



“Franklin University continues to set the bar for student engagement and retention through innovative methodologies and technology.”

Jim Milton
CEO
Campus Management Corp.

Franklin University

Winner of Campus Management's Excellence Award for Student Success



Increasing Retention and Graduation Rates

Student success has long been a key component of Franklin University's strategic plan and is deeply embedded within its operational culture. A Campus Management client since 2011, Franklin serves approximately 10,000 students and continues to achieve new milestones in retention and graduation rates, even as higher education institutions continue to face an overall decline in student enrollment.

To improve student engagement, Franklin implemented a lead prioritization project for new enrollment, starting with the 2014 summer term recruitment cycle. The university leveraged Campus Management's CRM solution to increase the number of prospective students, with admissions staff using the system to rank prospects and identify high quality candidates in a more tactical and strategic manner.

The results have been impressive, with successful contact rates increasing by 14% over the previous year. This also led to an increase in enrollment.

At the close of Franklin's winter 2015 recruiting term, new student enrollment exceeded forecasts by 16% at the undergraduate level and 54% at the graduate level, with a 6% increase in new student enrollment overall compared to the prior winter. Additionally, the university saw an 8% decrease in conversion time from beginning to completion of applications, and a 4% decrease in the number of days from initial contact to registration over the prior year.

A second project focused on the Student Engagement Lifecycle. The goal was to increase engagement with adult students and improve retention and student success rates. Through the use of Campus Management's CRM solution and professional services, all student-facing staff members within the Department of Student Affairs have more time to engage with students.

By the fall of 2014, less than six months after Franklin began the



implementation of its Student Engagement Lifecycle (SELC) project, the institution set the record for the highest undergraduate retention achieved since it began tracking this metric in 2008. New student retention, a significant concern at the start of the project, has increased each trimester, with nearly a 4% increase in new students who register for a second term, and a 3.5% decrease in the number of new students who drop all of their courses within the first trimester.

For its work in identifying and cultivating relationships with students during recruitment using highly targeted engagement methodologies and CRM, Franklin University was awarded Campus Management's 2015 Excellence Award in Student Success.

About Franklin University

A private, nonprofit institution, Franklin University was founded in 1902 in Columbus, Ohio, to serve the needs of adult students. Franklin students can pursue more than 30 bachelor's degree programs and five master's degree programs across the Colleges of Business; Health and Public Administration; and Arts, Sciences and Technology. Today, Franklin has grown into the second-largest private university in the state of Ohio, serving nearly 10,000 students from across the country and around the world.

Campus Management Excellence Awards

Campus Management has instituted the Excellence Awards Program to recognize five outstanding customers every year for excellence in the categories of constituent service, student success, operational efficiency, innovation, and strategic vision.

About Campus Management Corp.

Campus Management is a leading provider of technology solutions and services which enable institutions of higher education to offer dynamic models of constituent engagement and delivery. Over the past 28 years, Campus Management has supported both proprietary and traditional higher education institutions, including foundations and other campus departments, through its leading student information system; constituent relationship management (CRM) solution; and finance, human resources and payroll solutions.

Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the dynamic higher education landscape by supporting enhancements in education delivery, recruitment and retention, financial aid, finance, human resources, payroll, and regulatory compliance. Today, more than 2,000 campuses in 18 countries partner with Campus Management to unite campuses and workflows, deliver enhanced student outcomes and improve institutional goals.



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