

Case Study

CAMPUSSM
MANAGEMENT



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Manuel R. Lujan
Associate Vice President for Enrollment Management
Texas A&M University-Kingsville



Challenges

- New student outreach and recruitment was a standalone entity, separated from admissions, financial aid, and the registrar
- International admissions and services were run separately and disjointed due to perceptions that differences could not be managed by one technology

Solution

Campus Management's CRM

- Configurable software that unites multiple communication channels, including email, telephone, SMS text messaging, and more
- Captures data and events related to every stage of the student lifecycle, from prospective students to alumni
- Manages, streamlines, and reports on communications across a range of departments – from admissions to registrars, to financial aid, including nontraditional and international programs

Results

- 224% increase in freshman applications
- Reduced applications received after April to 10%
- Increased admits from targeted growth areas by more than 50%

Texas A&M

Profile

Texas A&M University-Kingsville grew out of the teacher college movement that swept Texas and the nation in the early 1900s. Chartered in 1917 – but not opened until 1925 because of America’s entry into World War I – the university is the oldest continuously operating public institution of higher learning in South Texas.

financial aid, and the registrar. International student admissions and services also functioned on their own and used manual means to push communications and track processes. This was further complicated by the fact that these critical functions were all located in separate buildings across campus.

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Shortly after beginning as South Texas State Teachers College, its role expanded to embrace a wider array of programs. As its mission grew, the name has changed to reflect its wider scope. Its first name change, to Texas College of Arts and Industries, came in 1929. In 1967, the name changed to Texas A&I University. The university became a member of the Texas A&M University System in 1989 and in 1993 changed its name to Texas A&M University-Kingsville (TAMUK) to reflect that membership.

Goals

In 2005 and early 2006, TAMUK struggled with student enrollment management. Critical functions were handled by disparate systems at different locations. New student outreach and recruitment operated separately from admissions,

TAMUK’s goals were to:

- Increase freshman applications by 100% by 2010
- Increase overall applications by 50%
- Reduce freshman applications received after April from 31% of total applications to 10% of total applications by 2010
- Reduce freshman admits after April from 51% to 20% of total admits by 2010
- Increase applications from existing high-growth area markets and new high-growth geographic markets
- Increase student satisfaction with all student enrollment departments

To achieve these goals, TAMUK decided it was time to procure a Strategic Enrollment Management (SEM) solution, to streamline business processes, enable the sharing of data

across campuses and divisions, and merge data stored in different places. The institution needed a solution that would automate and track all communications with contacts, from inquiry through enrollment, as well as allow the constituent to select a preferred channel of communication. TAMUK also wanted a solution that had the ability to evolve beyond its initial configuration and purpose to meet future needs.

Solutions

TAMUK made the decision to implement Campus Management's CRM, a fully configurable system for consolidating and managing all student communications. The CRM solution has enabled TAMUK to address every stage of student enrollment management, including recruiting, admissions, financial aid, and the office of the registrar. Today all recruitment processes and workflows are completely automated. Personalized campaigns are delivered via multiple channels based on the students' preferences. Communication accuracy and reliability are enhanced by delivering pre-approved responses.

Consistent, accurate information is also available to constituents through an online self-service knowledgebase. All interactions – phone, email, and traditional mail – are tracked and captured as part of the constituent's interaction record. All information in the database is shared across divisions and locations, but with controls that can protect data and privacy. Additionally, analytics tools provide quick and accurate assessment of performance for continuous improvement.

"We chose Campus Management's CRM because of its ability to expand beyond its initial application and purpose, across the campus," said Manuel Lujan, associate vice president

for enrollment management at TAMUK. "We can now create and update all prospect data and achieve a 360-degree view for all enrollment departments at TAMUK, providing a way to communicate in a coordinated fashion. The results have been outstanding."

Outcomes

Due to the rapid deployment of SEM as part of Campus Management's CRM, TAMUK now has the ability to:

- Centralize campaign management
- Automate the generation of personalized letters, email, and brochures for contacts based on admission stages (Prospect, Inquiry, Applied, Admitted, Enrolled, etc.)
- Measure ROI and refine campaigns in progress
- Measure costs by step and results
- Target inactive prospects and attempt to convert them into active prospects
- Create and manage campaigns targeting prospects by complex demographic and behavioral aspects
- Store and share all data about prospects and campaigns across divisions

"I can absolutely say that the increase is tied directly to the power of Campus Management's CRM and how we are using it to maximize our marketing and recruitment," said Lujan. "This year, even though we were not at full force with our recruiting staff, we did quite well because of the CRM solution and how we are using it."

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About Campus Management Corp.

Campus Management is a leading provider of software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; 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 ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, nearly 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.



5201 North Congress Ave. T: 1.866.397.2537 561.923.2500
Boca Raton, FL 33487 www.campusmanagement.com