



# Ellucian CRM Recruit™

*Streamline the recruiting cycle*



**“The great thing about Ellucian CRM Recruit is that it lets us hit all our enrollment targets—undergraduate domestic, undergraduate international, and graduate—with one system.”**

**RISA FORRESTER,**  
Vice President for  
Enrollment Management,  
Oklahoma Christian University

In today’s competitive market, your institution needs to find the right students—and the right mix of students—to meet critical targets for enrollment. That means your institution needs to be more sophisticated and focused in communicating with potential students and more effective in managing the entire admissions process.

Ellucian CRM Recruit is a comprehensive solution that supports the entire recruiting and admissions lifecycle. It streamlines admissions operations while providing an engaging, personalized web experience for prospective students. Ellucian CRM Recruit is designed to help your institution find the best prospects, engage them more successfully, improve enrollment results—and manage the recruitment cycle more efficiently and effectively.

### **A personalized web presence for prospective students**

The heart of Ellucian CRM Recruit is a robust web presence that improves the way institutions interface with prospective students. Creating a personalized web experience for each prospective student, Ellucian CRM Recruit enables your institution to push targeted dynamic content rapidly and effectively, building an individualized relationship with that prospect. Easy-to-use admissions forms

as well as intuitive ways to update contact information make it easy for prospects to submit inquiries and applications, register for events, update key information, and submit supplemental items. The bottom line? Institutions can tailor the way they connect with prospects—and present a consistent public face. Prospects get the information and tools they need to progress through the enrollment funnel.

### **Manage your prospect funnel more efficiently**

Ellucian CRM Recruit is designed as a single solution that supports all stages in the recruitment cycle, from student search and prospecting to application reading and review, through to final admissions decisions.

A robust set of workflows—including integration of student data and financial aid—supports the entire application process and gives you ready access to the information you need to answer questions from prospects and make admissions decisions. Ellucian CRM Recruit helps you manage day-to-day activities so you can easily import student search names and keep prospective student records up to

date. As a comprehensive package, the functionality in Ellucian CRM Recruit gives admissions staff a powerful set of tools to centrally manage, track, and monitor your recruiting efforts.

### Powerful marketing communications tools

Ellucian CRM Recruit's functionality helps you easily design, create, and test email marketing campaigns to ensure you're delivering the right messages to the right student cohorts. You can track open rates and responses directly from Ellucian CRM Recruit. And you can increase reliability that your messages reach the right students through whitelisting capabilities.

### Track performance to drive results

Ellucian CRM Recruit's performance reporting and analysis tools provide your admissions staff the ability to track campaign performance in real time. They can use that information to focus recruitment strategies based on what's working best, allowing you to direct scarce budget resources to the most promising recruiting activities. Similarly, Ellucian CRM Recruit's robust travel and event management functionality, coupled with funnel reporting and analytics, enables calculation and evaluation of return on investment (ROI) on admissions events, campus visits, and other recruiting activities—effectively managing costs.

### Designed for how you do business

Ellucian CRM Recruit is designed to work with any student information system. Built on the Microsoft® Dynamics CRM platform, CRM Recruit is a Software-as-a-Service (SaaS) solution. Web services integration provides a seamless transfer of student data between Ellucian CRM Recruit and your student information system. That means critical information such as FAFSA data can be used immediately by your recruiting staff to engage prospective students more effectively. You can also establish workflows to trigger the data you want moved regularly from Ellucian CRM Recruit to your student information system—at the point in the student lifecycle that makes sense for your institution.

Ellucian CRM Recruit has robust features for managing prospective students at every stage of the admissions funnel. These features, along with its effective functionality for managing admissions operations, results in an easy-to-use single solution for managing the entire recruiting and admissions cycle. Ellucian CRM Recruit—the right choice for helping you manage your recruiting efforts.

### The Ellucian CRM Recruit difference:

- ✓ Target and personalize multi-channel communications to prospective students
- ✓ Present a consistent public face to prospects
- ✓ Design, launch, and track targeted email campaigns with high deliverability and email whitelisting capabilities
- ✓ Integrate existing campus systems for student information and financial aid
- ✓ Track performance to drive results with flexible reporting and customizable dashboards
- ✓ Improve efficiency and manage costs, including tracking ROI on admissions events and travel
- ✓ Leverage your existing investment through integration with Banner® by Ellucian or Colleague® by Ellucian

**ellucian.**

#### 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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