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# Ellucian CRM Advise

## FEATURES AND FUNCTIONALITY

In today's economy, a post-secondary degree is crucial to obtain a well-paying job or start a rewarding career. Yet many students are having difficulty completing their degrees at colleges and universities due to increased student debt, disengagement, and other factors. Some students may not graduate on time—or at all.

Institutions are also under pressure to focus on student success, to increase enrollments, and to improve graduation rates—while operating under tightened budgets and financial scrutiny.

With Ellucian CRM Advise, higher education institutions can examine every facet of a student's experience and track success by cohort, course, degree/program—or any other customized view—and share that information with every department on campus to deliver meaningful, personal, and coordinated support to those students who need it, when they need it.

### **Build a comprehensive strategy for student success**

Ellucian CRM Advise is a comprehensive solution with a robust communication platform that allows you to build a dynamic campus strategy around student success, utilizing Ellucian's Early Engagement Workshop and other tools. It offers a full range of options to help you **identify** at-risk students, **engage** them, **involve** a campus team to assist students, and **measure** progress.

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## IDENTIFY

With Ellucian CRM Advise, you can effectively identify at-risk or high-achieving student populations, through institutional data and connect these students to relevant campus resources, utilizing early alert and intervention systems that look for signs of academic, financial, or personal struggles. But Ellucian CRM Advise goes deeper, allowing you to analyze data from other campus sources such as high school GPAs, ACT scores, involvement with clubs, and participation in discussion boards to help proactively connect with students in a meaningful way *before* they exhibit signs of trouble.

In addition, Ellucian CRM Advise can identify students in the “murky middle”—those who could quickly become at-risk—and help nudge the student predominantly earning C’s and D’s into a B/C student. It also helps your institution provide meaningful support to the students who are doing well, through positive and congratulatory messaging, and by connecting high-performing students with scholarships and graduate school opportunities.



## ENGAGE

Identifying at-risk or high-performing students is just the first step. Ellucian CRM Advise goes much further. Once students are identified, advisors can engage the students either through manual interventions or automated engagement plans. Because Ellucian CRM Advise provides real-time data, advisors and other staff or faculty have access to information that is current, relevant, and accurate—permitting immediate engagement at a deeper level.



## INVOLVE

Ellucian CRM Advise lays the groundwork for advisors, faculty, and other administrators to get involved to help students address concerns or opportunities. Ellucian CRM Advise associates a student success score to an individual and provides easy-to-use tools and automated messages that help faculty and staff communicate with that student both independently as well as on a larger scale. For example, it can send a message to the student that their GPA is low and also alert faculty and staff that this particular student needs immediate intervention.



## MEASURE

Information—and interpreting it—is the linchpin of any student success program. Engagement data is captured through Ellucian CRM Advise and offers data points for continual feedback. Additionally, while higher education institutions may use data to track students who have dropped out, they may not know *why*, or more importantly, *what* they can do to help them stay in school and graduate. Ellucian CRM Advise gathers a variety of information both in and out of class to create an overall student success score including grades, attendance, logging into online courses, using the learning management system, turning in assignments, and more. With that information in hand, institutions can accurately measure the success of their student engagement efforts, and make necessary changes rapidly.

