

MBUG 2013

Session Title: Ellucian Recruiter

Presented By: Jennifer Taylor

Institution: Ellucian

September 17, 2013



Session Rules of Etiquette

- Please turn off your cell phone
- If you must leave the session early, please do so discreetly
- Please avoid side conversation during the session

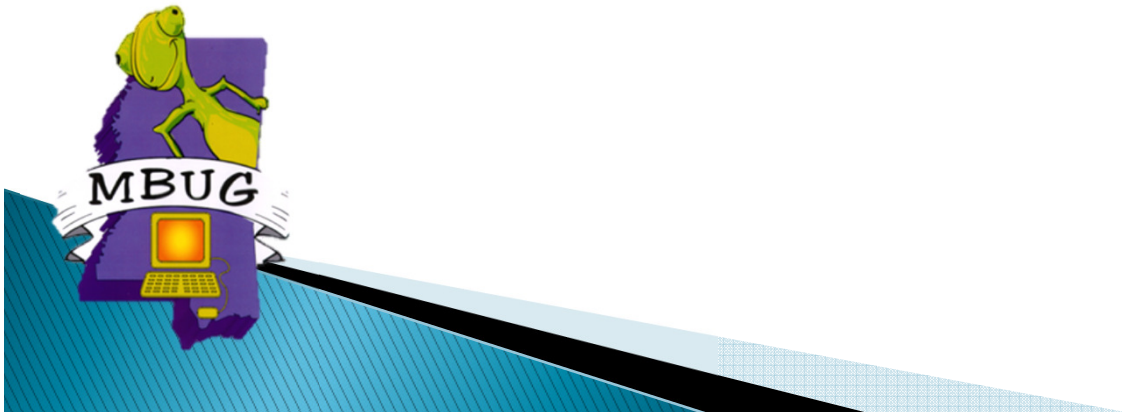




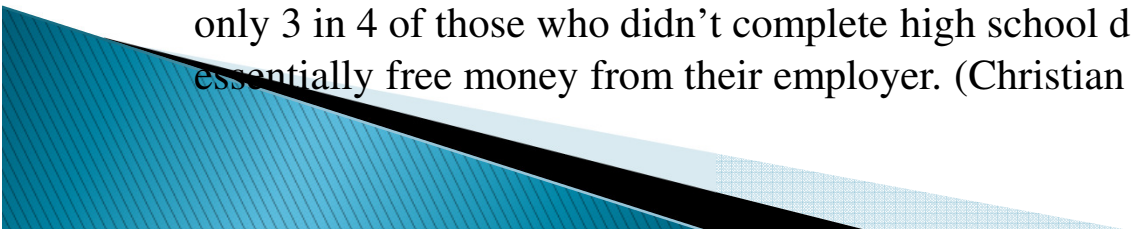
Photo 11.com



MBUG



Fighting the Fire . . .

- ▶ **\$21,900** -- The median earnings of bachelor's degree recipients working full-time year-round in 2008 were \$55,700. That's **\$21,900** more than what individuals with only a high school diploma earned. (2010 Educations Pays report from the College Board)
 - ▶ **9%** -- Smoking rate of college graduates compared to . . .
 - ▶ **27%** -- Smoking rate of high school graduates (The Christian Science Monitor)
 - ▶ **3x** - High school graduates are three times more likely to live in poverty than college graduates, and **eight times** more likely to depend on public assistance programs. (Christian Science Monitor)
 - ▶ **\$48,600** -- Amount of money society saves, over a lifetime, for every female high school student who goes on to attend college.
 - ▶ **\$294,000** – Amount of money society saves, over a lifetime, for every African-American male who goes on to finish college instead of dropping out of high school, society saves (Christian Science Monitor)
 - ▶ **50%** - High school graduates have employer-provided health insurance or pension plans, compared to . . .
 - ▶ **Almost 70%** percent of college graduates. (Christian Science Monitor)
 - ▶ **93%** of college grads participate in employer-matching pension plans if they're available, only 3 in 4 of those who didn't complete high school do, meaning that 1 in 4 pass up essentially free money from their employer. (Christian Science Monitor)
- 

With Recruiter CRM . . .



Engage
Prospects

Expedite
Application

Enhance
Communications

With Recruiter CRM . . .

