader feedback from the wider constituent groups, the recommendation was made to simplify the process flows which resulted in a more efficient method of creating records and surfacing needed student information. Automated process flows

were developed to validate and enforce tasks and update records based on status changes and day-to-day efforts by the staff.

The OneWorldSIS Portal was implemented as a second phase and enabled the Faculty and Staff to review classes, student records, and course catalogs in addition to entering and posting grade and attendance records. Attendance and test scores are used to grade and matriculate the student with transcripts tailored for each institution.

Summary

BeOnAir originally used a customized version of Salesforce and numerous silo programs and spreadsheets with data spread across all institutions. In looking at the need to increase efficiencies and move to a true digital platform, BeOnAir achieved their key goals of enabling an advanced end-to-end student lifecycle digital process that has transformed their day-to-day operations. The automation process flows have enabled the institution to increase enrollment significantly without requiring staff additions and and the more centralized student data has allowed them to better understand key metrics and increase retention. BeOnAir has been utilizing OneWorldSIS for seven years and is on the latest release including all Microsoft platform enhancements.

The organization has had no down time or been impacted from any updates which has reduced the cost of maintaining internal technical resources significantly. They have also been able to take advantage of enhancements and evolving technology such as CoPilot AI and institution specific Agents.

Productivity Gains for BeOnAir Network of Media Schools

- Integrated lead information as Prospective Students with Power Automate Flows, created to trigger follow up and lead assignment.
- Implemented Power Automate Flows to convert Prospective Students into Applicants to review and process for admission.
- Implemented Power Automate Flows to automatically add admitted Students to Cohorts, create their student records, and automatically enroll students in specific Certificate Programs and Classes.
- Created Departmental Views using data from across all campuses to analyze and report on key metrics and retention and prevention programs.
- Implemented multiple Transcript formats to fit the individual schools while maintaining the overall brand look and feel.
- Configured the OneWorldSIS Portal Faculty and Staff functionality to enter grades, attendance, and review assigned classes which were previously manually entered and compiled with no centralized visibility to student records.