EAB

CASE STUDY

ALLEGANY COLLEGE of MARYLAND

How Allegany College Streamlined Nursing Applications and Strengthened Enrollment Support

BACKGROUND

Allegany College of Maryland in Cumberland, Maryland, serves working nurses through its online LPN-to-RN program. Their campus has 3,457 enrolled credits students with 927 pre-nursing and clinical nursing students. As the nursing program expanded from three states to 17, staff needed a more consistent way to manage a complex clinical application process across three annual admissions cycles.

KEY RESULTS

2024-2026

37.5%

Increase in eligible applicants

25%

Increase in enrolled students

2 days to 3 hours

Change in time required for applicant selection meeting

OPPORTUNITY

Scattered paperwork made time-sensitive applications harder to complete

Some cycles drew 500+ applicants, and staff managed 4-5 supporting documents per student arriving through email, fax, and mail. An associate gathered the materials and updated a spreadsheet that advisors referenced for applicant questions.

Students often had to call back while staff located documents or waited for updates. For learners balancing careers and family, those delays mattered. Even one missing signature could make an application ineligible for the next cohort.

SOLUTION

A shared application process helped staff intervene before the deadline

Allegany used the Navigate360 Enrollment CRM to bring clinical applications and supporting documents into their applicant portal. Now, advisors can review materials directly with students, confirm whether documents meet requirements, and explain what still needs attention.

Shared dashboards organize applications by status, helping staff prepare for selection and giving advisors visibility into unfinished applications and important student data. With the help of Navigate360, staff can reach out to students with incomplete applications during the application cycle and invite them to online workshops to complete their materials.

With the **Navigate360 Enrollment CRM,** staff can provide leadership with concrete enrollment updates and data instead of relying on guesswork.

IMPACT

Less time gathering information, more time helping students move forward

Allegany's first application round using the new process produced the **program's first-ever waitlist**, helping the college work toward its goal of **filling all 105 seats for three cohorts**. Shared information cut down the number of back-and-forth communications, giving staff more time to help applicants complete requirements. Staff can also guide students who aren't admitted toward other allied health pathways. Allegany plans to extend the approach to more clinical programs.



"With the Navigate360 Enrollment CRM, I no longer have to tell students I will get back to them and then track down information. I can do everything I need to in a 30-minute appointment with a student. They feel good, I feel good, and it's well-documented."

Lindsay Miller, Virtual Onboarding Success and Retention Coordinator
Allegany College of Maryland