

Richmond, The American University in London

Doubles Productivity Using ImportOmatic



- Richmond, The American University in London took the decision to regenerate alumni relations in order to help maximise their income, and as a result implemented The Raiser's Edge to manage alumni development activities.
- This presented staff with the mammoth task of importing data held on previous systems into The Raiser's Edge, some of which dated back 20 years.
- The University chose to implement ImportOmatic, providing staff with the tools to import all of their historic alumni data into The Raiser's Edge, saving both time and people resources and doubling productivity.

Richmond, The American University in London is an internationally accredited institution established in 1972 in Richmond, London. A major part of the University's mission is to encourage students from all nations to enrol, and as a result its student body is represented by more than 100 different countries throughout the world.

Until recently, the University didn't have a specific alumni development programme in operation. Following a review of their business practices, a decision was taken to regenerate their alumni relations in order to help maximise the University's income as well as ensure they could continue to achieve their vision to be an international University, offering high quality undergraduate and postgraduate education, research excellence and public engagement.

The Challenge

Over the years, various departments within Richmond University have used many different database systems and as a result of the review, it was decided that the departments responsible for alumni and fundraising would work from one centralised system. After much research, the University chose to implement The Raiser's Edge®, Blackbaud's core fundraising and alumni development solution.

However, with this new decision to implement one central system for alumni and fundraising, staff at the University were then presented with the mammoth task of importing data held on previous systems into The Raiser's Edge.

Chris Newson, Database Officer at Richmond, The American University in London, explained, "It was great to finally get a University-wide solution in place that would allow us to effectively manage our alumni development activities, but we were then met with the problem of transferring a massive amount of data into the system which dated back more than 20 years."

The Solution

After evaluating the options available to help import all the data into The Raiser's Edge, Richmond University chose to implement ImportOmatic, an advanced importing plug-in for The Raiser's Edge.

"ImportOmatic was the perfect solution for us," commented Chris. "It's such a great product and a perfect fit with The Raiser's Edge. We had no doubt that it would provide us with a resolution to the issues we were having with mass importing."

The Results

Staff at Richmond University, have now managed to carry out all of their mass importing tasks using ImportOmatic and are now planning many other uses for the software.

"I absolutely love it!" added Chris. "It's such a useful tool and we are now in a position where we can import 20 years of alumni history into The Raiser's Edge that we didn't have before. I have the tools to see where our data could be in the future, and I'm already making plans for imports where ImportOmatic will play a pivotal role."

Chris also feels that his scarce time and people resources have been greatly assisted with the introduction of ImportOmatic to the University.

"There are only two of us here in the Development Office and our time is spread very thinly over many different tasks," explained Chris, "ImportOmatic has been like giving us an extra pair of hands because it takes care of all the importing work for us. This means that a project that would have previously taken us six months to complete can now be finished in just three months. This frees up vital man hours that we can use on more relevant tasks."

"I'm a great fan of ImportOmatic," added Chris. "We were working at such a slow pace before but now we have doubled our productivity without adding any extra staff. It really has made such a difference to the way we work and I'm really excited about moving forward with our alumni development programme and the ways in which ImportOmatic will be able to help us."



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