Ellucian CRM Advise

Proactively engage today's students with the right support, at the right time

Coordinated engagement strategies help you create institution-wide campaigns that help your students stay enrolled and graduate. Tailored communications and shared information help you foster meaningful dialogue with students at every point along their academic journey. Early warning alerts let you know when students are struggling so you intervene appropriately before students fall behind. Powerful analytics help you benchmark progress and improve retention strategies over time.

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

"Ellucian CRM Advise helps our counselors, our faculty and staff to communicate with our students very effectively. From before they enter class, until they leave, we want those students to be able to understand if they are going off track in any way."

DALE NESBARY
President, Muskegon Community College

Ellucian CRM Advise

- Provides the personalised, mobile engagement that today's students expect
- Gives student success teams the reporting and data insights needed to effectively interact with students
- Reduces manual processes and streamlines alerts to identify the most at-risk students and those who have not yet reached that status
- Ensures scalable tools for pathways to degree completion and the lifelong affinity to your institution

Capabilities

Personalised student engagement

Reach students proactively with the right message, through the channels they prefer. Tailor communications and outreach to target their interests and engage quickly and efficiently, to ensure you remain top-of-mind in their consideration.

Coordinated and holistic student support

Every function, from advising and academic affairs to financial aid and residential life, plays a role in student success. Ensure all these departments and communications to your students are captured in a single view, allowing each team awareness into the holistic view of the student and the engagements that have taken place.

Early detection and intervention

Identify student challenges early and take swift action through automated tools, risk analysis, and configurable dashboards and workflows. Detect when students are at risk and trigger the appropriate response or action plan to move them back towards success.

Data-driven performance results

Configure institution-specific success plans, algorithms, performance indicators, dashboards and reports to help your institution make real-time informed decisions about student progress. See trends and progress over time—whether it's by a single course or the full program.

Chippewa Valley Technical College

Helping students before they even know they need help

"In order to meet the needs of our changing students' demographics, we really needed to have a single database system—a system that allowed us the opportunity to advise a student, help them navigate through the complex world of education, as well as really provide proactive student information when they need it, how they need it and at a time that works best for them," says Natalyn Marlaire, director of advising and services at Chippewa Valley Technical College.

260 hours
projected to be saved
this year by processing early alerts

1–2 clicks
to find student information
when it previously took 15–16 clicks on multiple systems and spreadsheets

35% higher
persistence rates for students
who were flagged as early alerts and engaged proactively

Learn more by visiting
ellucian.com/emea-ap/crm-advise

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