



PRIVATE UNIVERSITY

CAMPO COMPRIDO

**27 UNDERGRADUATE
PROGRAMS**

25,000+ STUDENTS



POSITIVO UNIVERSITY 2017 EXCELLENCE AWARD FOR 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 marketing campaign for undergraduate programs.

The 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 its first year after implementing CampusNexus CRM.

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 for 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. 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-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,100 institutions in over 30 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

campusmanagement.com

5201 Congress Ave.
Boca Raton, FL 33487

1.866.397.2537
+1.561.923.2500

© 2018 Campus Management Corp. All rights reserved. Campus Management Corp. and the Campus Management logo are trademarks or service marks of Campus Management Corp. These marks may be registered in the U.S. or other countries. All other registered trademarks and service marks are the properties of their respective owners.