



# Education Cloud for Recruitment & Admissions

Provide a connected journey for prospective students and families.

## Explore the key features for Recruitment & Admissions.

Powered by the #1 CRM, Education Cloud accelerates time to value for institutions of **all sizes** and makes it easier to create **personalized** recruitment and admissions experiences.

### 1 Personalized Prospect Engagement

Automation and intelligence help build trusted relationships from the first interaction.

### 2 Pre-Built Templates and Workflows

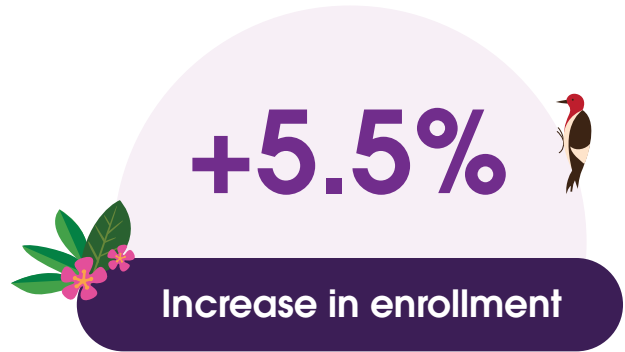
Get started fast with out-of-the-box capabilities for recruitment and admissions.

### 3 Single View of Prospect Data and Insights

Take action in one place with purpose-built workspaces for recruiters, admissions officers, and leaders.

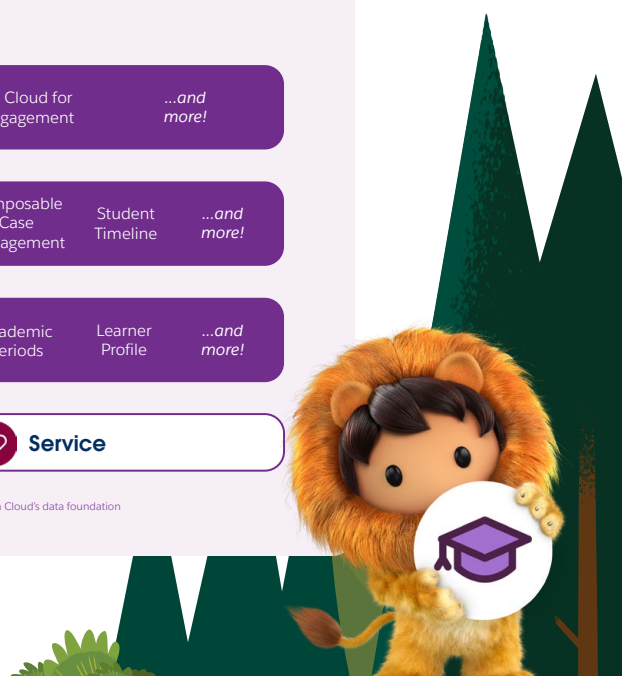
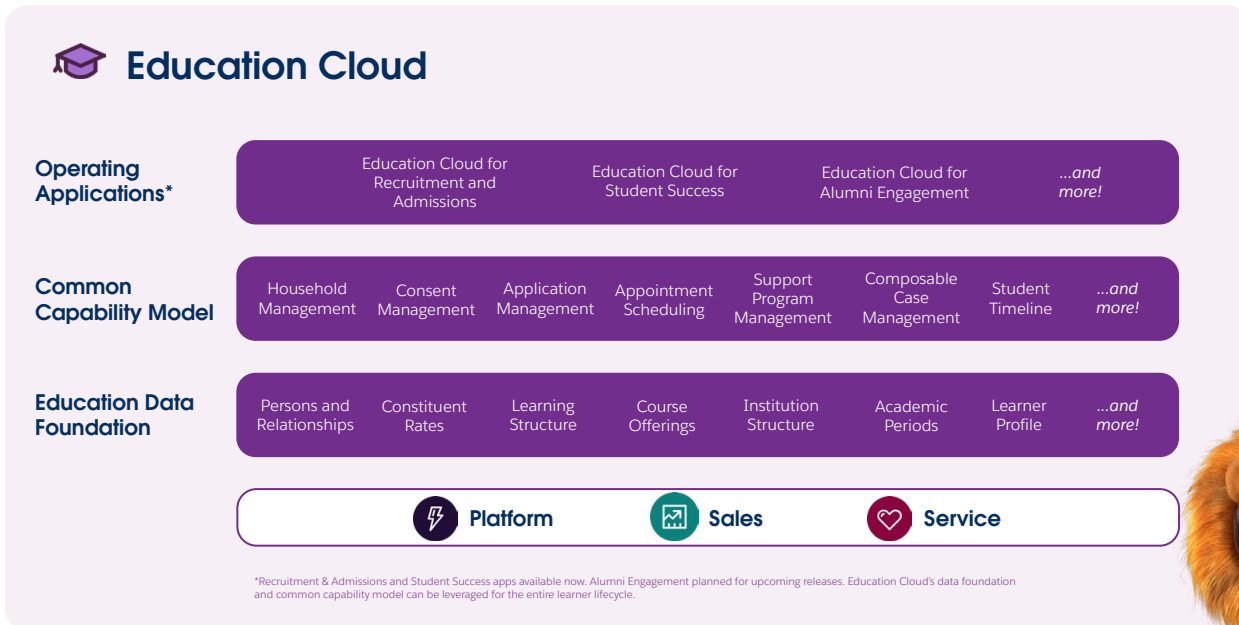
### 4 Modern User Experiences

Simplify requests for information, applications, and appointment scheduling across devices.



source: 2023 Total Economic Impact™ of Salesforce for Education

## How Education Cloud Works





# Education Cloud for Recruitment and Admissions

We've designed Education Cloud with the flexibility needed to meet evolving constituent needs, fast. Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides a set of core capabilities alongside an app for recruitment and admissions.

Capability	Description
<b>Actionable Lists</b>	Easily segment prospects for target campaigns and call downs with advanced list building.
<b>Admissions Console</b>	Manage key tasks and keep track of applicant activity all on one, actionable homepage
<b>Alert Framework</b>	Ensure prospective students never miss an update or deadline with triggered notifications and reminders.
<b>Applicant Portal</b>	Create a seamless applicant experience fast with tailored portals - including mobile - deployable with clicks, not code.
<b>Application Review</b>	Save time by quickly processing and reviewing applications from a single system.
<b>Business Rules Engine</b>	Reduce time spent on manual lookups and calculations by designing complex business rules with automated workflows.
<b>Care Plans</b>	Proactively prevent summer melt with tailored care plans for every admitted student.
<b>Case Management</b>	Centralize prospective student support across channels and interactions.
<b>Document Checklist</b>	Streamline document tracking using checklists and real-time document uploading.
<b>Document Generation</b>	Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.
<b>Interaction Summaries</b>	Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.
<b>Recruitment Console</b>	Manage your most important tasks for the day with one, actionable homepage.
<b>OmniStudio</b>	Drive engagement by easily designing personalized, guided form and application experiences.
<b>Salesforce Scheduler</b>	Simplify appointment and interview scheduling across devices.
<b>Timeline View</b>	Allow applicants and staff to reference applications and past interactions to evaluate progress.

Sign up for a free trial of Education Cloud at [bit.ly/EducationCloudTrial](https://bit.ly/EducationCloudTrial)