Measure Goals &
Outcomes

Achieve
Efficiencies

Optimize
Resources



Optimizing the Prospect Experience



Analyzing Data



Managing Prospects & Applicants



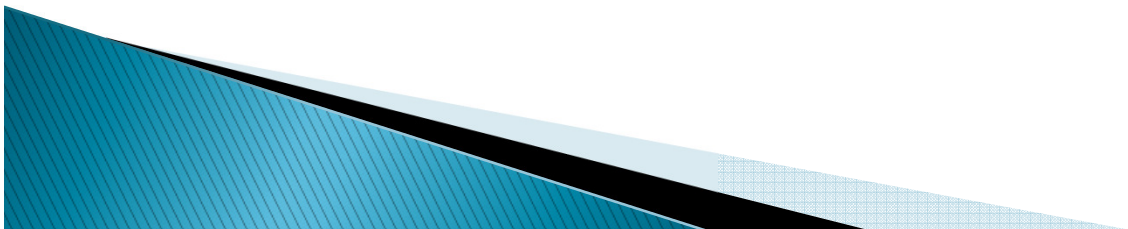
Tracking Travel & Events (ROI)



Marketing Effectively



Optimizing the Prospect Experience



Optimizing the Prospect Experience



**Flexible, Contextual,
Responsive-Design Capable
Online Forms**

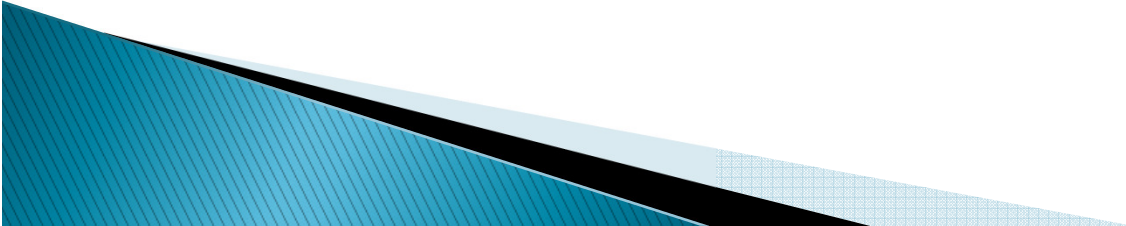
**Personalized Prospect
Experience**

**Unlimited (at no cost), User-
Controlled Applications**

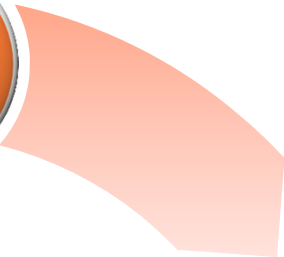
Optimizing the
Prospect
Experience



Analyzing Data

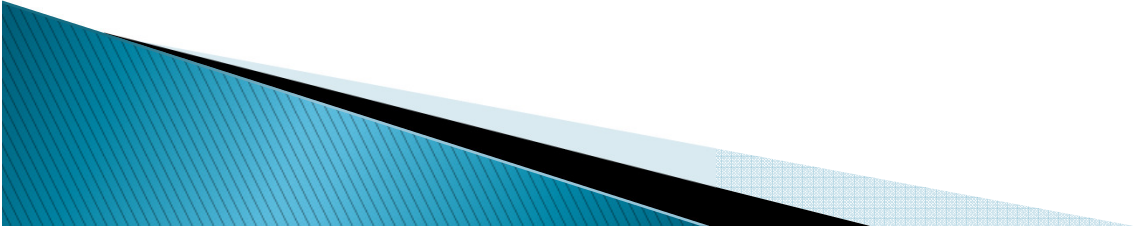


Optimizing the Prospect Experience

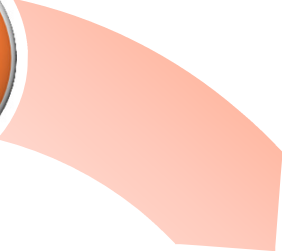


Analyzing Data

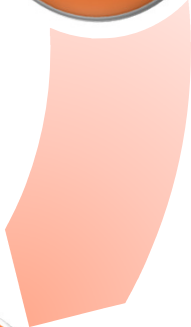
- Delivered, “drillable”, configurable Dashboards
- 100+ Delivered reports; Unlimited number user-defined
- AUTONOMY!**



