

Case Study



“ It’s one thing for an institution to say an event or campaign was successful, but an entirely different statement when it can be proven. ”

Teri Terry
Director, Testing & Technology Support Services
University of Alabama

THE UNIVERSITY OF ALABAMA

Challenges

- Despite funding and environmental obstacles, UA undertook a 10-year growth initiative with firm goals
- Initiatives would receive budget increases after producing results
- Needed to measure, maintain, and improve the quality of constituent interactions

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 registrar, to financial aid, and beyond

Results

- 10-year growth initiative reduced to a seven-year timeline due to successes
- Undergraduate applications increased 22.5%, which resulted in a 42.4% increase in freshman enrollment
- New transfers increased by 16.2%

The University of Alabama

Profile

Founded in 1831 as the first public university in Alabama, The University of Alabama remains committed to excellence in teaching, research, and service. With more USA Today Academic All-Americans attending the institution than any other college in the nation, it provides a creative, nurturing campus environment where its students can achieve their personal bests.

Goals

In 2003, The University of Alabama established a 10-year growth initiative to improve the following areas:

- New freshman growth rates
- New transfers growth rates
- New graduate student growth rates
- Retention
- Distance education

Faced with flat state high school populations and no centralized tracking of prospective students, the undergraduate admissions department had some major challenges that stood in the way of achieving its initiative goals. One of those challenges included budget increases only awarded after initiative results began to be realized.

The University of Alabama sought a solution that could help them with a Student Information System (SIS) migration, implement a new imaging system, maintain its U.S. News & World Report rankings, increase ACT and GPA applicant/enrollee averages, and help the department become information-experts rather than just information-givers.

The solution would also need to enable the institution to improve upon the personal touch of its interactions with constituents.

Solutions

Prior to deploying Campus Management's CRM, The University of Alabama's existing CRM system was nonfunctional and did not track interactions or drive the distribution of information to its constituents. In 2005, UA purchased Campus Management's CRM and deployed its multichannel features:

Phone – Track who called whom, and what was discussed

Email – Consolidate an entire email conversation in one thread

Campaigns – Automate incoming and outbound email for marketing

Knowledgebase – Provide access to self-help information for constituents who prefer online access to information

“Campus Management's CRM has allowed our institution and recruiters to better identify, target, and communicate to prospective students.”

Once The University of Alabama deployed the CRM solution, it used the system to create buzz to draw in the best and brightest students through personalized marketing campaigns. The software's filtering capabilities help the institution sort out messages by prospect demographics and academics. Additionally, Campus Management's CRM enables The University of Alabama to communicate a consistent message through the use of prepared responses and the knowledgebase products.

The institution also leverages the CRM solution to help recruit and enroll VIP prospects. The software helps the institution's VIP program by:

- Matching a VIP counselor with each VIP student
- Improving alumni recruitment activities by generating local recruiting reports
- Assisting high school counselors by sending personalized monthly reports regarding the status of high school applicants and any missing documents
- Automatically routing inquiries and interactions to the appropriate student recruiter

Outcomes

One year after deploying Campus Management's CRM, the University of Alabama realized measurable results:

- 22.5% increase in undergraduate applications, yielding a 42.4% increase in freshman admits
- 16.2% increase in new transfers
- Growth objectives now achievable three years sooner
- Recruiters can track, connect, and manage prospective students assigned to specific territories

- Highly personalized and consistent messaging to all prospective and current students
- Creation of a management tool for the assistant and associate directors to assess recruiter progress

"Campus Management's CRM has allowed our institution and recruiters to better identify, target, and communicate to prospective students," said Teri Terry, director, testing & technology support services at The University of Alabama. "As a result of the information tracked in the system, we are making better decisions regarding methods of communication, how often we should communicate with students, and what events produce a higher yield of applicants and admits."

The University of Alabama

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