



Activate Your E-Catalog

Why is Acalog a unique solution for your needs?

An effective e-catalog provides the basis to reduce or eliminate reliance on paper catalogs and an opportunity to lower costs, save time, improve services, and contribute to environmental goals.

Acalog provides a single, electronic platform to create, organize, edit, archive, and print academic catalogs and related campus publications. With Acalog, you can:

- Empower departmental editors to make changes in the system, while keeping a comprehensive audit trail of every edit.
- Support any number of editors working on their own schedule or concurrently.
- Use the built-in tracking-and-approval workflow to end the paper chase associated with your current catalog revision process.
- Attach reference documents administratively to courses and programs.
- Dynamically integrate course information with your e-catalog and online schedule, or course equivalency system.
- Publish your new e-catalog with the push of a button, and make critical corrections in real-time.
- Export directly to Microsoft® Word.
- Deliver your updated e-catalog to students months ahead of your current schedule.

There's a reason why Acalog is the delivery platform for more than 800 interactive e-catalogs, at 160 colleges and universities. To learn more, please visit www.acalog.com, or contact our sales group directly by email: sales@digarc.com.

“ Online learners indicated the following sources of information in descending order of importance which influenced their enrollment in the online program:

Rank	Item	Importance
1	Website	6.28
2	Online Catalog	5.98
3	Instructor or Program Advisor Recommendations	5.40
4	College Representative	5.36
5	Contact with Current Students and/or Program Graduates	5.09
6	Catalog and Brochures (printed)	5.02
7	Advertisements	4.21

Not surprisingly, the primary source of information for online programs was the website, followed by the online catalog. Printed catalogs, brochures and advertisements were not important sources of information for most students.

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Source: Priority Survey for Online Learners™. Noel-Levitz, 2007. (Conducted over a three-year period, during which 57,252 students from 93 institutions were surveyed.)