

# CampusNexus CRM

Maximizing Constituent Engagement Across Community Colleges

CAMPUS<sup>SM</sup>  
MANAGEMENT



## Community Colleges / Two-year Institutions

Two-year institutions serve nearly half of all undergraduate students in the United States. Learners are interested in workforce development and skills training, professional certificates, and preparation for transfer to four-year institutions.

Do you know if you are effectively identifying and engaging with these constituents in your community?



## Adapt to Evolving Student Needs

Students in your community bring a wide range of academic, vocational, and professional goals to your institution, so your programs and communications strategies need to be as diverse as your constituency. With CampusNexus<sup>®</sup> CRM, you gain greater visibility into your constituents' unique needs and are able to engage applicants, students, and graduates with highly personalized information through their preferred media and devices. You now have an effective communications platform for achieving your recruitment, retention, and advancement goals.

## Effective Communication Strategies

CampusNexus CRM leverages data from multiple departments and systems to provide your faculty and staff with a powerful engagement solution that spans the student lifecycle. You can now create:

- Compelling, personalized, and targeted messages to support your recruitment and admission practices
- Enrollment task reminders to assist students in meeting financial aid, registration, and student billing deadlines
- Early-warning alerts to identify and help at-risk students
- Employment opportunity and placement tracking
- Dynamic alumni relations and continued community involvement

## Multi-Channel Outreach

With CampusNexus CRM, you can engage prospects across a wide range of communication channels to maximize your reach and effectiveness. You can utilize:

- Automated email campaigns that trigger follow-up communications based upon student responses
- SMS/text messaging for quick and effective correspondence
- Chat to interact with constituents visiting your website
- Print media messaging and track efficacy by response rates
- Social media as an engagement tool

## Efficiencies Across Campus

Your administration, faculty, and staff want to help drive student success. Whether interacting with working adults, high school students, first-generation learners, or graduates, CampusNexus CRM supports campus productivity through:

- Visual workflow that supports complex data filtering, conditional logic, and rich personalization
- Forms creation to design and process applications, enrollment documents, event registrations and surveys online

- Rules engine to define sets of actions and automated responses
- Knowledgebase to provide valuable self-help resource to all constituents
- Analytic reporting to track output, responsiveness, and ability to deliver the right message to the right constituents at the right time, through their medium of choice

## Your Partner for Success

Campus Management believes its success is a reflection of your success, and we are committed to developing strong relationships with every partner institution. In addition to superior products built specifically for higher education, we offer:

- CampusNet® Cloud options for cost-effective hosted solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking and training at CampusInsight annual users conference

## 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.



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