



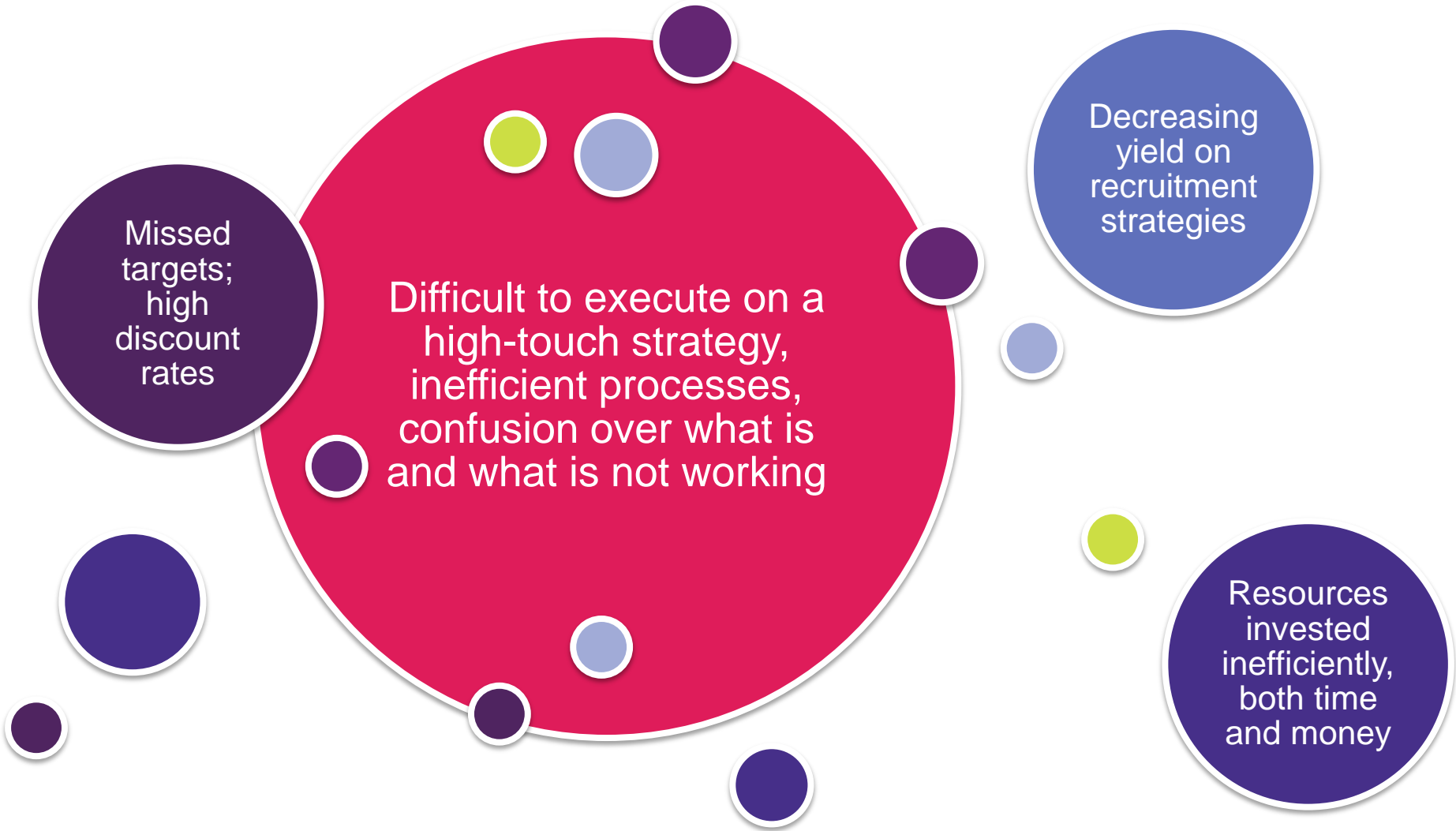
Addressing the needs of recruiting and admissions

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Today



Difficult to execute on a high-touch strategy, inefficient processes, confusion over what is and what is not working

Missed targets; high discount rates

Decreasing yield on recruitment strategies

Resources invested inefficiently, both time and money

Tomorrow

Personalized
campaigns

Gain efficiencies
in business
processes & use
of staff time

Meaningful
information
available in real
time

Meet enrollment
goals



Ellucian Recruiter is a comprehensive solution that supports the entire recruiting and admissions lifecycle.

