

CampusLink PossibleNOW

Do-Not-Call Integration with Talisma CRM

CAMPUSSM
MANAGEMENT



“This partnership results in compliance and audit capabilities specifically designed for the needs of higher education.”

Scott Frey
CEO
PossibleNOW

DnCSOLUTION[®]
from POSSIBLENOW™

Do-Not-Contact Regulations

Do-Not-Contact legislation has created a broad set of complex requirements for enterprises and institutions conducting outbound telephone and text-based marketing. It impacts how you contact prospective, current, and former students. To help ensure compliance with these regulations, Campus Management has partnered with PossibleNOW, a trusted source for preference management and compliance solutions. With PossibleNOW's DNCSolution[®], you leverage a cloud-based service that automates compliance with Do-Not-Call policies.

DNCSolution Integration with Talisma CRM

Campus Management offers near-real time integration of Talisma[®] CRM and PossibleNOW's DNCSolution compliance application. The solution is tailored to your specific needs to maximize your campaign within FTC, FCC, and state-level legislation. With DNCSolution working with Talisma CRM, you can be confident that your call records are compliant with this legislation as well as create a centralized repository for all outsourced vendors to ensure they are working from the same compliance list. This proven integration not only helps ensure compliance but helps optimize your recruitment efforts and resources.

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DNCSolution from PossibleNOW

Reaching out to qualified candidates by phone is still an important part of achieving recruitment goals at today's colleges and universities, but federal and state Do-Not-Call laws now impact how your institution engages a wide cross section of constituents, including:

- Referrals
- Former students
- Prospective students
- Direct inquiries
- Current students

DNCSolution from PossibleNOW, a recognized leader in compliance technology, helps you follow Do-Not-Call, FTC, and respective state protocols and regulations.

- Supports one call center or hundreds of call centers
- Enables compliance with Do-Not-Contact laws in the United States and Canada
- Includes tools to manage Established Business Relationship (EBR) exemptions
- Provides tools to streamline and automate the compliance process

Ensure Compliance with State Do-Not-Call Rules

Can you call that prospect simply because he or she qualifies according to the 90-day federal guidelines as an Established Business Relationship? Many states have more restrictive rules than the federal requirements. DNCSolution offers an EBR Manager tool to ensure compliance with relevant state and federal exemptions. What's more, you can leverage consulting services from CompliancePoint, a PossibleNOW company, to gain an understanding of the rules that apply to your institution.

Gain Peace of Mind with DNCSolution 100% Guarantee

PossibleNOW indemnifies each institution that uses the DNCSolution compliance technology. The company has had a

perfect record of compliance since its inception in 2000. Each of the DNCSolution modules helps your institution ensure compliance with relevant legislation, including DNcall.

DNcall

DNcall helps your institutions fulfill the Do-Not-Call requirements mandated by law. The module provides the documentation necessary to establish a safe harbor against any unwarranted Do-Not-Call complaints. The tool provides detailed reports and logs all compliance activities, including creating DNC policies, training agents, scrubbing lists, and storing campaign records.

- Handles high volume call list scrubbing
- Manages company-specific lists
- Creates projects to manage multiple campaigns
- Supports the Canadian National Do-Not-Call list

