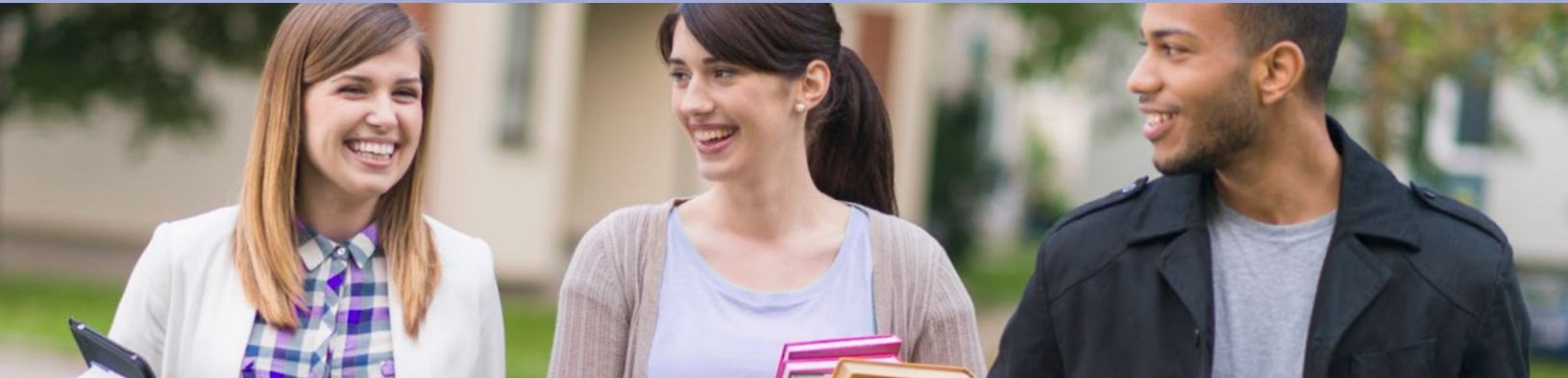




Banner® Recruiting and Admissions Performance

Exceed recruiting and admissions goals



Banner® Recruiting and Admissions Performance helps you find better ways to identify and engage best-fit prospective students and meet enrollment targets.

Shifting demographics. Fewer resources. Increased competition. In order to really make significant improvements in their programs, student recruiting and admissions teams need easy access to accurate information, tools that help them identify the strategies that will yield the best results, and better ways to measure staff and program performance.

Banner® Recruiting and Admissions Performance is an integrated package of scorecards, dashboards, reports, analytics, and a data warehouse that helps you find better ways to identify and engage best-fit prospective students and meet enrollment targets. And, it's designed with self-service access to key performance information—so you get the answers you need, when you need them.

A consistent, comprehensive view of performance

Critical decisions about how to improve your recruiting, admissions, and financial aid efforts shouldn't be made in the dark. With scorecards and dashboards in Banner Recruiting and Admissions Performance, every member of your team—from executives and managers to staff—will have a shared understanding of how your programs are performing and what to do to improve them. Banner Recruiting and Admissions Performance delivers a single, current source of information to help you:

- Identify and prioritize best strategies for recruiting campaigns
- Increase the pool of qualified and desired candidates
- Improve enrollment outcomes and financial aid decisions

See across the entire recruiting and admissions lifecycle

Banner Recruiting and Admissions Performance delivers more than 100 easily customized reports, dashboards, and scorecards for analyzing enrollment trends, managing enrollment funnels, and analyzing the effect of financial aid on enrollments. With more than 200 recruiting and admissions metrics and 900 prospective student and organizational attributes, your staff can access and analyze recruiting and admissions information in real time. They can use that information to focus recruitment strategies based on what's working best, allowing you to direct scarce resources to the most promising recruiting activities. And, because Banner Recruiting and Admissions Performance is integrated with Ellucian Recruiter™ and Banner® by Ellucian, you get a complete picture of prospective students as they progress through the recruiting and admission lifecycle.

Banner Recruiting and Admissions Performance is a comprehensive analytics solution that helps you:

- ✓ Optimize financial aid packages by analyzing how financial aid awards effect prospective students
- ✓ Target individuals and groups to engage further by analyzing incoming prospects
- ✓ Evaluate segments of enrollment funnel and compare progress to goals and historical trends
- ✓ Identify prospects for financial aid programs and evaluate financial aid needs across applicant pool
- ✓ Share current recruiting, admissions, and enrollment data with all stakeholders

Empower your recruiting, admissions, and financial aid professionals

Role-based recruiting and admissions dashboards and reports provide personalized views of progress and targets so that staff can easily access the information they need. And real-time access to the data they need, in the office or on the road through mobile and tablet devices, keeps team members effective, engaged, and proactive. Because Banner Recruiting and Admissions Performance is integrated with Banner® Student, Banner® Financial Aid, Banner® Finance, Banner® Human Resources, and Ellucian Recruiter, your staff can create their own ad hoc lists and reports without IT support. Analyze recruiting and admissions trends over time and perform year-over-year and point-in-time comparisons. Segment, track, and analyze the enrollment funnel to identify campaigns that move the most qualified prospective students through funnel.

Drive better admissions outcomes with integrated predictive analytics

Use predictive analytics to get a jump on the competition. You can use desirability and probability ratings to analyze your admissions funnel and other enrollment metrics or to evaluate and refine your rating models. Or, use analytics and reports for financial aid planning, needs analysis, award packaging, and projected tuition discounts. Because this information is integrated with other recruiting and admissions metrics, your institution can analyze how financial aid affects enrollment patterns, how well you are utilizing financial aid to meet the needs of your students, and how your policies compare to other institutions. You can track admissions progress and year-over-year trends, as well as predict behaviors and outcomes based on your funnel measures and goals.

Evaluate and share recruiting and admissions performance information

With Banner Recruiting and Admissions Performance, executives can communicate their enrollment strategy, objectives, and performance across the institution. Dashboards and scorecards also deliver information that helps recruiting, financial aid, and admissions leaders identify and prioritize new opportunities.

Banner Recruiting and Admissions Performance helps executives, directors, and managers see how well recruiting and admissions programs are working as well as measure applicant funnel and enrollment quality, enrollment yield, conversion rates, and financial aid need across all dimensions. Summarized, historical trends in applicant funnel and enrollment quality and diversity help you understand outcomes by different perspectives such as academic ranking, financial aid need, region, gender, ethnicity, and academic program. This insight helps you calculate your ROI on marketing, communications, campaigns, events, and other recruiting activities and manage those costs.

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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 potential through learning.

To learn more, please visit www.ellucian.com.