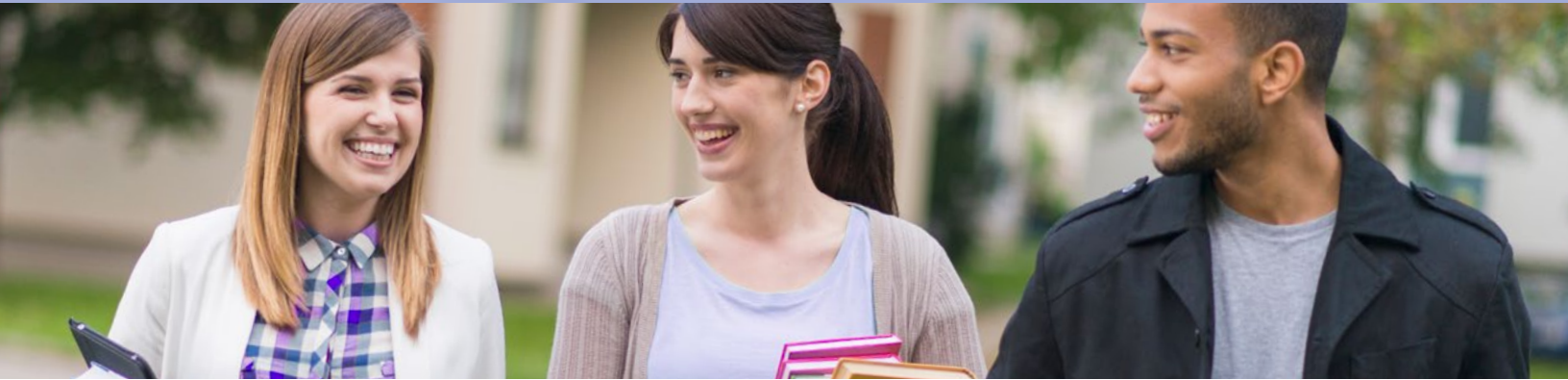# Banner® Recruiting and Admissions Performance

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 enrolment targets.

Shifting demographics. Fewer resources. Increased competition. In order to really make significant improvements in their programmes, 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 programme 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 enrolment targets. 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 programmes 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 prioritise best strategies for recruiting campaigns

- Increase the pool of qualified and desired candidates

- Improve enrolment outcomes and financial aid decisions

See across the entire recruiting and admissions lifecycle

Banner Recruiting and Admissions Performance delivers more than 100 easily customised reports, dashboards and scorecards for analysing enrolment trends, managing enrolment funnels and analysing the effect of financial aid on enrolments. With more than 200 recruiting and admissions metrics and 900 prospective student and organisational attributes, your staff can access and analyse 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. 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.

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

✓ Optimise financial aid packages by analysing how financial aid awards effect prospective students

✓ Target individuals and groups to engage further by analysing incoming prospects

✓ Evaluate segments of enrolment funnel and compare progress to goals and historical trends

✓ Identify prospects for financial aid programmes and evaluate financial aid needs across applicant pool

✓ Share current recruiting, admissions and enrolment data with all stakeholders

Empower your recruiting, admissions and financial aid professionals

Role-based recruiting and admissions dashboards and reports provide personalised views of progress and targets so that staff can easily access the information they need. 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. 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. Analyse recruiting and admissions trends over time and perform year-over-year and point-in-time comparisons. Segment, track and analyse the enrolment 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 analyse your admissions funnel and other enrolment 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. This information is integrated with other recruiting and admissions metrics, your institution can analyse how financial aid affects enrolment patterns, how well you are utilising 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 behaviours 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 enrolment strategy, objectives and performance across the institution. Dashboards and scorecards also deliver information that helps recruiting, financial aid and admissions leaders identify and prioritise new opportunities.

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

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To learn more, please visit www.ellucian.com/emea-ap.