Strengthen Engagement and Enrollment

A connected approach to unite your recruitment & admissions team around prospective students with Education Cloud
Introduction

Even before the pandemic, admissions teams were facing increased competition to find prospective students for their institutions. With the uncertain future of campus-life, that competition has increased. Now more than ever, prospective students require a fully connected journey from prospect to enrollment.

Education Cloud for Recruitment and Admissions gives your team the tools needed to effectively attract and engage prospective students throughout the enrollment funnel, helping students feel a sense of belonging at each step. With a full-lifecycle CRM for recruitment and admissions, your team can increase personalization and support, improve the admissions decisioning process, and leverage data as a foundation for future student success.

Let's look at a connected Recruitment and Admissions experience
Creating meaningful and connected experiences with prospective students is essential. Now you have the tools you need to engage prospective students on the channels they prefer, before you even meet them. Listen to what prospective students are saying on social media, and discover more about their interests as they interact with your website. Build personalized, relevant journeys that guide prospective students across channels, including email, advertising, SMS, and social.

53% of NACAC survey respondents reported expecting the pandemic to cause a substantial impact on their prospect pool*
Take Action with Real-Time Insights

Monitor how you’re doing against yield metrics and empower recruiters to proactively engage in real time, including leveraging AI to help prioritize next steps. View a high-level dashboard showing your current enrollment funnel to see if you’re on track compared to previous years, and provide reports to staff and stakeholders with ease. Put predictive modeling, automated scoring, and AI-enabled engagement capabilities in the palm of your hand.

Mobilize Recruitment from Anywhere

Recruiters update a prospect’s file, make notes for financial aid, take application information on-the-spot – all while they’re on the go. Respond to prospective student needs faster by giving every member of the team immediate access to the information they need, whether they are at home, in the office, or on the road.
Support Applicants and Streamline Decisioning with Admissions Connect

Imagine all of your prospective student and application data available in one place, anytime, anywhere. No more moving applicant data between multiple systems to get your job done. Free up time to build relationships and drive application completion.

Admissions Connect, a purpose-built product for admissions, enables efficient decisioning and application management with a rich application reader experience. Form data and documents appear in an innovative endless-scrolling reader, giving reviewers a complete and accessible view of their applicant. Within a reviewer community, empower collaborative application review that supports dynamic feedback and document verification.
Keep Admitted Students Engaged

Proactive engagement doesn't stop with acceptance. Institutions must continue nurturing admitted students to ensure they show up ready to succeed on Day 1. With Advisor Link Success Plan Templates, provide incoming students with a proactive and trackable onboarding process to optimize yield management and mitigate summer melt. Keep incoming students engaged with personalized timelines with key deadlines, and serve up customized onboarding content 24/7 with chat bots, live chat, and interactive communities.
Developed in collaboration with our education partners and customer community, the Education Data Architecture (EDA) is a flexible data architecture designed to configure Salesforce for education. EDA continues to grow as a standardized and dependable framework for lifelong learning, including recruitment and admissions objects for the application, education history, and test scores.

Because it’s a flexible platform, Education Cloud can easily be tailored to the needs of your institution with integrations to your SIS, LMS, and financial aid systems as well as integrations with higher ed specific apps from our partner ecosystem on the Salesforce AppExchange.

Leverage a Data Architecture and Platform for the Unique Needs of Recruitment & Admissions

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Join an Ecosystem of Innovation

Recruitment and Admissions is evolving -- and fast. New technologies and channels are arising to meet prospective students were they are and to help your team work more efficiently. Good partners help you adapt fast and offer your prospective students a highly personalized experience, from events management to application forms.

Education Cloud is uniquely positioned to help you adapt to your evolving needs thanks to the AppExchange. AppExchange is a fast and easy way to extend Salesforce, including thousands of solutions that install in just a few clicks. By getting access to world-class expert partners, you can find more success as an organization and continue to improve and build on an industry-standard architecture.
University of Wisconsin-Madison

University of Wisconsin-Madison leveraged the flexibility of Education Cloud to address the distinct recruitment and admissions needs of two different areas of the university resulting in a 10% year-over-year enrollment growth in first-year classes.

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Learn more about Education Cloud for Recruitment & Admissions

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