Adobe Customer Story

Rasmussen College, demonstrating commitment to education.

College boosts productivity with distribution, management, and tracking of HR paperwork with eSign services.

“eSign services enable us to communicate with faculty faster and easier so that we can stay competitive.”

Audrey Posocco, manager of human resources operations, Rasmussen College

SOLUTION
Adobe Document Cloud
- eSign services (formerly Adobe EchoSign)

RESULTS

35% MORE CONTRACTS

PRODUCTIVITY LIFT
Increased the number of faculty contracts handled by one team in a single quarter by 35%

<1 HOUR

TIME SAVINGS
Shortened the amount of time required to prepare employment packets from eight hours to less than an hour

EASY FOLLOW-UP
Reduced the time spent following up on paperwork with automatic tracking and reminders

SECURE COMPLIANCE
Enhanced compliance with college and employment requirements through more reliable records
Promoting higher education

Since 1900, Rasmussen College has opened its doors to students to prepare them for greater career success through education. The college offers both associate's and bachelor's degrees in dozens of subjects. With 24 campuses in six states plus an online school, Rasmussen College offers a wide range of options to individualize learning for each of its 13,500 students.

To provide students with the best possible academic experiences, Rasmussen's academic human capital and corporate recruiting teams sign contracts with hundreds of full-time employees and adjunct faculty every quarter. Whether mailed or faxed, managing and collecting signed paperwork was a heavy load on staff. The teams implemented eSign services in Adobe Document Cloud to save costs and labor through efficient electronic workflows and automated tracking.

Fast response and tracking for adjunct faculty

Every quarter, the faculty records team sends contracts to approximately 700 adjunct faculty for online classes. Even when the team used Salesforce and Open Office to pull data and merge it into a PDF document, preparing and emailing the contracts was at least a full eight-hour day of work. The team would then spend about three hours per day going through mail, email, and return faxes to collect and review signed contracts.

"With eSign services in Adobe Document Cloud, we can use the MegaSign function to send all of the contracts for electronic signature in less than an hour," says Jason Jones, manager of faculty records, Academics Human Capital at Rasmussen College. Advanced reporting functions further improve productivity by helping the team stay on top of who has or has not signed the contracts. "With the additional productivity gained from using eSign services, our team added management of contracts for residential adjunct faculty as well—an additional 250 contracts per quarter—without additional staff."

For adjunct faculty, signing contracts is as simple as a few clicks of the mouse. As a result, response time has dramatically improved and the timeframe to onboard faculty has significantly decreased. "The first time we used eSign services, we received 95% of the contracts back within a week," says Nicole Milan, associate director, Academics Human Capital, Rasmussen College. Just as importantly, the department is improving compliance. "Thanks to the smooth integration between eSign services and Salesforce, signed contracts are automatically populated into the faculty member's record, which helps us ensure proper documentation that satisfies the requirements of our compliance team."
Cost and time savings for new hires

The corporate recruiting team deals with a heavy volume of paperwork, overseeing up to 100 promotions, transfers, or new employment offers every quarter. When hiring new full-time employees, the team previously mailed stacks of paperwork to potential hires and waited for a response. “The switch to electronic documents with eSign services brings us incredible savings by eliminating shipping costs and removing the cumbersome prep time for new hire paperwork,” says Carolyn Grayson, human resources data analyst at Rasmussen College.

Automated tracking and reminders bring further time savings to the team. Staff can see who has or has not signed documents. "Automatic reminders are a huge time-saver," says Grayson. "Rather than repeatedly calling or emailing hires, I can set up a series of reminders in just a few minutes." Detailed dashboards inform the team about whether hires have viewed the paperwork. If paperwork is ignored for too long, the team can alert recruiters to follow up directly. "Across Rasmussen College, teams have been looking into ways to simplify their processes with electronic documents, but in the end, we were all on the same page that eSign services were the best option," says Audrey Posocco, manager of human resources operations at Rasmussen College. "eSign services enable us to communicate with faculty faster and easier so that we can stay competitive."

SOLUTION AT A GLANCE

- Adobe Document Cloud
- eSign services

For more information
www.adobe.com/go/dc-enterprise