Near Real-Time Integration with Talisma CRM

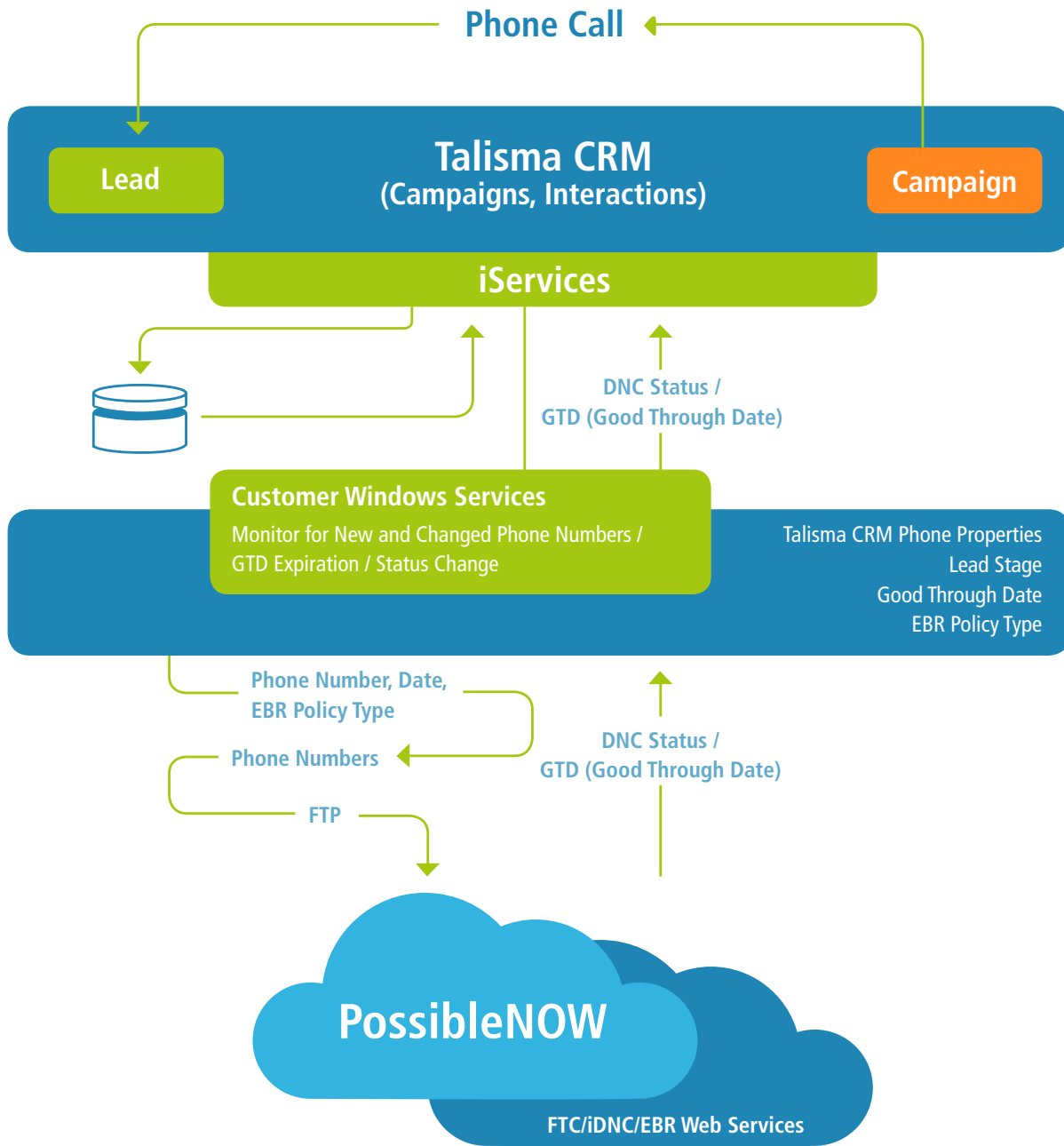
With DNCSolution integrated with Talisma CRM, the solution is always monitoring for new and changed phone numbers and status changes automatically, and updating your Talisma CRM solution as needed. As a result, you can stay focused on recruitment campaigns rather than an ever-changing DNC list.

- Automates Do-Not-Call compliance processes
- Adapts to your needs to maximize exemptions with FTC/FCC and state-level legislation
- Checks status with lead generators to ensure compliance for every record
- Creates centralized repository for all lead vendors

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DNCSolution Integration with Talisma CRM



About Campus Management Corp.

More than 1,700 colleges, universities, foundations and other companies in 17 countries rely upon Campus Management Corp® enterprise software products and services. Talisma is part of Campus Management's CampusVue® Ecosystem, a vision for a fully integrated, centralized administrative and e-Learning platform that unifies services, academic delivery, administrative management, and reporting for the range of public, private, and proprietary postsecondary institutions.

Campus Management's award-winning student information system is used by more than 78 percent of the largest U.S.-based proprietary and online colleges. Additional offerings include: fundraising software; financials; HR solutions; and Talisma® CRM, a leading Constituent Relationship Management (CRM) solution for Higher Education and a range of other industries. Campus Management employs associates worldwide, providing clients with a full range of consulting implementation, support, training, and integration services. For more information, visit www.campusmanagement.com.

About PossibleNOW

PossibleNOW is the trusted source for consumer preference management and compliance solutions. PossibleNOW leverages its expertise in information technology, database management, and consumer privacy and regulatory compliance to provide cloud-based applications and solutions. The DNCsolution® suite of cloud-based services provides comprehensive tools that help direct marketers comply with federal and state Do-Not-Contact legislation (Do Not Call, Do Not Fax, Do Not E-mail, Do Not Mail). For more information, visit www.possiblenow.com.

CampusVue® Ecosystem



CampusVue®
Student



CampusVue®
Portal



Talisma®
CRM



Talisma®
Fundraising



CampusVue®
Finance



CampusVue®
HR & Payroll



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