



AMSIMPKINS & ASSOCIATES

LEHIGH CARBON COMMUNITY COLLEGE CASE STUDY

Enhancing Campus Security with S.A.F.E.
and TargetX Integration

CHALLENGES

- The Growing Threat of Fraudulent Applications
- The Need for an Innovative Solution

BENEFITS ONE

Detecting and managing fraudulent applications

BENEFITS TWO

Streamlined admissions workflow

BENEFITS THREE

Augmented campus security

BENEFITS FOUR

Client's testimonial



info@amsa-consulting.com



amsaconnect.com



Atlanta, Ga 30019



OBJECTIVE

This case study aims to showcase how the integration of S.A.F.E. with TargetX revolutionized campus security at LCCC. By combining these two cutting-edge technologies, LCCC significantly mitigated the risks associated with fraudulent applications while optimizing their admissions workflow.

ORGANIZATION BACKGROUND

Founded in 1966, Lehigh Carbon Community College serves more than 9,700 credit and 4,100 noncredit students each year from Lehigh, Carbon, Schuylkill and surrounding counties and offers more than 90 programs of study in business, education, communication, computer science, technology, humanities, health care, science, engineering and math.

PROBLEM STATEMENT

LCCC, dedicated to delivering quality education, faced an escalating issue with fraudulent applications infiltrating their admissions process. The institution recognized the pressing need to reinforce security measures to maintain the integrity of their admissions process.

Recognizing the urgency of the situation, LCCC sought an innovative solution capable of identifying fraudulent applications in real-time and seamlessly integrating with their existing systems, particularly TargetX.

"As the only technical resource on campus who's not part of the IT department, it was critical that S.A.F.E. be easy to implement into my CRM environment without requiring a lot of support from the IT team. The implementation of this tool couldn't have been easier. I think we had the integration live and ready to test after less than an hour on a zoom call!"

LEHIGH CARBON COMMUNITY COLLEGE CASE STUDY

THE SOLUTION: S.A.F.E. INTEGRATED WITH TARGETX

S.A.F.E. (Student Application Fraudulent Examination) is an advanced platform developed by AMSimpkins & Associates, tailored for educational institutions. It employs cutting-edge technology, machine learning, and real-time data analysis to detect and prevent fraudulent applications effectively.

*"SAFE analyzes every application for ID integrity, effectively stopping any suspicious applicants from getting into our SIS. It's already **reduced the number of applications I need to review manually by more than 50%**, and provides an objective means to evaluate applicant validity without using potentially discriminatory subjective criteria."*

Erik Christ, Admissions CRM System Administrator

RESULTS AND BENEFITS



Reduced Manual Labor by 50%



Real-time applicant verification



Increased confidence in campus data

DETECTING AND MANAGING FRAUDULENT APPLICATIONS

With S.A.F.E. integrated into their admissions process, LCCC saw a significant reduction in fraudulent applications. The platform's real-time analysis and risk assessment enabled admissions staff to swiftly identify and investigate potentially fraudulent cases.

STREAMLINED ADMISSIONS WORKFLOW

The integration of S.A.F.E. and TargetX streamlined LCCC's admissions workflow by automating the detection of fraudulent applications. This allowed the admissions team to focus their efforts on genuine applicants, greatly improving efficiency.

AUGMENTED CAMPUS SECURITY

The enhanced security provided by S.A.F.E. instilled confidence in LCCC's admissions process, ensuring that only qualified and legitimate students gained entry. This bolstered the institution's reputation for maintaining rigorous security standards.

ADDITIONAL BENEFITS:

- **Avoiding the Pitfalls of "Ghost Seats" and Over-Planning**
- **Preventing Tuition Loss**
- **Improve Budget Accuracy**
- **Reduction in Fraudulent Applications and Associated Costs**
- **Eliminating Costs of Manual Verification**

In conclusion, the integration of S.A.F.E. with TargetX has proven to be a game-changer for Lehigh County Community College. This innovative solution not only mitigated the risks associated with fraudulent applications but also streamlined their admissions workflow. Erik Christ's testimonial underscores the transformative impact of this integration, emphasizing its significance in strengthening campus security and preserving the integrity of the admissions process.