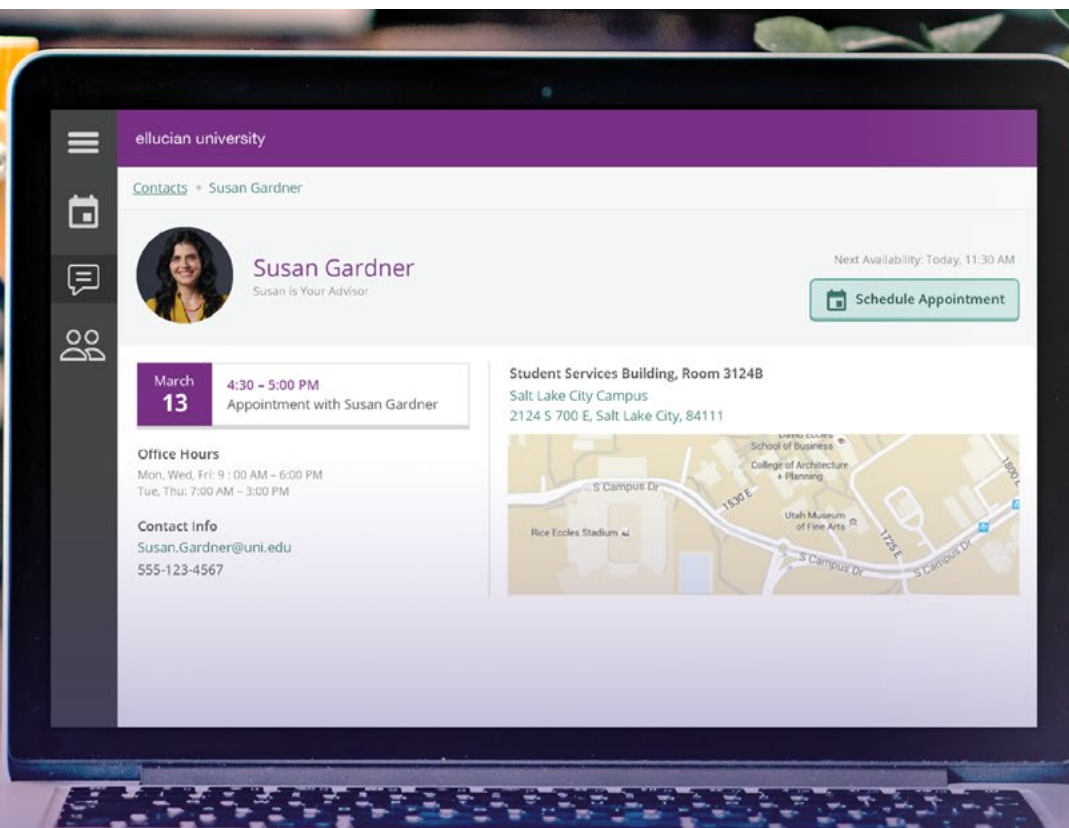
## Create a unified view of the student

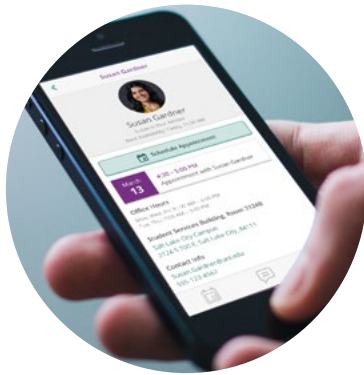
Students don't exist in a vacuum, and the amount of data about them can be difficult to collate and analyze. It's a challenge for faculty, staff, and advisors to access all of the data-driving conditions in one place, much less establish criteria for determining when a student needs or deserves further advisor engagement. That's where Ellucian Advise CRM comes in.

Ellucian CRM Advise allows you to pull in data from across campus—from ERPs such as Colleague® by Ellucian and Banner® by Ellucian, to LMS systems such as Blackboard, Moodle, Canvas, Desire2Learn, and many other sources. With this data you can build a comprehensive view of each student. Institutions can create their own student cohorts, success plans, algorithms, and alerts based on all of the institutional data pulled into the solution—all with the flexibility to establish common practices and accommodate the unique needs of your institution. You set up the algorithms and rules that best support your students and your institutional mission.

And anyone involved with student success—including academic advisors, athletic advisors, financial aid counselors, faculty, tutors, mentors, and more—can view and track the health of students that are relevant to them. For example, an athletic advisor can monitor students who are athletes, and the financial aid advisor can monitor students receiving financial aid.

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Ellucian CRM Advise offers a robust system for outreach, communication, and engagement, with a flexible, extensible platform for easy configuration and data imports.

With Ellucian CRM Advise, you can understand each student and his or her status and relationship with the institution through a unified view of constituent interactions. With personalized communications to engage each student, you gain a full picture of communication with that student, whether through emails, phone calls, and texts, or via faculty-raised alerts, advisor notes and private notes, or Ellucian Mobile push notifications. With this kind of integrated, consistent data, you can make better and faster decisions that will support your student success program.

## Utilize technology that's built for tomorrow, ready today

Data integration is not easy, and typical student success projects take year or more to get up and running. But Ellucian CRM Advise can deliver value in as quickly as 4 months.

Built on the Microsoft Dynamics CRM, Ellucian CRM Advise offers a robust system for outreach, communication, and engagement, with a flexible, extensible platform for easy configuration and data imports. And with flexible SaaS or on-premise deployment options, Ellucian CRM Advise can be configured for any institution, large or small.

Market research and consulting company Ovum gives Ellucian CRM Advise high marks, stating, "Ellucian offers a broad suite of products exclusively dedicated to higher education, and the full range of its products, in one way or another, contributes to driving student success for institutions. More recently, a growing number of its customers have been using Ellucian CRM Advise to identify at-risk students and provide early engagement and support to improve student outcomes. A key selling point for Ellucian is the level of higher education expertise it brings to the table and the strategic engagements it has with its customers."

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## ABOUT ELLUCIAN

Ellucian is the world's leading provider of software and services higher education institutions need to help students succeed. More than 2,400 institutions in 40 countries rely on Ellucian to help enable the mission of higher education for over 18 million students.

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