



## Ellucian Recruiter™ Analytics

### GAIN DEEPER ANALYTICAL INSIGHT INTO YOUR RECRUITING PROCESSES

Faced with time-strapped admissions offices and shrinking budgets, you want to make sure that your institution can maintain and grow its enrollment rates. And that every dollar spent on admissions goes to the most appropriate initiative or program. Information is the key.

But getting the accurate and up-to-date data that is central to reporting and decision making poses challenges. Culling together disparate datasets or keying data into multiple spreadsheets is time-consuming, costly, and can lead to inaccuracies. Some campuses are unable to provide departmental-wide access to the information users need to make strategic decisions.

Ellucian Recruiter Analytics provides deeper analytical insight to admissions professionals, helping them to target best-fit students and proactively manage their enrollment funnels. This insight helps reduce both the cost to recruit a student as well as the burden on limited IT and admissions resources.

---

### MAKE DATA-DRIVEN DECISIONS

Ellucian Recruiter Analytics enables admissions professionals to answer key business questions such as:

- What inquiry sources or events are the most effective?
- Which high school visits are influencing enrollment yields?
- How many contacts are needed to enroll a student?

This powerful solution provides seamless integration between information in Ellucian Recruiter and Colleague® by Ellucian through prepackaged data models and reports filled with valuable insight. The result is a 360-degree view of your students that helps you identify, recruit, and admit students better and faster.

Fluctuating enrollment and high school graduation rates mean that competition for best-fit students has never been greater in higher education institutions. Those states that do see an increase in graduates will be faced with a population of lower-income, first-generation college students that may not be ready for a rigorous college preparatory curriculum. For institutions with flat-lined enrollments, admissions professionals must ensure that the students they recruit are capable of graduating. And, for the institutions with bursting enrollments, admission professionals must understand the characteristics of incoming classes to help departments and programs better plan and prioritize their limited resources.

## TARGET BEST-FIT STUDENTS

Recruiter Analytics helps you focus on the key characteristics that are important to shaping your incoming class and track your progress against goals. Understanding where your funnel is performing, or under-performing, helps you develop targeted, more effective, and successful campaigns. Recruiter Analytics helps identify different student cohorts by delivering demographic data about them so you can understand what information they want, how they want it delivered, and who influences them. That's valuable information that opens the door to authentic conversations with students you haven't talked to before.

## MANAGE ENROLLMENT FUNNELS

With Recruiter Analytics, you can track key funnel metrics such as acceptance rate, prospect-to-acceptance rate, prospect-to-enroll rate, and acceptance-to-enroll rate and then easily analyze these rates by GPA, test scores, gender, ethnicity, age band, high school, former institution, financial aid need, list source, and more. If you want to know when you are ahead or behind compared to past performance, Recruiter Analytics can help you view your applicant counts by month and compare those counts from the prior three terms. Want to know more? Use Recruiter Analytics to analyze financial aid data from Colleague with Recruitment Funnel data from Recruiter to help determine how meeting the percentage of financial aid need for students is influencing enrollment yields.

## ACCESS ACCURATE INFORMATION

Recruiter Analytics comes packaged with a predefined data model which includes hundreds of dimensional attributes and measures that can be used to create a variety of analytical reports including:

- Applicant month-over-month comparison
- Enrollment funnel by financial aid award
- Enrollment funnel by events attended
- Enrollment funnel by Recruiter

## LOWER STUDENT RECRUITING COSTS

With Recruiter Analytics, you can analyze which tactics result in the most applicants. If an video game tournament at the college fair is unsuccessful, you can switch to an on-site or virtual event to save costs or cancel it entirely. This tool can also help you see which prospect sources ultimately lead to the most applicants. For example, if an expensive list is only converting a couple of prospects, it may be time to invest your marketing budget elsewhere.

## REDUCE BURDEN ON IT AND ADMISSIONS STAFF

Recruiter Analytics reduces the total cost of ownership and the burden on admissions and IT resources by providing out-of-the-box report templates, analytical data models, data integration, and targeted services. Because this solution can be used today and is built on a platform that can be extended over time, Recruiter Analytics saves institutions hundreds of hours in development time.



## 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 futures through learning.

To learn more, visit [www.ellucian.com/recruiter-analytics](http://www.ellucian.com/recruiter-analytics)

# ellucian™