

CampusNexus Apply



TRANSFORM RECRUITMENT & ADMISSIONS

ACHIEVE ENROLLMENT GOALS

With increased competition for students, institutions must engage a wider cross section of students today to achieve their enrollment goals. They need to recruit traditional and nontraditional students alike, from high school students to adult workers seeking new skills. With more public funding tied to student outcomes, they must also keep them on the path to success. How can your institution communicate with the right students at the right time, automate and streamline admissions processes, and improve outcomes, without increasing budgets and staff?

OPTIMIZE ENGAGEMENT WITH CAMPUSNEXUS APPLY

CampusNexus® Apply empowers your institution to improve recruitment, application management, and constituent relationships throughout the enrollment lifecycle. Built on CampusNexus Engage, the industry's next-generation engagement platform, the solution combines a Microsoft foundation with proven tools for enrollment success. Easily integrated across departments and campus systems, the solution helps you engage prospects with timely and responsive recruitment campaigns, dynamic online forms and portals, and highly personalized services.

MANAGE THE ENTIRE RECRUITMENT & ENROLLMENT LIFECYCLE

Your institution can now guide students on a journey tailored to their success, from their first inquiry through matriculation. CampusNexus Apply is a point solution with enterprise capability, providing a complete picture of each applicant and the multiple relationships and stages they experience at your institution (e.g., undergraduate, graduate, online, multi-campus).

BECOME RELATIONSHIP CENTERED

CampusNexus Apply revolves around your prospective students. In one view, you can see all the ways each prospect, applicant, or student connects and engages with your institution over time.

What can transformation look like for your admissions and enrollment office? It's not just about filling seats; it's about becoming more relationship centered and empowering students to achieve their goals.

TAILOR WORKSPACES TO STAFF ROLES

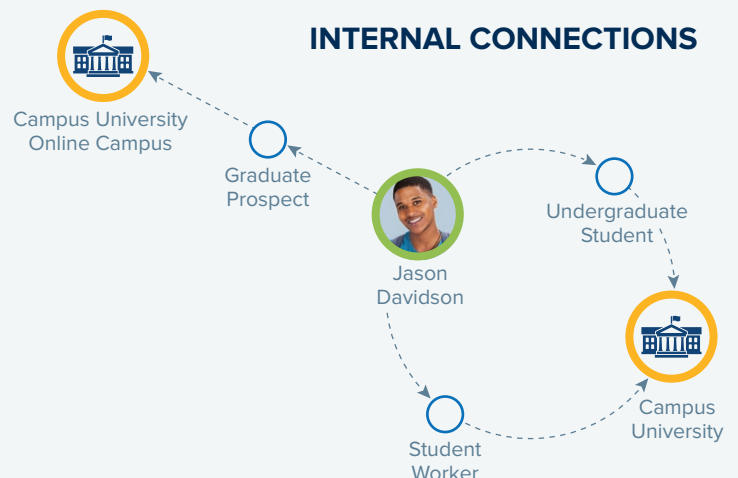
Build a comprehensive picture of each prospect in applicant profiles and dashboards tailored to staff roles. Information and communication records from every touchpoint with the student are easily visible, including academic history, financial aid indicators, activities, and interests.

MEASURE ROI

Knowing where your inquiries and leads come from provides valuable insight into your marketing and outreach efforts. Through lead source tracking and scoring, you can determine where your outreach efforts are the most successful.

MEET STUDENTS WHERE THEY ARE

Engage prospects through their preferred communication channels (email, chat, text, events) and consolidate this communication history. Define the source category and sub-category (e.g., external applications, coalition applications, common applications). Track the source of inquiry on every contact.



EMPOWER MOBILE RECRUITERS AND ADVISORS

Enable your recruiters to engage prospects on the road as well as manage travel and events, with CampusNexus Apply on their preferred mobile devices.

ENABLE SELF-SERVICE

Provide candidates all the online tools and information they need at your institution through online portals tailored to their needs and reflecting your institution's unique brand.



INCREASE EFFICIENCY

Use role-based dashboards for planning and action. Admissions counselors can hit the ground running each day with organized to-do lists and alerts. Managers can view information for their direct reports in aggregate, and executives can see projections, trends, and year-over-year comparisons.

DRIVE STUDENT OUTCOMES WITH CAMPUSNEXUS SUCCEED

Once your applicants are admitted, CampusNexus Apply hands off the management of student progress to advisors and other staff leveraging CampusNexus Succeed. With its proactive alerts, interventions, success plans, as well as Occupation Insight, CampusNexus Succeed helps your institution ensure that students stay on track and that their skills align with the needs of the workforce. Built on top of CampusNexus Engage, there is no need to install or build CampusNexus Apply or CampusNexus Succeed. The solutions are right at your fingertips.

IMPROVE TERRITORY MANAGEMENT

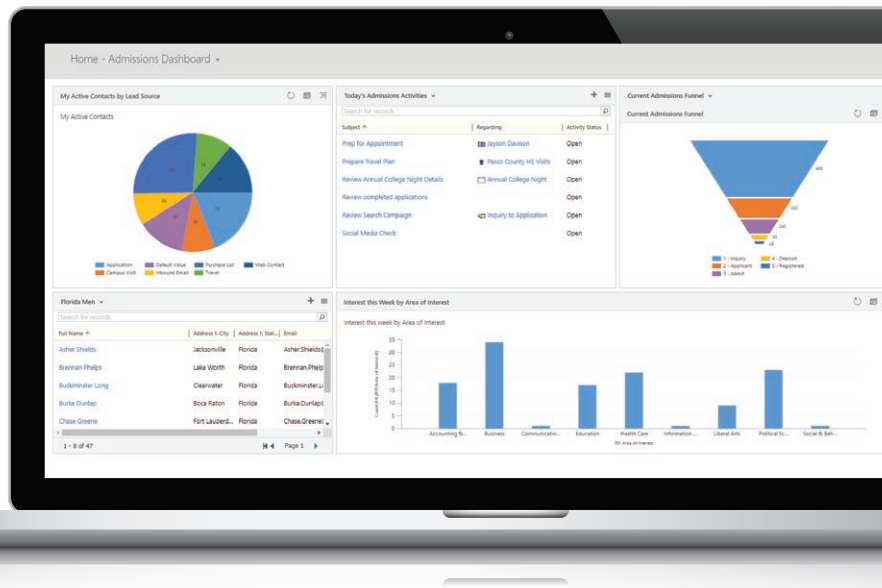
Dynamically assign recruiters and advisors their territories based on your institution's defined rules (e.g., source of lead).

MANAGE MULTIPLE LIFECYCLES

Monitor student progress through the recruiting and admissions lifecycle. Improve management of online application submissions and processing, create interactive forms, capture deposits and fees, recommendations, and test scores, and accelerate decision management.

LET THE 'MACHINE' LEARN FROM YOU AND YOUR CANDIDATES

Leverage machine learning and predictive modeling to score applicants across a wide range of metrics. Use the likeliness-to-enroll score as a tool to tailor communications, apply institutional aid, or plan new campaigns.





CAMPUS[™]
MANAGEMENT

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2018 Partner of the Year Winner
Education Award

About Campus Management Corp.

Campus Management is a leading provider of cloudbased 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](https://www.campusmanagement.com)

5201 Congress Ave.
Boca Raton, FL 33487

T: 1.866.397.2537 (USA)
1.561.923.2500