

## Optimizing Student Engagement & Retention with CampusNexus CRM

CAMPUS<sup>SM</sup>  
MANAGEMENT



Only 59 percent of first-time, full-time students who seek bachelor's degrees at 4-year institutions graduate within 6 years.

*Do you know where your students stand?*

Source: National Center for Education Statistics



### Retain More Students Today and Tomorrow

Student retention is one of the biggest concerns facing higher education today. Along with lower graduation rates, one in nine students are likely to transfer to a different institution after one year. With more than 30 states having enacted some form of legislation tying funding to student outcomes, institutions need a more efficient way to proactively identify and engage at-risk students. Campus Management now offers a powerful retention configuration for CampusNexus<sup>®</sup> CRM that embodies proven best practices, communications, campaigns, and workflows for keeping students on the path to success.

### Track and Centralize Your Choice of Criteria

The key to successful retention strategies is having a more holistic view of the student experience. CampusNexus CRM can automatically track and centralize data from across departments and systems to identify and aggregate a wide range of student risk factors. Unlike out-of-the-box retention solutions, which are limited to grades and attendance data from the student information system, this solution can incorporate financial aid metrics, extracurricular activities, housing, social and campus life issues, plus your choice of other factors, to establish a broader view of the student experience and a campus-wide early-warning system.

# Optimizing Student Engagement & Retention

with CampusNexus CRM

## Create an Early-Warning System

Your institution doesn't need to purchase and manage a dedicated retention solution. With CampusNexus CRM, the same solution that serves recruitment through alumni relations can serve as an early-warning system for at-risk students.

- Gain a more comprehensive view of constituent information
- Add students to workflows automatically
- Centralize tracking and storing of student data from across campus
- Automate academic advisor assignments
- Automate workflow and event-triggered business rules
- Monitor progression stages of student engagement
- Track academic and course histories

## Incorporate Your Own Criteria

Unlike retention solutions that are hardwired to a fixed data set, CampusNexus CRM lets you add your own retention metrics, such as:

- Event and class attendance
- Financial aid statistics
- Grade point average
- Dorm card readers
- Parking permits
- Library activity
- Cafeteria plans
- Housing data

## Leverage Event Management

Now you can incorporate event management into your retention strategies and campaigns to automatically schedule and track student meetings with advisors, faculty, financial aid administrators, and others.

- Create event campaigns
- Track attendance, reminders, notifications, reschedules, waitlists

## About Campus Management Corp.

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.

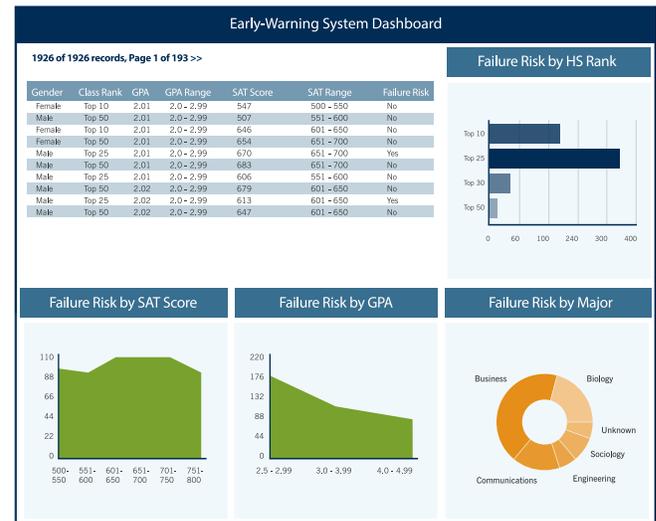


5201 Congress Ave.  
Boca Raton, FL 33487

T: 866.397.2537 561.923.2500  
www.campusmanagement.com

## Gain a More Complete Picture of Performance

Measure student and staff performance metrics with dashboard analytics for retention.



## Leverage Analytics

- Create critical measures for student engagement
- Standardize reports at department and organization levels
- Facilitate segmentation to create more effective response plans

## Improve Communications Management

- Configure workspaces for retention and student success roles
- Create student engagement and early-alert campaigns and mailers
- Segment and target students by any school-defined categories
- Leverage multi-channel communications: email, web, chat, phone, portal, direct mail
- Personalize print templates and mailing labels for bulk mails
- Monitor, track, and tag all interactions