



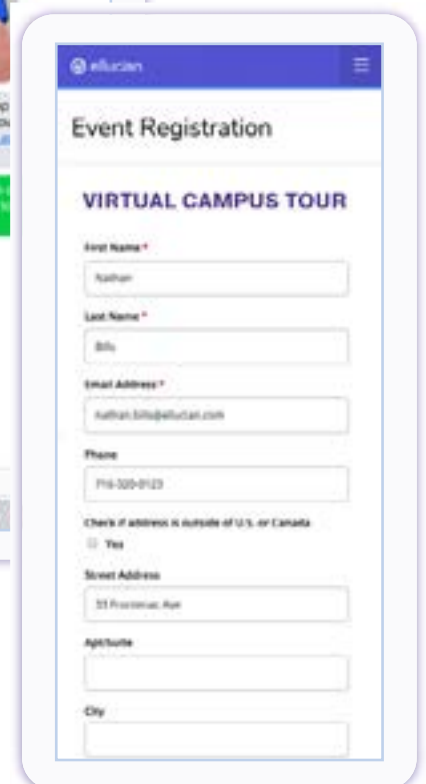
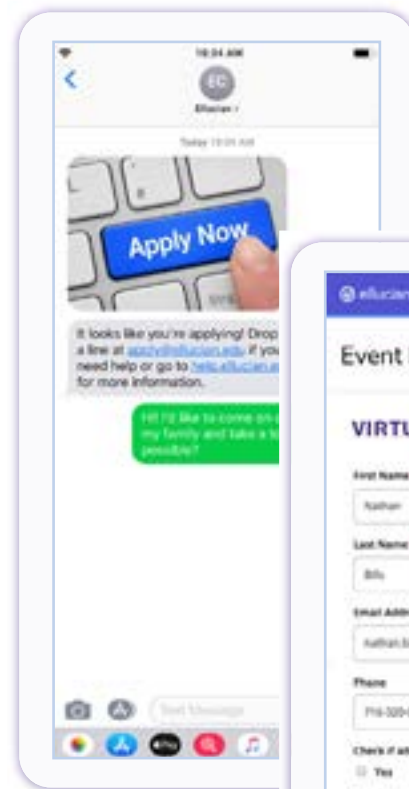
# Turn admissions into an advantage with Ellucian CRM Recruit



Ellucian's end-to-end enrollment functionality gives you the most efficient and scalable solutions to achieve your application and enrollment goals.

To successfully target and attract the right number and mix of students in today's challenging environment, every institution needs a comprehensive, efficient recruitment system. And in a digital-driven world, it's critical to give prospects a modern, user-friendly way to engage, learn, apply, and enroll as they move through their student journey.

Built for admissions and beyond, Ellucian CRM Recruit does all that and more. With automated processes and reporting tools to empower today's enrollment teams, CRM Recruit streamlines and improves prospect outreach and delivers the tailored digital experiences that today's students expect.



Designed specifically for the unique needs of colleges and universities, CRM Recruit delivers a unified experience throughout the student lifecycle. And it gets results: After deploying CRM Recruit, many customers have seen an increase in their overall enrollment, and 30% of customers saw an increase in their enrollment yield.\* That's what makes CRM Recruit such a critical part of Ellucian's complete ecosystem of solutions that support students and your institutional success.

### **An improved enrollment experience**

Ellucian CRM Recruit helps you stand out from the competition with a branded, intuitive, mobile-friendly experience that nurtures students through the enrollment process.

### **Personalized communications**

- Connect one-on-one or via bulk email, texting, or chat
- Stay top-of-mind with dynamic and automated communication plans and nudges
- Track engagements across multiple engagement channels

### **Identify, target, and engage the right prospects**

- Focus on segments most likely to apply and enroll using key data and reporting
- Streamline application management with conditional logic based on level, program, or other core criteria
- Stand out and ease the prospect experience with an intuitive self-service student portal