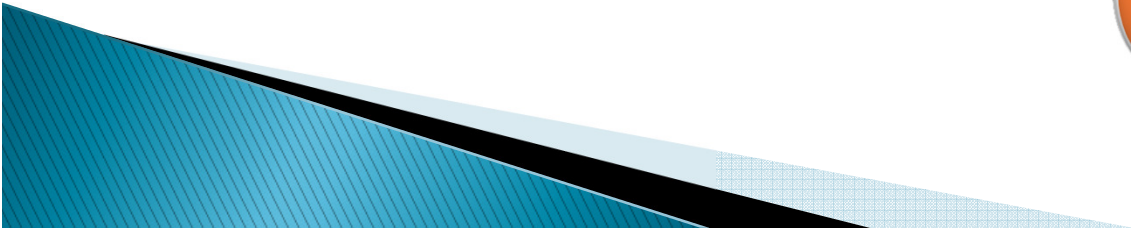
Optimizing the
Prospect
Experience



Analyzing Data



Managing
Prospects &
Applicants



Optimizing the Prospect Experience

1

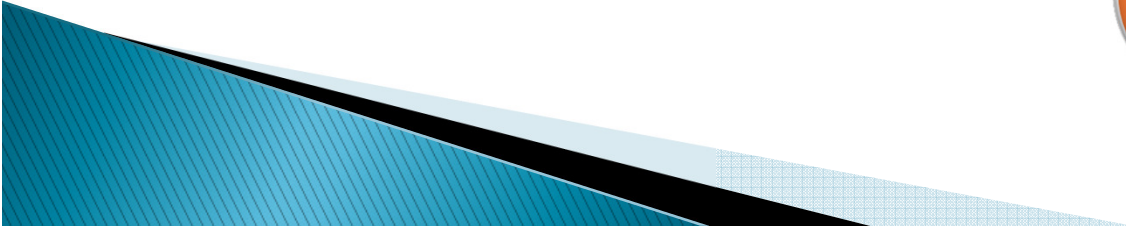
- Relational data; Ability to add data fields and define data forms
- Built-in Predictive Modeling
- Detailed Communication History, including email click-throughs
- Integrated with Outlook (email, tasks, calendar)
- Application Review Process

2

Analyzing Data

3

Managing Prospects & Applicants



Optimizing the Prospect Experience



Analyzing Data



Managing Prospects & Applicants



Tracking Travel & Events (ROI)

Optimizing the Prospect Experience



- Plan Travel and Track ROI
- Manage Events and Track ROI (Institution Event History)
- Target Events to Select Populations



Analyzing Data



Managing Prospects & Applicants



Tracking Travel & Events (ROI)

Optimizing the Prospect Experience



Analyzing Data



Managing Prospects & Applicants



Tracking Travel & Events (ROI)



Marketing Effectively



Optimizing the Prospect Experience



Analyzing Data



Managing Prospects & Applicants

- Flexible, Multi-Modal Campaigns
- Geo-Radius Targeting
- White-Listed Email Delivery with Click-Through Tracking
- Dynamic & Static Marketing Lists



Tracking Travel & Events (ROI)



Marketing Effectively

Optimizing the Prospect Experience



Analyzing Data



Managing Prospects & Applicants



Tracking Travel & Events (ROI)



Marketing Effectively

Recruiter for You!



Comprehensive, full-featured CRM (Constituent Relationship Management)

- ▶ Personalized Prospect Web Experience
 - Dynamic forms
 - Online events
 - Address Cleansing & Verification
- ▶ Detailed Prospect Tracking
 - E-Mail Click-Through
 - Predictive Modeling
 - Organization relationships
- ▶ Multi-Modal Campaigns
 - Contextual, white-listed emails and statistics
 - Geo-Radius Marketing
 - Phone Outreach & Call Scripting

Recruiter for You!



Comprehensive, full-featured CRM

- ▶ **Powerful Communications Management**
 - Automated, Rules Based
 - User-Friendly
 - Integrated with Microsoft (Word, Outlook)
- ▶ **Travel & Events Module**
 - See ROI (Return On Investment)
 - Public & “Private” Events
 - Mobile-Enabled
- ▶ **Flexible, Powerful Metrics & Reporting**
 - Delivered & User-Built Dashboards
 - 100+ Reports Provided
 - Native Integration with Excel

Y1 RESULTS

We were actually 12% over our enrollment goal. We attribute that success strictly to Recruiter.



We process 2,700 applications annually, and before they all had to be manually entered. Now, 90 percent of our applications are received online and flow directly into Ellucian Recruiter



We saw a 16% increase in campus visits and a 29% increase in participation at a major scholarship ever



TRANSLYVANIA UNIVERSITY
FOUNDED 1780

We achieved a 34% cost reduction in our student search costs. Instead of paying outside vendors, we can much more easily manage our own communications to prospective students



We are able to substantially increase the volume and quality of communications, we've gone from having five touch points with a prospect to 15 or 20, without adding staff



September 19, 2013

Meet Your Goals...

