



University of the Incarnate Word
Enrollment: ~10,000

Ellucian CRM Recruit

- Personalized communications that build relationships with prospects
- Powerful analytics that drive greater admissions yield
- Automated workflows that increase efficiency and shift focus to students
- A solution designed exclusively to help higher education institutions find, engage, and enroll more of the right students

Meeting the needs of adult students and the Texas economy

University of the Incarnate Word adopts CRM Recruit

In 2015, the Texas Higher Education Coordinating Board adopted a new goal: By 2030, 60% of 25-34 year-olds in the state will hold a post-secondary degree or certificate. The current number: 38%.

University of the Incarnate Word (UIW) is committed to supporting this goal. Its Extended Academic Programs offer a range of adult learning opportunities designed to provide high-demand skills while accommodating students' already busy lives. This includes undergraduate and graduate degrees, as well professional development programs.

In an effort to expand its reach to adult students, UIW recently sought a better system for managing every stage of the recruiting and enrollment funnel. They needed:

- a **centralized tool** for tracking prospective students and applications across departments and throughout the lifecycle

- **better data** to improve marketing efficiency and effectiveness
- the **ability to personalize communications** and respond to inquiries quickly and through multiple channels

"In the end, we decided to go with Ellucian CRM Recruit, because it offered the best combination of integration, insights, and communications capabilities," said Julie H. Weber, Director of Marketing & Recruitment, Extended Academic Programs. "And it wasn't just the choice for our Extended Academic Programs. Our traditional and international offices are using the new solution as well, so we're all finally integrated."

UIW's Extended Academic Programs measured significant progress against target outcomes between Spring 2014 when they implemented CRM Recruit and Spring 2015. This included an 11% increase in inquiries, 23% increase in applications, and a 14% increase in enrollments. "These numbers represent incredible growth and success with a student population that matters greatly to UIW's mission, as well as to the Texas Higher

"Using more sophisticated marketing, we've achieved significant growth in applications and enrollment. And Ellucian CRM Recruit has been critical to monitoring, refining, and increasing total return on our marketing investment."

DR. CYNDI PORTER,
Vice President, Extended Academic Programs

Education Coordinating Board,” said Dr. Cyndi Porter, Vice President, Extended Academic Programs. “I attribute it to the fact that our marketing and communications have become increasingly sophisticated. And Ellucian CRM Recruit has been critical to monitoring, refining, and increasing total return on our marketing investment.”

Integration improves efficiency

For the first time, UIW has multiple admissions offices using the same system for recruiting and enrollment. This means prospective students who select the wrong program or contact the wrong office aren’t just lost in the system. The same information, updated in real time, is available to all parties, and applications can be transferred between admissions departments quickly and easily.

Integrating at the institutional level doesn’t mean loss of customization. “With CRM Recruit, we can easily configure applications to meet the different needs of our traditional, adult, and international programs,” said Weber. “I can go in anytime and tweak things on my end, add fields, customize. But the key is that we all share a database, so we can still talk to each other and find student information easily no matter where it comes in or where it travels.”

CRM Recruit also integrates with UIW’s enterprise resource planning system (ERP). This has sped up processing time considerably, as applications from every program flow easily into the ERP after completion.

Insight improves effectiveness

“We have so much better data, faster, and easier at hand,” said Weber. “CRM Recruit has really helped drive more targeted marketing.” UIW now has dashboards and out-of-the-box reports that show everything from how they’re tracking against a program or term to how a specific marketing campaign is doing to how many students have started but not finished applications.

Weber gives examples of how they’ve put this data to work in marketing two specific programs:

- **Improving return on investment in search engine marketing:** A key component of the marketing plan for UIW’s Health Sciences degree, one of its fastest growing programs, is search engine marketing. CRM Recruit has improved the team’s ability to monitor inquiries, applications, and enrollments from various search engines and refine allocation of marketing dollars in order to increase total return. As a result, they’ve gone from influencing 6% of enrollments with search engine marketing to 17%, making it a highly cost-effective strategy for driving growth. The ability to track the success of the campaigns has enabled UIW to improve the quality of inquiries and applications, increasing enrolled students as much as 50% year over year in targeted degrees.

- **Minimizing cost and risk in launch of new Master’s program:** UIW knew the market for a new Master’s program was very slim and was unsure which marketing strategies would work best—or if the program would work at all. Instead of spending thousands of dollars on a large campaign, they used CRM Recruit data and insights to test various tactics, measure results in real time, pull back as needed before driving up costs, and manage program stakeholder expectations. “This approach was simply not possible before we had this level of access to data,” said Weber.

Targeted communications improve student experience

Unlike traditional students, adult students are juggling work, family, and education, as well as financial pressures. To this group, education is a necessity, not a luxury, so they need to know exactly what they’re getting and feel confident an institution can meet their needs. “We have to be there with the right information at the right time,” said Weber. “We have to communicate on their terms to earn their trust and keep them engaged.” This means:

- **Responding quickly:** CRM Recruit enables UIW to create automated responses to frequently asked questions, so that adult students with limited windows of time get answers immediately. And thanks to integrated data and workflows, student profiles always contain reliable, up to date information.
- **Personalizing content:** Recruiting and admissions staff are spending less time on manual and administrative work and more on personalizing communications to deepen relationships with students. “It’s that personalization that makes adult students feel like you understand their specific needs and have the bandwidth to support them as individuals,” said Weber. “CRM Recruit allows UIW to provide all users with communication templates that save time and keep messaging consistent, but which can be easily customized for specific recipients.”
- **Creating a user-friendly experience:** Students manage every aspect of their lives online and they expect interactions to be easy, intuitive, and productive. CRM Recruit helps UIW put its best face forward online—offering students user-friendly applications, with basic fields pre-filled if they’ve applied or attended UIW in the past, and the ability to access up to date profile information at any time from their mobile devices.

“CRM Recruit has made life easier for both staff and students,” said Porter. “Our work is more efficient, our marketing more targeted, and our relationships with prospects stronger. All of this is reflected in the improved numbers for inquiries, applications, and enrollment.”

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