

HASKAYNE  
School of Business



## HASKAYNE SCHOOL OF BUSINESS DEPLOYS INSALA'S MENTORING SOFTWARE RESULTING IN ADMINISTRATIVE EFFICIENCY AND PROGRAM GROWTH

As an institution with an international reputation for progressive and innovative world-class business education, the Haskayne School of Business at the University of Calgary needed an equally innovative solution to meet its mentoring implementation challenges. There, the ten-year-old alumni-student mentoring program was tracked on an Excel spreadsheet, and had a manual matching and pairing process. As a result, the program reached maximum capacity at 120 pairs, in the midst of a spike in demand for mentoring from students at the school.

Melissa Lackey, Programs and Marketing Coordinator at Haskayne, knew it was imperative to implement an online mentoring solution to increase program capacity and accommodate growth in participation. After a series of investigatory meetings and consultations, Lackey chose Insala to provide Haskayne with robust mentoring software that would enhance the efficiency of the program.

Once Insala's online solution was successfully implemented, a burgeoning list of benefits emerged. Since bringing the mentoring program online, Lackey has been able to process applications, review applications, and register participants much more quickly. This increased efficiency has enabled her to exceed program roll-out deadlines by two months. Lackey also finds that Insala's online mentoring solution pairs more people quickly, speeds up the matching process, and allows students and alumni mentors to connect through media other than phone and personal interviews.

"We've been able to grow the mentoring program by 50% while cutting administration time by 50%," says Lackey. "With Insala's mentoring solution, I can now track student communication and activities, and more efficiently administer the entire program. Several manual processes are now automated, saving time and effort and freeing up time for other tasks."

"What's more, Insala was responsive to our questions and concerns surrounding software usability, and provided system upgrades on a timely basis," Lackey remarks. Overall, they were able to see beyond the typical corporate model and customize their software to suit the needs of academia with mentors dispersed among many organizations."

In response to the new efficiency gains, Lackey aims to increase program participation by another 25% by 2012.

