Ellucian CRM Recruit

Matching the expectations of today's prospective students

Student expectations have changed and the prospect landscape has shifted, creating new challenges in the drive to meet enrollment targets. Today more than ever, efficient admissions processes and personalized communications are critical to engaging and enrolling the right mix of students.

Ellucian CRM Recruit is a comprehensive solution that supports your entire recruiting and admissions lifecycle. Thanks to automated processes and powerful tools for reporting and measurement, CRM Recruit lets you streamline and improve your prospect outreach and deliver the tailored digital experiences that today's students expect.

Ellucian CRM Recruit:

- Delivers the personalized, self-driven application experience today's prospects want and expect

- Gives admissions and enrollment teams the reporting and data insights needed to effectively target the most qualified prospects

- Provides scalable tools that help students reach their goals and develop a lifelong affinity to your institution

- Reduces manual processes and streamlines decision-making abilities

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

PAUL TRAVILL
Academic Registrar,
Heriot-Watt University

Capabilities

Personalized prospect engagement
Reach best-fit prospects quickly and efficiently with the right messages using the channels students prefer. Tailor communications and outreach to match their interests and keep your prospects' attention focused on your institution.

Automated workflows and decision processes
Help your recruiters efficiently manage and prioritize their prospect outreach with automated processes and configurable workflows. Automate decision communications and reduce the time required to review applications.

Cloud-based and tailored access for all users
Configure role-based dashboards and reports to each user's needs, allowing them to engage with best-fit student populations and view progress at each stage of the recruitment and admissions funnels.

Data-driven performance results
Monitor application performance in real time so you can adjust campaign tactics and targeting to reach your enrollment goals.

Best-of-breed data integration
Real-time, out-of-the-box data integration with Ellucian ERPs can be configured to fit unique institutional workflows and departmental business processes.

Improving student engagement and enrollment
How are colleges using CRM Recruit to improve their prospect outreach?

Cuyahoga Community College
Using application deferment options and automated decisions, Cuyahoga Community College's enrollment team gained significant time savings. They used to need over a week to process an application but can now do so in just 1–2 days.

> The recruiters like the decision letter from the prospect experience, and the ability to create financial aid funding letters. That is a big win."
>
> **BONNIE GUYER,**
> Director of ERP Management, Cuyahoga Community College

University of the Incarnate Word
For the first time, University of the Incarnate Word has multiple admissions offices using the same system for recruiting and enrollment, which also integrates with UIW's enterprise resource planning system (ERP). This has sped up processing time considerably, as applications from every program flow easily into the ERP after completion.

> We can easily configure applications to meet the different needs of our traditional, adult, and international programs."
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> **JULIE H. WEBER,**
> Director of Marketing and Recruitment, Extended Academic Programs, University of the Incarnate Word

Learn more by visiting
ellucian.com/CRM-Recruit

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Ellucian is the world's leading provider of software and services that power the essential work of colleges and universities. More than 2,500 institutions in 50+ countries rely on Ellucian to enhance operations and enrich the student experience for nearly 20 million students.

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