

# CampusVue Student Recruiting & Admissions

CAMPUS<sup>SM</sup>  
MANAGEMENT



“ The automation and ease of tracking admissions activities allow me to focus on my job of recruiting students. ”

Omar Habayeb  
Associate Director of Admissions  
Harrison College

## CampusVue Student

CampusVue<sup>®</sup> Student is the leading student information system for today's institutions of higher learning. Administrators and faculty leverage centralized data and automated workflows to improve recruiting, retention, academic delivery, and student services, while business officers gain a 360° view of campus operations for strategic analysis. The integrated product suite is designed to streamline and speed administrative tasks and offers modules for recruiting and admissions, academic records, financial aid automation, student accounts, housing management, career services, and reporting.

## Achieve Recruiting and Admissions Goals

The Recruiting & Admissions module within CampusVue Student automatically captures and routes incoming candidate information to your designated admissions staff, ensuring better closed-loop management of valuable student leads. The module integrates common workflows between the two functions and enables institutions to tailor interaction with prospective students as their statuses evolve, from first contact through matriculation. What's more, the module automates what used to be manual and paper-intensive processes for applying and enrolling, dramatically improving the speed and quality of service for students and staff.

# CampusVue Student Recruiting & Admissions

## Close the Loop Between Recruiting and Admissions

CampusVue Recruiting & Admissions writes to a single database, centralizing how the admissions office will capture and manage prospective students while providing a complete view of progress at every step of the recruiting and admissions process.

- Centralize and automate the application and enrollment process
- Attract high caliber students with better, faster service
- Capture and route incoming candidate data to admissions staff quickly and easily
- Ensure better closed-loop management of valuable student leads
- Record, track, and report expenses against specific campaigns to analyze effectiveness
- Determine cost-per-lead, cost-per-interview, and cost-per-start
- Improve management of high school prospects and contacts
- Reassign leads to multiple campuses and admissions representatives
- Export calendar activities to Microsoft® Outlook
- De-duplicate lists automatically

## Add CampusLink e-Leads to Import Candidate Information from Electronic Sources

With CampusLink<sup>SM</sup> e-Leads, you can import leads from electronic sources outside of the student information system, including Websites. This streamlines data management and reduces manual entry—and missed opportunities. You can also use a simple wizard to quickly re-assign, maintain, and track prospective students and applicants.

- Instantly upload, de-duplicate and sort all your Web-based prospects
- Automate assignments in CampusVue Student to speed response by phone, email, or SMS text
- Validate prospect data from virtually every source for better quality
- Eliminate wasteful manual efforts, consolidate reports on vendor effectiveness

## About Campus Management Corp.

More than 1700 colleges, universities, foundations, and nonprofit organizations worldwide rely on Campus Management Corp<sup>®</sup> for efficient, scalable, and flexible enterprise software products and services. The company's CampusVue Ecosystem is a fully integrated, centralized administrative and e-Learning platform that unifies services, academic delivery, administrative management, and reporting for a full range of public, private, and proprietary postsecondary institutions. The platform connects multiple sites and catalogs, enables flexible terms and multiple enrollments, and integrates economically to other leading applications, including software for Constituent Relationship Management (CRM), and learning management systems such as Blackboard<sup>®</sup> and Moodle<sup>®</sup>. Clients include Mercer University, Baker University, National University, Indiana University, and Kaplan University.

CampusLink e-Leads is part of an extensive suite of APIs that extends the capabilities of the CampusVue<sup>®</sup> Ecosystem and allows you to build new online services that are tightly integrated to your core systems.

## Automate and Streamline the Enrollment Process

CampusVue Recruiting & Admissions lets you streamline complex enrollment tasks by predefining enrollment restrictions and prerequisites. Now you can plan and track admissions, process more applications without adding more staff, and manage multiple enrollments with ease.

## Optimize Recruiting with Advanced CRM

Optimize the power of the recruiting and admissions module with the most recognized Constituent Relationship Management (CRM) platform for higher education, Talisma CRM. Talisma CRM helps improve recruiting and retention by personalizing and automating communications, including phone, email, chat, SMS text messaging, and print. Beyond mere messaging, though, Talisma CRM also offers a broad range of features for staging and measuring the effectiveness of your campaigns and events, while empowering constituents with easy-to-use online services. Turn prospect data into strategic advantage with dynamic communications, campaigns, analytics, and help-desk functionality.

## The CampusVue Ecosystem Unites Academics and Administration

- Student information system for integrating departments and workflows
- Moodle-based e-Learning for online and blended academic delivery
- Self-service Web portals for students, faculty, administrators, advisors, and employers
- Finance, HR & payroll for fund and net asset accounting and employee self-service
- Performance analytics for a 360° view of multi-campus operations
- CRM solutions for strategic enrollment management, e-advising, and alumni relations
- Fundraising solutions for advancement and foundation programs



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