Recruiting

- 4 People & Organizations
 - Recruiting Home
 - Suspects
 - Prospects
 - Organizations
 - Other Contacts
 - Prospect Plus
- 4 Recruiting Reports
 - Suspect Reports
 - Prospect Reports
 - Organization Reports
 - Territory and Goal Repo...
 - All Reports
- 4 Territories & Goals
 - Territories
 - Enrollment Goals
- 4 Recruiting Settings
 - Organization Types
 - Institution Types
 - Recruiting Periods
 - Recruiting Teams
 - Academic Terms

Workplace

Recruiting

Enrollment Goals
Re-Calculate Set as Default

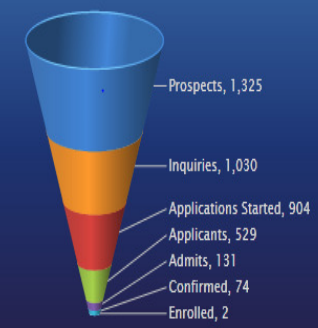
Recruiter: Jennifer Taylor, Sumi Yourtee, Kim Fisher, ...
 Territory: Southeast, Northeast, Midwest, West, Inter...

Team:
Undergraduate

Territory Filter:

- Southeast
- Northeast
- Midwest
- West
- International

Cumulative Funnel Statuses



Prospects, 1,325

Inquiries, 1,030

Applications Started, 904

Applicants, 529


Admits, 131

Confirmed, 74

Enrolled, 2

[Show Applicants Chart.](#)

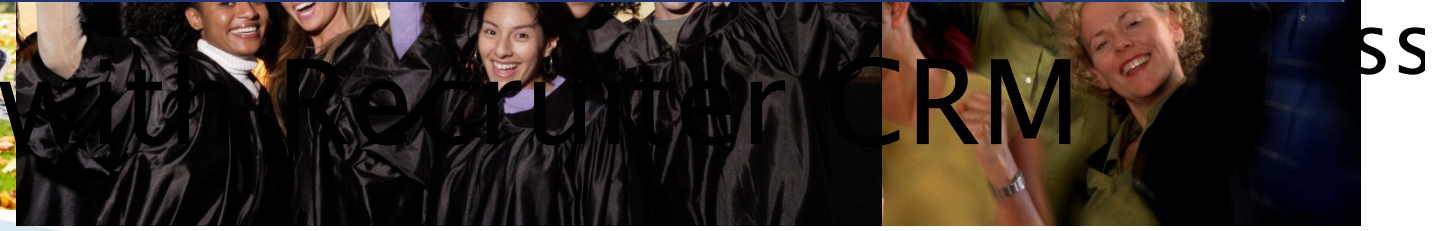
Current Statuses



- Prospects, 294 (22.19%)
- Inquiries, 127 (9.58%)
- Applications Started, 241 (18.19%)
- Applicants, 532 (40.15%)
- Admits, 56 (4.23%)
- Confirmed, 73 (5.51%)
- Enrolled, 2 (0.15%)

| Actual / Goals | | | | | | | | | | |
|----------------|-----------|-----------|----------------------|------------------------|------------------------|---------------------------|--------|-----------|----------|--|
| Name | Prospects | Inquiries | Applications Started | Applications Submitted | Applications Completed | Applications Moved to ERP | Admits | Confirmed | Enrolled | |
| Southeast | 277/375 | 205/375 | 176/303 | 108/227 | 66/170 | 36/84 | 25/84 | 14/71 | 0/71 | |
| Northeast | 282/400 | 228/400 | 187/324 | 141/243 | 72/182 | 37/91 | 24/91 | 16/77 | 0/77 | |
| Midwest | 262/375 | 206/375 | 182/303 | 101/227 | 68/170 | 40/84 | 29/84 | 15/71 | 1/71 | |
| West | 318/450 | 252/450 | 221/364 | 126/273 | 82/204 | 46/102 | 33/102 | 18/87 | 0/87 | |
| International | 186/250 | 139/250 | 138/202 | 53/91 | 28/68 | 24/57 | 20/57 | 11/47 | 1/47 | |

Fit



SS

2013 Release Plans

- ▶ Recruiter 3.1 (September 2013)
 - Updates to the Common Application file import tools.
- ▶ Recruiter 3.5 (December 2013)
 - Support for Letters of Recommendation
 - Extended ERP Integration
 - Based on client feedback from version 1 (still being defined).
 - Ability to send test scores to Banner.
 - Ability to receive Financial Aid Information from Banner to Recruiter, with granular control over what specific information is shared.
 - Additional web services (TBD).
 - Support for integration between Recruiter and MED'ed Banner environments.
 - Enhanced Event Management
 - Additional Authentication Options



Full, updated roadmaps will be published to the Ellucian website in October.