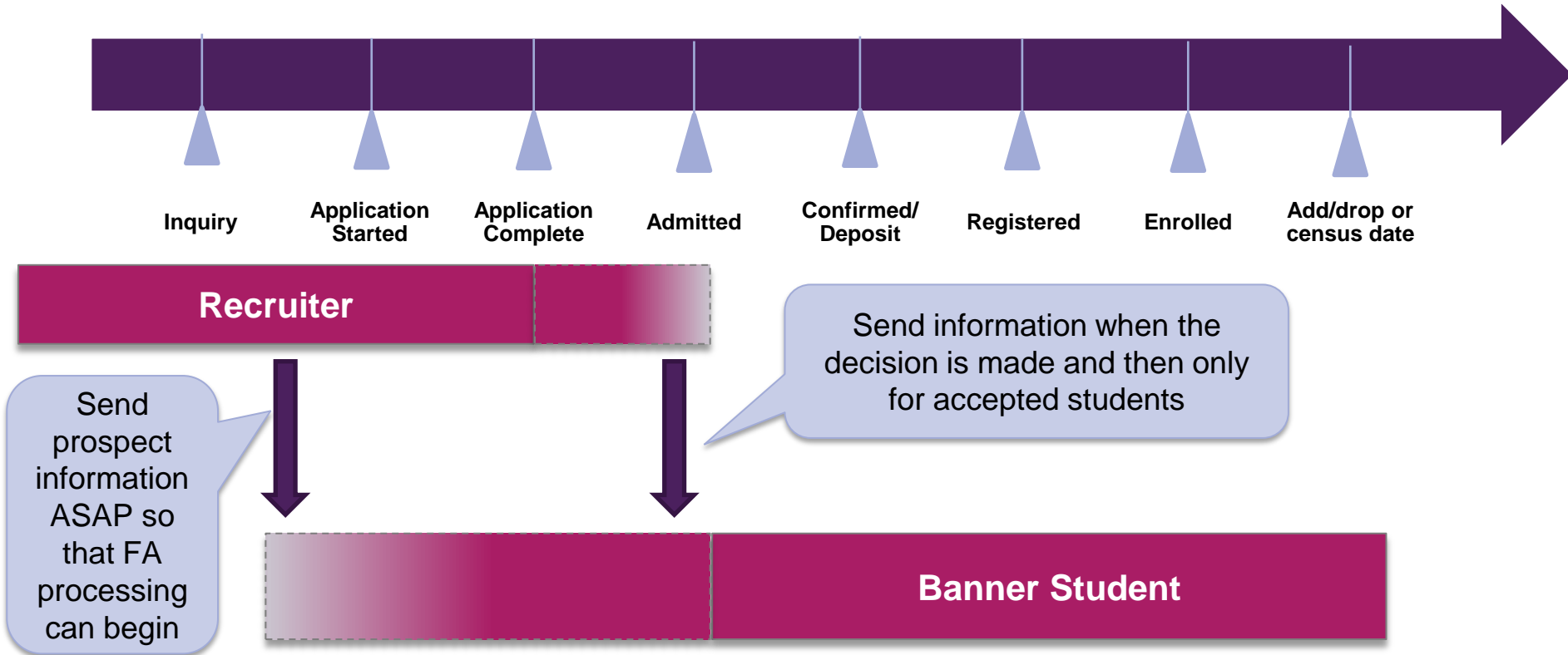


How?

It streamlines admissions operations while providing an engaging, personalized web experience for prospective students.



Integration: Recruiter & Banner → Flexible



Recruiter provides triggers for sending data automatically that can be configured on or off. Information can also be sent manually for individual items or groups of items. Many transactions can also be called from Recruiter workflows.

We will see...

Management personas:
Executive, Director

Future student persona

Counselor persona

Communications expert
persona



We will see...

Management
personas

Access role-based dashboards

Interact with dashboards to manage processes, gauge activity
& identify trends

Future student
persona

Counselor
persona

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to
measure progress

Future student
persona

Counselor
persona

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to
measure progress

Future student
persona

Inquire and apply

Event search and register

Counselor
persona

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to
measure progress

Future student
persona

Easy to use; easy to see what's next

Personalized and dynamic

Counselor
persona

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to
measure progress

Future student
persona

Easy to use; easy to see what's next

Personalized and dynamic

Counselor
persona

Access territory dashboard

Work tasks, access lists and review future student record

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to
measure progress

Future student
persona

Easy to use; easy to see what's next

Personalized and dynamic

Counselor
persona

Relevant data at your fingertips

Clear view of touch points and progress; easy to prioritize
efforts

Communications
expert persona

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to measure progress

Future student
persona

Easy to use; easy to see what's next

Personalized and dynamic

Counselor
persona

Relevant data at your fingertips

Clear view of touch points and progress; easy to prioritize efforts

Communications
expert persona

Assess performance of marketing send

Review date-driven campaigns and measure impact on yield

We will see...

Management
personas

Relevant data at your fingertips

Immediate visibility; immediate action; instant ability to measure progress

Future student
persona

Easy to use; easy to see what's next

Personalized and dynamic

Counselor
persona

Relevant data at your fingertips

Clear view of touch points and progress; easy to prioritize efforts

Communications
expert persona

Easily assess if you're reaching your audience

Instant ability to gauge impact; data to drive future outreach

Why Ellucian Recruiter?

Personalized
campaigns

Gain efficiencies

Meaningful
information
available in real
time

Meet enrollment
goals

Able to track & target key influencers, manage travel, gauge email marketing performance.

With one instance of solution, able to support multiple segments of the institution.

Ellucian has more than 40 years of dedicated experience serving the higher education marketplace; nearly 2,800 employees worldwide 100% dedicated to higher ed.



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