

@ellucian

## How will you use Ellucian CRM Recruit?

Here are a few ideas  
from your peers



## Today's prospective students are grappling with change and uncertainty that previous generations couldn't have imagined.

They long to sense that their future college understands their needs and is ready to respond in a personal way. Reaching them with traditional recruitment methods may no longer work because students expect an approach that fits with their life. At the same time, recruitment and enrollment officers need tools that can support this approach efficiently.

In the following three stories, you'll learn how institutions are using Ellucian CRM Recruit in innovative ways to build stronger ties with students that lead to successful recruitment and create a better student learning experience.

1

The University of  
North Alabama:  
**Record Enrollment  
Numbers**

2

Pacific University:  
**Better-Fit  
Applicants**

3

Heriot-Watt University:  
**24/7 Worldwide  
Application System**

# Streamlining Processes for a Better Experience

“

We wanted to expand and improve the way we communicated with students.

—**Nikki Michael**

Enrollment Marketing Manager at  
University of North Alabama

## The University of North Alabama

### CHALLENGE

To keep pace in an evolving environment and better reach today's prospects, the University of North Alabama (UNA) needed a comprehensive system that would streamline its recruitment, admissions, and enrollment management processes.





## SOLUTION

UNA implemented CRM Recruit to simplify and integrate processes. For example, campus tours and events are now fully integrated into a single system rather than operating separately, and the student-facing feature provides a self-service system for inquiries, event registration, and applications.



## RESULTS

With CRM Recruit in place, the institution improved its communication with prospects as they move through each stage of the recruitment process. Thanks to the integration features, the University can better track students' journeys, from application to enrollment.

Through the self-service system, students receive clear information and have more control over event registration, application requirements, and document management. In addition, the self-service capability increases efficiency for the enrollment team, enabling them to focus more on higher-level student services.

7,702



TOTAL  
ENROLLMENT

Since implementing CRM Recruit, UNA's total enrollment reached a record 7,702, the highest number in its 189-year history.

[Read the full case study](#)

# Creating a Truly Recruitment-Centric Experience

“Whenever someone expresses an interest in basketball with their application and they’re in the ‘admit’ status, we can inform the coach that there’s someone new for them to talk to... We do that for music, math, computer science, all the athletic teams, and other groups.

—**Steve Mason**

Former (retired) Enterprise System Manager  
at Pacific University

## Pacific University

### CHALLENGE

As a private institution serving approximately 3,500 students, Pacific University depends heavily on tuition. With an eye on the coming years, the institution opted to focus on recruitment and retention to target best-fit students and improve the student experience.





## SOLUTION

The University had been using Ellucian Colleague for some recruitment activities. After learning about CRM Recruit, they opted for this recruitment-centric system, which provided options for more personalized communication, tracking and insights, and efficiency.



## RESULTS

Targeting efforts based on specific demographics allow for a better connection with potential students. Automated features save the institution time and money, and reporting dashboards help drive strategic marketing decisions. With these capabilities, Pacific University's enrollment numbers have risen above competitors in its region. Best of all, the institution has created a technology foundation that fosters future growth.



We've been able to automate a lot of things that have, in the past, been fairly mundane tasks for somebody. Those changes allowed counselors and general admissions staff to focus on recruiting higher caliber students.

—Ryan Garcia

Director of Marketing and Admissions  
for Pacific University's College of Business

[Read the full case study](#)



# Offering a Fast, Reliable, International Application Process



“CRM Recruit stood out as being the most modern, effective application system we could find.”

—Paul Travill  
Academic Registrar at  
Herriot-Watt University

## Heriot-Watt University

### CHALLENGE

With campuses in Scotland, Dubai, and Malaysia, Heriot-Watt University sought a modern system that could provide a swift, standardized application process adaptable to the needs of students in each nation and accessible 24/7 from anywhere.





## SOLUTION

With CRM Recruit, Heriot-Watt University found a cloud-based solution that gives potential students and staff mobile access, a stable operating environment, and better data management.



## RESULTS

Processing applicants is now faster and more efficient, better serving both staff and prospective students. IT is relieved of the burden of fitting the downtime of software patches and updates into schedules that run six days per week, 18 hours per day, across the three countries. And the University can track and reach out to prospective students with unfinished applications to learn why and help them finish applying



It's completely changed the way we're able to do our admissions processes.

—Paul Travill

Academic Registrar at Herriot-Watt University

[View the full case study](#)



# Ellucian CRM Recruit: Increasing Efficiency and Making Crucial Connections

With so much change in the world of college recruitment, there is one certainty: Institutions need innovative strategies to make crucial connections with prospective students. You need a solution that can streamline processes and give you more time and tools to interact with prospective and enrolled students individually. With Ellucian CRM Recruit, you can increase your applications, help students on a one-on-one basis, and see improvements fast.

Learn more about the benefits and ROI you can receive from Ellucian CRM Recruit.

[Learn More](#)

