

UNIVERSITY OF MOBILE



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of MOBILE

**PRIVATE
FOUR-YEAR COLLEGE**

MOBILE, AL

**RATIO 14:1 STUDENT
TO FACULTY**

1,600+ STUDENTS

**RECOGNIZED AS ONE OF
AMERICA'S 100 BEST
COLLEGE BUYS**

**“WE WANTED MORE TIME-EFFICIENT
PLANS AND COST-EFFICIENT
PROCESSES AND WE GOT THAT.”**

Marie Batson

*Associate Vice President
of Enrollment Services
University of Mobile*

FIRST YEAR SUCCESS

University of Mobile

The University of Mobile in Alabama is a private Christian institution serving 1,600 students and offering more than 40 areas of study, with 89 percent of the undergraduate cohort enrolled full time.

Communicate in a New Way

It's a celebratory moment to see an increase in prospective student interest and enrollment. It is also a challenge to follow through with leads, build relationships with prospective students, and create custom responsive communications on the fly. The institution initiated a search for

a Constituent Relationship Management (CRM) system to streamline processes and improve overall efficiency. Prior to September of 2014, they would describe their CRM system as 'limited' in its functionality.



**Moved from a paper
office to a digital office**



**Empowered staff to
make decisions**



**Access to documents
on the road**

The Solution to a “Clunky” CRM

After researching platforms and completing a CRM pre-assessment, they chose Radius by Campus Management because of its user-friendly interface, ease of access, and the ability to move from a paper-based office to a digital one. In September of 2015, they went live with the solution for all programs.

Goals included:

- Increase overall efficiency and create transparency
- Empower enrollment counselors
- Improve and automate outbound communications

Faster, More Efficient Processes

“We wanted more time-efficient plans and cost-efficient processes and we got that,” recalled Marie Batson, Associate Vice President of Enrollment Services. “The good thing about the solution was any time we saw a gap or need or we realized, ‘this is something important that is not being communicated to students,’ I was able to get something in within a day because we are so self-sufficient,” said Paige Hill, Communications Coordinator. What’s more, with a seamless process for events, the institution has seen an increase in event attendance. Staff no longer have to go to the office to run an attendance report, but can instantly see the numbers.

Empowered Staff, Transparency, and Mobility

By moving from paper to digital, instead of spending a day importing and processing applications, staff members can develop skills in other areas. Moving to a new solution created transparency for management and within the application process. Before using Radius by Campus Management, the Assistant Director or Director had to physically review and make decisions on all the files.

RADIUS

by Campus Management



The application committee now uses the decision module to create unique views on their dashboard within the system and to sign off on a decision. Enrollment counselors can access documents at any time, providing the mobility they need. An admissions decision can now be made on the road. Other departments also see the changes in efficiency, resulting in increased campus-wide buy-in.

“We ran like a steam engine before, but it was constantly uphill and we were hoping for the right direction. This is like a major locomotive on a fast train with accurate GPS,” said Batson.

RADIUS

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YOUR TRANSFORMATION PARTNER

Campus Management develops strong relationships with client institutions and provides exceptional services in support of its solutions, including:

- CampusNexus® Cloud options for cost-effective hosted solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking and training at CampusInsight, Campus Management's Annual Users Conference

CAMPUS[™]
MANAGEMENT

About Campus Management Corp.

Campus Management is a leading provider of cloud-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,000 institutions in over 20 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

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