### **Streamlined event management**

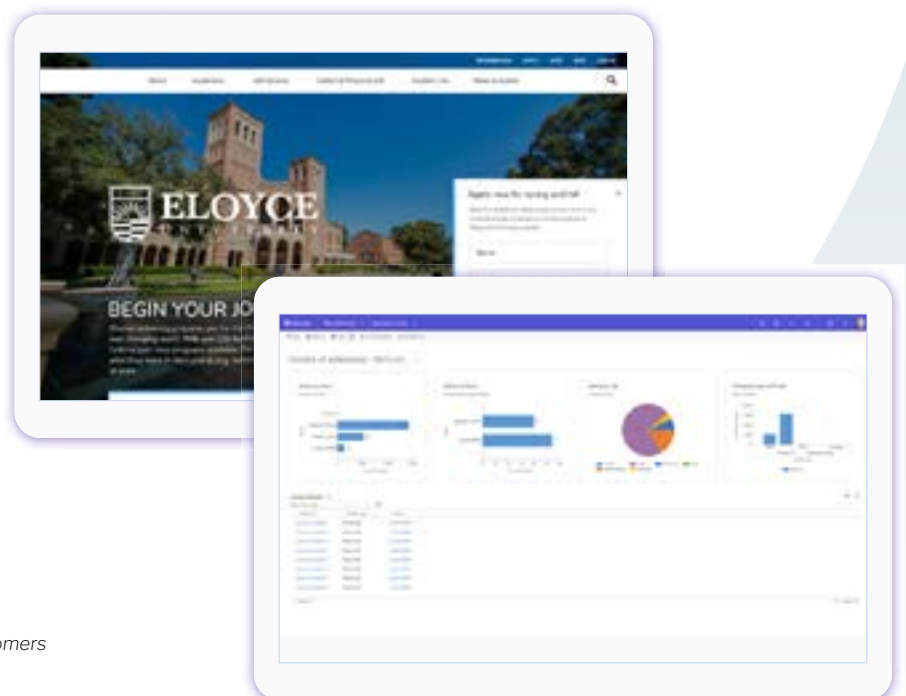
- Easily manage online and in-person events with mobile registration and online check-in
- Reduce manual data entry with multichannel data capture
- Follow up with tailored, automated communications

### **Empowered staff**

CRM Recruit enables your team to spend valuable time and resources on outreach to the best-fit candidates, instead of chasing details and managing manual tasks.

### **Efficient workflows**

- Automated decision assignments based on rules or scoring criteria
- Manage recruiter territories and tasks
- Real-time goal tracking with persona-based dashboards
- Comprehensive agent management



*\*Results of January 2021 survey of current CRM Recruit customers*

## A comprehensive solution

CRM Recruit seamlessly integrates with any ERP or student information system (SIS) to deliver benefits throughout the prospect and student lifecycle. CRM Recruit manages the evolving, end-to-end recruiting, admissions, and enrollment process for both staff and prospects.

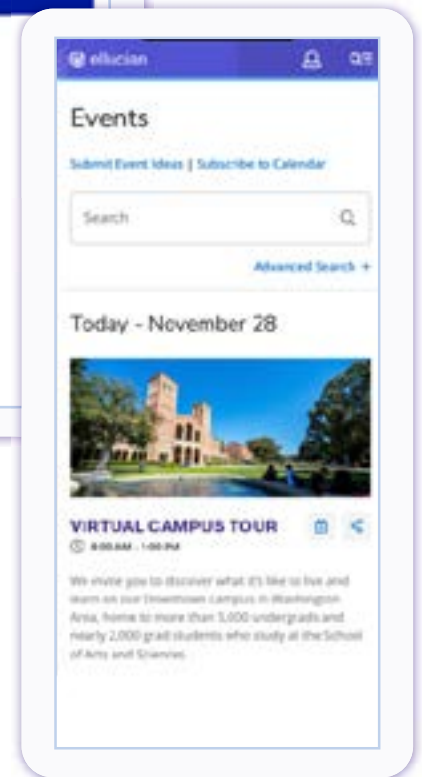
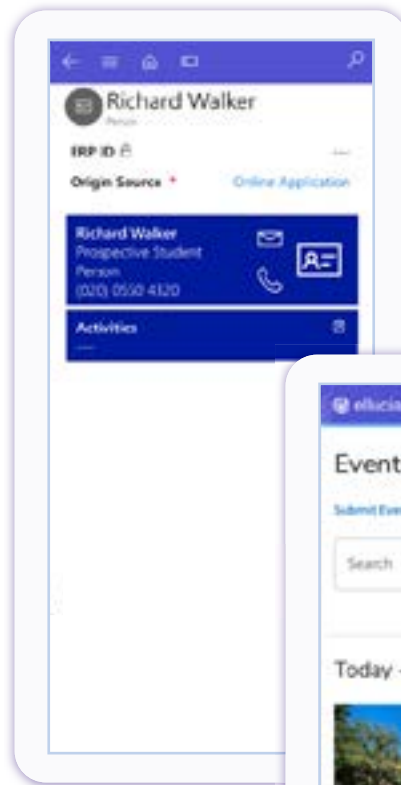
## Strengthened system and data integration

- Provide seamless data transfer and a consistent experience across solutions
- Deliver robust prospect status reporting
- Centralize application, test scores, and suspect and prospect import capabilities

## Complete end-to-end support

- Evolve with enrollment process changes
- Support staff and students throughout prospect and student lifecycle
- Improve visibility every step of the way

By automating intake and tracking processes for events and presetting your follow-up communications, you can ensure that your prospective students are being engaged on time and you're staying top-of-mind in today's fast-paced environment. Your prospects will appreciate the ease and convenience of CRM Recruit's self-service mobile platform, which lets them easily track their status and manage their applications and supplemental forms. Your recruiters gain quick, actionable access to everything from trends to territory assignments, and leadership can easily view trending rates of success or shortfall.



For more information,  
visit  
[www.ellucian.com/  
CRM-recruit](http://www.ellucian.com/CRM-recruit)

