



## Working Smarter to Target the Most Likely Prospects

Since implementing Ellucian Recruiter™ student recruitment software, Oklahoma Christian University is segmenting its prospect pool more narrowly and is sending increased and more personalized communications without increasing the workload of staff.

“The great thing about Recruiter is that it lets us hit all our enrollment targets—undergraduate domestic, undergraduate international, and graduate—with one system,” said Risa Forrester, vice president for enrollment management at the university. “It helps us segment our prospects and then market to them in targeted ways. It gives us endless possibilities for segmented marketing.”

Enrollment at the faith-based university has been steady for some time. However, the institution made a strategic decision to fine tune its target prospect base and reach out to specific geographic areas as well as attract students to programs with room for growth. But staff members were struggling with identifying the best prospects amid the increased number of applicants, as well as responding to the growing volume of inquiries.

To address these challenges, the university went live with Ellucian Recruiter in September 2010. Ellucian Recruiter gives staff the tools to segment on any attribute entered into the prospect record. These include geography, academic program,

### Profile:

- Oklahoma City, Oklahoma
- Enrollment: 2,200 students
- [www.oc.edu](http://www.oc.edu)

### Challenges:

- Funnel growing pains
- Increased pressure to meet enrollment targets for all schools

### Solutions:

- Ellucian Recruiter™
- Colleague® by Ellucian

### Results:

- Improved ability to identify most likely prospects
- Increased personalization of communications
- Reduced staff workload through automation
- Achieved 37 percent annual cost savings by bringing email search functionality in house

desirability/probability, start term, and more. Not only does this help the institution reach their most desirable prospects, it also helps them automate and create personalized communications that deliver better results.

“The product gives us multiple ways to personalize our communications,” explained Forrester. “This has been very powerful for us.”

### Automation and targeting capabilities ease staff workload

The many automated processes provided by Ellucian Recruiter are critical to easing the workload of the small staff.

“The automated processes are much more robust than anything we ever had,” said Forrester. “We can execute a communication in about 10 minutes that used to take us several hours.”

The automation, complemented by desirability/predictability features, also helps the limited recruiting staff work smarter and focus more of their efforts on the right students and on building relationships with them.

“The desirability/predictability feature helps admissions counselors know who to contact first and most rigorously. And it delivers the prospect list to them right on their desktop without requiring them to search the database,” explained Forrester. “The platform is intuitive and helps counselors with their relationship building.”

In addition, Ellucian Recruiter has allowed the university to bring email search functionality in house, creating a 37 percent annual cost savings that is now being reallocated to more strategic student predictive modeling projects.

### Microsoft/Ellucian combination delivers ‘one-two’ punch

When exploring options for student recruitment software, the university weighed heavily the ability to integrate Ellucian Recruiter to the university’s Colleague® by Ellucian administrative system.

“Our office also serves the needs of the financial aid, registration and housing departments. Being able to share prospective student records is a service to our campus constituents. And in turn, we can access information in Colleague, like financial aid and family ties to the institution, which helps our efforts.”

Forrester also had a personal bias to purchase a solution built on an industry-standard CRM platform. She was pleased to learn that Recruiter is powered by Microsoft Dynamics CRM 2011 and that it leverages seamless integration with Microsoft Outlook and provides highly flexible dashboard, charting, and reporting options.

“First and foremost, I wanted a tried-and-true foundation that had been in use in the broader market,” recalled Forrester. “I like that Ellucian has taken that best-of-breed product and built in its higher education expertise on top of it. I know with each version of Recruiter, we are really getting a one-two punch. Overall, it gives us a best-of-breed and very robust events platform, and sophisticated segment and marketing capabilities in one system.”

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**Risa Forrester, Vice President for Enrollment Management**





The solution also allows the admissions office to operate independently, without relying on the university's limited IT resources for support.

"We used to have to call IT for everything because we had so many different sources to access: third-party email, event management, and more," recalled Forrester. "The setup was putting a huge strain on IT and it was difficult to keep up with training everyone on the various systems. Now, our admissions staff can manage most of the day-to-day operations ourselves. And we've shrunk our time from need to resolution significantly."

Ellucian Recruiter supports IT's goal of putting power into the hands of functional users, said John Hermes, vice president of information technology. "The product supports our overall goal of getting IT out of

the role of gatekeeper. Other than implementation, we've had very little to do to support Recruiter."

### **Recruiter 2.5 improves front end user experience**

In June 2012, Oklahoma Christian University went live with the latest version of Ellucian Recruiter—2.5—after being a beta site for the new solution. The new version offers some key functionality that is especially appealing to the university. One is the improved prospective student web experience. Ellucian Recruiter 2.5 offers a newly designed prospect home page that lets the university push dynamic content to visitors and allows prospect to update key contact information, begin or continue an application, submit supplemental items, and more.

“We are very excited about the new front-end user experience,” said Forrester. “It will let us deliver information that is pertinent to the individual, and it will give them that ‘my account’ experience that they are used to in the consumer world. Students expect information to be delivered to them in a personalized and perfect way. Their expectations are very high and this helps us meet them.”

A second key feature that the university is already taking advantage of is more seamless integration between Colleague financial aid and Ellucian Recruiter. Admissions staff can readily view in Recruiter key pieces of financial aid information. “This will be really powerful for our sales staff,” said Forrester.

“We’ve been really pleased with the functionality of Recruiter and it just continues to expand with 2.5. It’s been a fabulous product for us.”

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