



Positivo University grew its student population by 25 percent in 2015 and an additional 11 percent in 2016 through its strategic vision.

Positivo University  
2017 Excellence Award in Strategic Vision

## Positivo University

### Winner of Campus Management's 2017 Excellence Award in Strategic Vision

#### Institution Anticipates and Meets Growing Demand

Established more than three decades ago in the State of Paraná, Brazil, Universidade Positivo (Positivo University) has been recognized for its ability to anticipate and address change through evolving academic models, student engagement methodologies, employee development and retention practices.

Recognizing that a country-wide downturn in the economy was coming, and that funding for students was being severely cut, the institution worked to align strategies for sustainable growth in student enrollment, reduced operational costs, and excellence in engaging the university's candidates and students. To execute on this strategy, they decided to implement CampusNexus® CRM.

As a result of the implementation, the institution was able to restructure and automate email communications to reach 26,000 leads and increase enrollment by 6.7 percent as part of its 2016 marketing campaign for undergraduate programs.



**UNIVERSIDADE  
POSITIVO**

The 2016 marketing campaign for post-graduate programs resulted in 25,000 leads contacted and a 7 percent increase in subscriptions, as well as a 3.7 percent increase in enrollment. What's more, the campaign presented a big differential on the development and use of a strong content marketing strategy.

This institution also took the opportunity to define and measure multiple, new KPIs throughout the process. Even with the severe downturn in the economy, Positivo University grew by 25 percent in 2015 and an additional 11 percent in 2016.

For the institution's ability to foresee the economic and education trends, and put a plan in place to achieve growth and engagement around those challenges, Campus Management congratulates Positivo University on winning the 2017 Excellence Award in Strategic Vision.



### About Positivo University

Established in 1988, Positivo University (Universidade Positivo) is a private higher education institution located in the state of Paraná, Brazil. The first university courses were offered in 1988 and after two decades of constant growth, the institution received the formal university status by the Ministry of Education in 2008. With more than 25,000 students today, the university offers undergraduate, post graduate, master and PhD programs, as well as MBAs and life-long learning programs.

### About Campus Management Corp.

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus®, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.



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