



# Ellucian CRM Advise

*Help students succeed*



**Ellucian CRM Advise helps you engage the right people at the right time with the right resources to make sure your students succeed.**

Coordinated engagement strategies help you create institution-wide campaigns that help your students stay in school and graduate. Tailored communications help you foster meaningful dialogue with students at every point along their education journey. Early warning alerts let you know when students are struggling so you intervene appropriately before students fall behind. And powerful analytics help you benchmark progress and improve strategies over time. Ellucian CRM Advise helps you do it all by automating personalized engagement.

This powerful solution helps you build real relationships with students and give them every opportunity to succeed. And it helps make student engagement and success a coordinated, institution-wide effort. This pays off in student success and retention, operational efficiency, and long-term competitiveness.

### **Coordinated, institution-wide support**

Every function, from advising to academic affairs to financial aid to residential life, plays a role in student success. But with departments often working in silos, it's difficult to know if, when, and how well your institution and its students are engaged. Ellucian CRM Advise helps you coordinate communications across your institution to ensure students are motivated and able to access the full spectrum of resources your institution has to offer.

Ellucian CRM Advise is a student engagement solution that helps you support and encourage students and:

- Address problems with early alerting and consistent, timely interventions
- Facilitate meaningful engagement between student and the campus community
- Apply insightful analytics to support students and strengthen your programs

### **Early detection**

One of the most efficient and effective ways to improve student success and retention is to identify problems early and take swift action. Ellucian CRM Advise offers automated tools that help you detect when students are at risk, finding and alerting the appropriate parties, triggering the appropriate response, setting up and tracking an action plan, and monitoring success.

You also have access to risk analysis tools and behavioral indicators that let you identify individual students or groups in need *before* risky behaviors take root.

Ellucian CRM Advise provides unparalleled integration and interoperability with your core administrative systems including student information systems, learning management systems, degree planning systems, advancement systems, and analytic tools. When your staff has the information they need, in context, they can provide better services.

### Meaningful engagement

Your institution may have a number of tools for helping students succeed. But if students can't find them, they miss out and you lose touch. Ellucian CRM Advise replaces one-way communications with tailored and interactive communications (both online and in-person) and easy access to resources relevant to their needs. With Ellucian CRM Advise, they have the ability to connect with advisors and peers in a timely fashion, a clear understanding of what success looks like and a clear path to get there, as well as reminders to accomplish important tasks, such as pre-registering for courses or making payments. Ellucian CRM Advise lets you define your own priorities and automate administrative tasks so you spend less time tracking down information and spend more time teaching and fostering the kind of meaningful engagement that leads to student success.

### Manage with insight

Ellucian CRM Advise has powerful built-in analytics that allow you to easily create your own institution-specific success plans, algorithms, performance indicators, dashboards, and reports to help your institution make informed decisions on any given day, as well as measure progress over time. These flexible analytics help you recognize success indicators most relevant to students at your institution and fine-tune student success plans and programs on an ongoing basis. Use them to track success by cohort, course, degree/program or other customized view and benchmark your metrics against peer institutions.

### Meet student success and retention goals

Ellucian CRM Advise aggregates institution-wide data into a single system to provide a complete view of each student's level of engagement on a daily basis and the ability to track institution-wide communications related to student success. All of which makes it easier to identify at-risk students, enlist the appropriate people across your institution, and coordinate a plan for success.

And as one of the three solutions included in Ellucian CRM, Ellucian CRM Advise can be used in conjunction with our recruiting and advancement solutions to support the student lifecycle, from initial contact through graduation and beyond.



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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. Ellucian provides student information systems (SIS), finance and HR, recruiting, retention, analytics and advancement software solutions. With more than 1,400 institutions subscribing to Ellucian's cloud services and SaaS offerings, the company is one of the largest providers of cloud-based solutions. Ellucian also supports the higher education community with a range of professional services, such as application software implementation, training, education, and management consulting.

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