



THE UNIVERSITY OF
TOLEDO
1872

About The University of Toledo

The University of Toledo was established in 1872 and became a member of the state university system in 1967. Today, the University of Toledo is a metropolitan research university that offers more than 300 undergraduate, graduate, and professional programs.

Enrollment:
Approximately 20,000

Objective:

Automate recruitment process to improve communications, accelerate admissions, and boost efficiency.

Solutions:

Banner® by Ellucian
Ellucian Recruiter™

Business outcomes

- Increased applications by nine percent in just one year
- Managed a 15.5 percent increase in inquiries more effectively
- Tailored communications targeted to specific student populations



Faster response times. Customized communications. Automated admissions processes.

The University of Toledo empowers students and staff with Ellucian Recruiter™.

The University of Toledo is a metropolitan research university that offers more than 300 undergraduate, graduate, and professional programs and serves more than 20,000 students. For years, all the communications and applications were done manually—a painstakingly slow process. “We did not have a CRM,” said William Pierce, director of undergraduate admissions. “Our processes involved multiple departments, IT folks, and data folks. We were running off spreadsheets and call sheets and in-house systems so it would take several days to acknowledge a student entering our recruitment funnel.”

Cumbersome manual steps, combined with an increasing number of non-traditional students, challenged the old way of doing business. As part of its strategy to grow enrollments, the university implemented Ellucian Recruiter™. This powerful set of software solutions delivers automated and integrated workflows that dramatically improve efficiency and provide the prompt responses students want.



We serve different types of students, both traditional and non-traditional, and it's important to have different messages. There is a difference between what a student who is a 37-year-old single mom wants and a 17-year-old, high-ability student just coming from high school needs. We can segment specific populations within Ellucian Recruiter, build different communication strategies tailored to their needs, and give students personalized attention.

Dr. Cam Cruickshank, Vice President,
Enrollment Management and Online Education, University of Toledo.

Meeting the needs of a diverse student population

The University of Toledo is a complex campus with multiple student types on campus including honors, online, adult/transfer, international, and military. "We serve different types of students, both traditional and non-traditional, and it's important to have different messages," said Dr. Cam Cruickshank, vice president of enrollment management and online education. "There is a difference between what a student that is a 37-year-old single mom wants and a 17-year-old, high-ability student just coming from high school needs. We can segment specific populations within Ellucian Recruiter, build different communication strategies tailored to their needs, and give students personalized attention." The constituent relationship management (CRM) capabilities within the solution helped the university diversify its recruitment efforts. Using Ellucian Recruiter, The University of Toledo created online portals customized to the various student populations. In addition, it combined the undergraduate application with the Honors College application to eliminate redundancies and make it easier for students to apply.

Customizing the solution

Ellucian Recruiter is flexible enough to meet evolving needs. "Not every solution fits everyone's needs right out of the box," said Pierce. "Trends change, processes change, but Ellucian Recruiter

is dynamic enough to change with you." In addition, you get the support of a team dedicated to making you successful. "No system is ever perfect," said Shannon Neumann, director of online admission and student services. "Ellucian Recruiter comes with awesome benefits that match all the competitors. But we chose Ellucian because we were looking for a strong partner with endless possibilities. They offer their customers opportunities to help build their future product roadmaps, and that is very encouraging."

Accelerating response time and providing better services

On average, the University of Toledo gets 30,000 inquiries a year—too much to manage manually. In Ellucian Recruiter, an inquiry triggers a response and students get a call within a day, which strengthens relationships with their recruiter. "We can serve students so much better because we track their interests and needs and cater their experience so much thoroughly than we could before," said Neumann. "Students see the same instant notification that we see. They don't want to call and ask if we got their documents. They can log in, create a profile, update their application, or change their major." In addition, automated notifications keep students on track. For example, a student may be registered but hasn't signed up

Automated processes helped staff manage a 15.5 percent increase in inquiries more effectively. And the faster, more accurate responses led to an increase in undergraduate applications by nine percent in just one year.

for orientation. Ellucian Recruiter sends a reminder with links to more information. “Students expect instant confirmation for something they’ve done,” said Pierce. “Now, we can send automatic email replies at 2:00 a.m. with a photo and contact information for their counselors. If there are barriers, and you can’t keep up with their pace, you may lose them.”

Improving communication

One of the biggest advantages to implementing Ellucian Recruiter is that the recruitment staff now has access to real-time admissions data 24/7. “Instead of producing ad hoc lists, recruiters can look at a dashboard and know exactly how many students are in the funnel and who has applied,” said Pierce. “They can create workflows and campaigns to communicate to a particular group of students without needing help from the data or IT folks. Everything they need to do their job is right there in front of them.” Having access to information gives the university a tremendous advantage over institutions that are still relying on the data staff to provide reports or day-to-day ad hoc email requests. “Now a recruiter can log in to the system and see information on admissions or inquiries immediately—and that’s been the biggest sigh of relief,” said Neumann. It benefits students as well. These personalized emails help students feel as though the university knows what they need and that they provide it almost immediately.

Empowering staff

Because Ellucian Recruiter is web-based and user-friendly, it’s easy for staff to create their own student communication campaigns, manage missing documents, or run advanced

reports. “It gives recruiters the ability to recruit in their territory more than they ever have,” said Pierce. “Some may have 5,000 inquiries, but the technology makes it more manageable because they can break out lists and communicate faster.” Because it is integrated with Banner® by Ellucian, information flows faster through the systems the university uses every day. That frees admissions staff to spend their time on important interactions rather than routine tasks. In addition, funnel reporting and analytics provide real-time visibility into the entire admissions process, so executives can focus energy where it counts. “Now, we can track a student online through the admissions funnel from the day of inquiry to the day they enroll,” said Neumann. “We’ve never been able to do that before. We can track every different student population, follow them with notes, and understand their needs and interests. That helps us create automated communications plans that are completely customized.”

Results

The University of Toledo replaced time-consuming, manual activities with automated processes that helped staff manage a 15.5 percent increase in inquiries more effectively. The faster, more accurate responses led to an increase in undergraduate admissions by nine percent in just one year. In addition, the university sent tens of thousands of automated, personalized, HTML and plain text messages to prospective undergraduate students as they progressed through each stage of the recruitment funnel. These more frequent and relevant communications translated to an improvement in admit-to-enroll yield rates over the previous year for several student types.



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William Pierce, Director,
Undergraduate Admissions, University of Toledo.

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ABOUT ELLUCIAN

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

To learn more, visit www.ellucian.com.

