GoTo

Seminole State College

Seminole State College is a rural community college facing different challenges than larger education providers. Serving a diverse community, including many low-income students, the college dedicates itself to enhancing the region's economic, cultural, and educational vitality by offering learning opportunities for all.

Challenge

With a small IT department of just six people, Seminole State College didn't have the resources to dedicate a single person to a specific set of tasks. Instead, everyone on the team needed to understand each system to provide support as needed – something that was difficult due to an aging on-premises PBX system.

Over the years, this system had turned into a mess of phone lines, and the few people who knew how to manage it began retiring. Any modifications to the code required the IT team to hire an expert, and support for the system was beginning to withdraw. What was worse was that the system didn't support phones off-campus.

The budget was another concern, with the college constantly searching for new ways to improve while keeping costs down. Looking after a legacy system with waning support wasn't cost-effective, so Seminole State College began to look for a more modern solution.

Solution

Just before the COVID-19 pandemic hit, Seminole State College selected GoTo Connect to replace their existing phone system. The solution has helped reign in the college's budget. By offering a complete package with much more than just phones at competitive pricing, the IT department improved how the students, faculty, and staff communicated while ensuring reduced costs. "GoTo came to us and said, 'we want to give you more than just a regular VoIP system; we want to give you video conferencing and a complete communications app with GoTo Connect," said Marc Hunter, IT Director at the college. "Then we added GoTo Assist and GoTo Webinar. That's what really sold us, the complete package."

GoTo Webinar and GoTo Assist completed the solution, both of which became even more vital as the pandemic went on. "In a rural setting," Hunter explained, "folks around here don't have a lot of technology support to lean on, and our institution is a center for the community." This led to significant demand from the community for large-group meetings best delivered as a webinar, such as civic meetings, community meetings, and even club meetings with guest speakers from the medical industry to broadcast critical information about the pandemic to the public.

> Hunter continued, "We needed a platform that could support 200 or 300 people in a meeting, but we don't necessarily want everybody unmuting and blurting out. That's where GoTo Webinar came in."

GoTo Webinar supported these requirements from the community and proved to be a helpful asset at this time of need.

GoTo Assist allowed the faculty and staff to continue to work remotely by enabling the IT department to provide virtual assistance with computer or connectivity issues. This meant any issues were resolved quickly, reducing downtime without requiring in-person support. Being able to connect remotely to computer and mobile devices helped the college continue to operate throughout the pandemic.
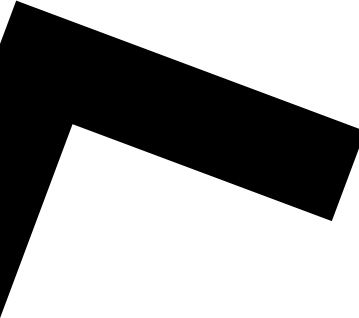
Result

Communication at Seminole State College is now smoother and more seamless than ever, thanks to the many available admin tools from GoTo Connect. "Before, when calling our business office, I just rang a bunch of phones," Hunter said. "If nobody answered, nobody answered. Now with GoTo Connect, we're able to set up call queues, routing schedules, and pre-recorded messages, and the caller can leave a voicemail if someone doesn't happen to be available. We can see the call volume in the admin portal. It has changed the way we do business." This direct access that has been established has helped increase the percentage of callers successfully connecting with their intended recipients, saving valuable time and frustration.

GoTo Connect has also improved the ability for staff and faculty to connect with students. They can use GoTo Connect's web or mobile app to send important communications to students via text message. By using students' preferred method of communication, Seminole State College increases the likelihood of ensuring students receive and internalize critical information.

"We're absolutely thrilled with this," Hunter said, *"because the staff can reach out to the younger demographic and they're able to get a response from them because, for whatever reason, you just cannot make these kids check their email!"*

Perhaps the biggest value-add Seminole State College has experienced by using GoTo Connect is how it has enabled them to continue to operate throughout the pandemic when many businesses were forced to shutter. All courses ran online, and with communications seamlessly flowing between remote staff and students via GoTo Connect, the college was set up for success. "Being able to operate during the pandemic has been a huge deal for us. It's been great to be able to actually answer your phone when you're not physically in the office."

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Solutions from GoTo make IT life simpler.

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