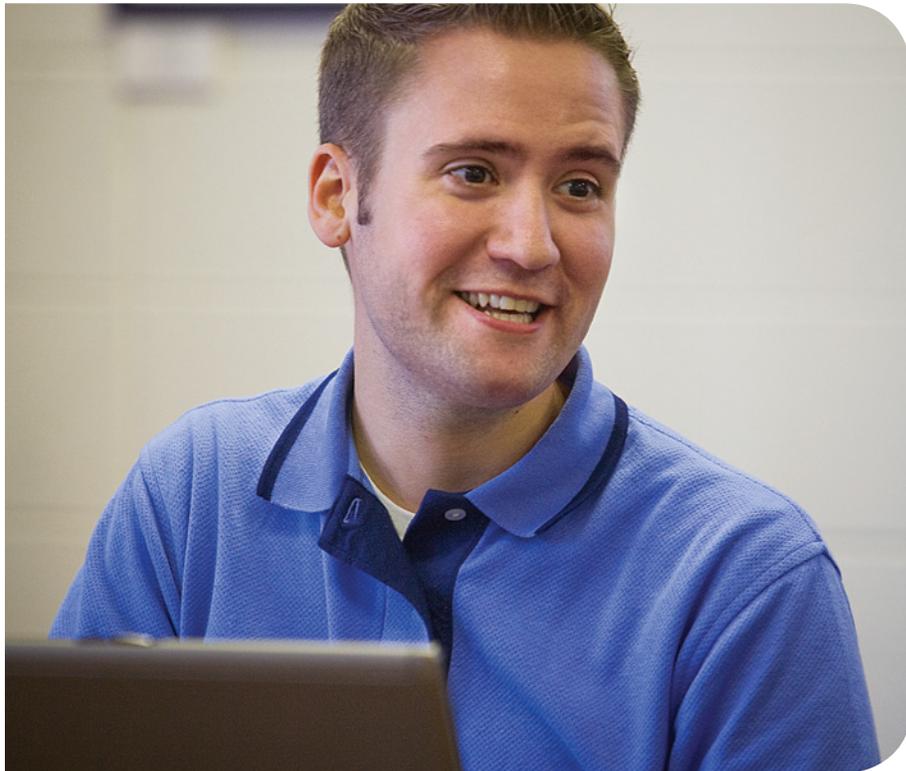


# Case Study

CAMPUS<sup>SM</sup>  
MANAGEMENT



“ We have been using Campus Management’s CRM for two years, and seen a tremendous return on our investment. ”

Deanna Reynolds  
Admissions  
University of Nebraska-Lincoln

UNIVERSITY OF  
**Nebraska**  
Lincoln

## Challenges

- Aging legacy recruitment system with hard-to-support home-grown interface
- Inability to use segmented approaches to the recruitment process
- High cost of marketing and recruitment

## Solution

### *Campus Management’s CRM*

- Configurable software that unites multiple communication channels, including email, telephone, SMS text messaging, and more
- Intuitive interfaces with tools to automate campaigns based on dynamic data and demographics
- Manages, streamlines, and reports on communications across a range of departments – from admissions, to registrars, to financial aid, and beyond

## Results

- Supports 200 users across six groups
- Improved identification of categories among prospective students
- Entered 76,000 student records into the system in eight weeks
- Improved tracking and analysis

# University of Nebraska-Lincoln

## Profile

The University of Nebraska–Lincoln (UNL) is a place of firsts. UNL was the first institution west of the Mississippi River to award doctoral degrees – the first was granted in 1896. UNL established the world’s first undergraduate psychology laboratory. The discipline of ecology was born here, and the campuses reflect that tradition, being recognized as botanical gardens and arboreta. An early institutional interest in literature and the arts provided the foundations for today’s Prairie Schooner literary magazine, the University of Nebraska Press, and the Sheldon Museum of Art which houses one of the world’s most significant collections of 20th century American art.

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Today, UNL is one of the nation’s leading teaching institutions, and a research leader with a wide array of grant-funded projects aimed at broadening knowledge in the sciences and humanities.

## Goals

The University of Nebraska-Lincoln office of admissions sought a robust student recruitment system for prospecting, recruiting, tracking, and responding to prospective students, their parents, and guidance counselors. Admissions wanted a total lifecycle approach, automatically collecting and driving data for use in integrated marketing communication campaigns. UNL

determined it would replace an aging legacy recruitment system and augment the home-grown Web-based NuView interface to their older Student Information System (SIS) running on IBM DB2.

UNL chose Campus Management’s CRM for its broad array of user-friendly capabilities and a rich feature set. Top priorities for the new system included the ability to:

- Differentiate among prospective students so detailed profiles would, in turn, qualify the prospective students for marketing campaigns
- Import search and SIS data from various sources (e.g., test results from ACT, PLAN, SAT, PSAT, and TOEFL) and the NuView admissions processing system
- Ability to segment and target key recruitment initiatives
- Decrease costs due to Campus Management’s CRM allowing UNL to send only the most relevant mailers to prospective students

## Solutions

With the CRM solution, UNL seamlessly tracks all interactions with prospective students, parents, and counselors.

Managing communication across email, phone, and the Web is a central function of Campus Management’s CRM that helps UNL recruit thousands of qualified students each year. The office of admissions relies on the CRM solution for multiple tasks, including:

- Email response management
- Import and export of search, test, and SIS data
- Email and print marketing campaign management
- Personalized communications and messages
- Contact management

UNL uses Campus Management's CRM to manage all interactions across multiple channels for each prospective student, beginning with the first communication with the office of admissions. For instance, when UNL receives a student's application, the interaction is tracked and the student does not receive additional mailers urging him or her to apply.

"Campus Management's CRM has revolutionized our marketing strategy," said Kelly Lindsay, assistant director for national recruitment at UNL. "In the past, we sent a few large general mailings each year. Now, we can run 50 or more marketing campaigns at any one time using standard and electronic mail. Our communications target students by interest area and seamlessly integrate messages from different internal college and departments. In the last three years, we have implemented more than 500 targeted campaigns and decreased our postage costs by almost 50%."

## Outcomes

Campus Management's CRM generates huge cost savings for UNL's student acquisition efforts with integrated marketing campaigns. Prior to deploying the software, UNL was unable to segment the 72,000 high school seniors in their SIS+ database. All prospective students were sent identical messages through print mailings. The Admissions Department was forced to rely on IT to process campaigns manually, and as a result they had no control or tracking capabilities.

With Campus Management's CRM, UNL sent more than 450,000 personalized outbound emails via 250 marketing communication campaigns. Each delivered unique messages based on segmentation variables and were developed to speak to each prospective student's specific interest. Additionally, UNL was able to seamlessly integrate email and print mail into each

campaign to generate significant returns on marketing investments. As a result, UNL is able to track the exact cost per student per campaign across a full gamut of recruiting campaigns.

"We have been using the CRM solution for two years and have seen tremendous return on our investment," said Deanna Reynolds, admissions. "Thanks to Campus Management's CRM, we are able to increase the personalization and consistency of our outbound communications – and save money. Our prospective students regularly comment about the personal attention they are receiving from Nebraska, and Campus Management's CRM was the only solution we identified that could accomplish that important objective with our current staffing model."

The CRM's functionality assures UNL that information is available to users who need it, regardless of where they are located:

- Provides remote access of CRM data for authorized staff, such as traveling recruiters
- Enables seamless import/export of data from various sources including search, PSAT, SAT, ACT, and SCT SIS+
- Imports information from NuView, a front-end application-processing tool that interfaces directly with the SIS+ (as many as 90 data elements are shared with the CRM solution)

Campus Management's CRM also offers multilevel security and full or partial access for six distinct groups. This includes student telecounselors, undergraduate student assistants, college contacts, recruitment professional staff, and recruitment support staff. If necessary, specific groups can be allowed permissions to create campaigns, add prospective student contacts, and more.

# University of Nebraska-Lincoln

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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.



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