CampusNexus CRM for Mobile Recruiting
Engage and Win Prospects Anywhere, Anytime

CAMPUS ℠
MANAGEMENT

67% of students' smartphones and tablets are used for academic purposes.

Source: ecampusnews.com

CampusNexus® CRM
Powered by Talisma®

Drive Recruitment with CampusNexus CRM

Increased competition for students. Financial aid tied to student outcomes. Shrinking budgets. These are among the biggest challenges facing today's institutions of higher learning. That's why colleges and universities depend on CampusNexus® CRM to achieve recruitment goals and keep students on track for graduation. Today, your team can have this powerful engagement tool at its fingertips on campus, at home, or on the road. Through secure, Web-based access to CampusNexus CRM using their tablets or other mobile devices, your recruiters, counselors, and administrators can engage students faster and more efficiently, anywhere, anytime.

Empower Mobile Admissions Counselors

Your admissions counselors attend recruitment fairs and visit high schools throughout the country. All too often, though, this means getting disconnected from the very recruiting tools they use back on campus to engage prospects. It also means entering constituent data manually at the end of the day. Now your CRM solution can travel with them! While the competition is collecting data on request cards, your team members are capturing prospect information in the system. They are harnessing the power of CampusNexus CRM to add candidates to campaigns in real time and provide students a highly personalized picture of your institution — on the spot.

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Extend CampusNexus CRM to Almost Any Device

The competition for college-bound students is at an all-time high. Now you can engage them faster and more efficiently with CampusNexus CRM for Mobile Recruiting.

- Expand CampusNexus CRM usage to a range of tablet devices, browsers (desktop/laptop), mobile phones
- Access as a secure Website (no apps to download)
- Add candidates to campaigns and other communications in real time at events
- Eliminate hours of manual data entry and rekeying of prospect information
- Enable constituents to update account and address information
- Accelerate adoption and reduce the learning curve through intuitive, easy-to-use interfaces
- Grow and scale easily as you expand to other departments and campuses

Leverage Powerful CRM Tools on the Road

CampusNexus CRM for Mobile Recruiting offers special features to help admissions counselors optimize engagement with constituents at events.

Scheduler
Create tasks to note key follow-ups and action items based on activities that occur during the event.

Kiosk Mode
Enter constituent information quickly and easily, or enable candidates to enter their own information at self-service workstations.

People
Create and manage constituent data and add candidates to campaigns and other communications at the event.
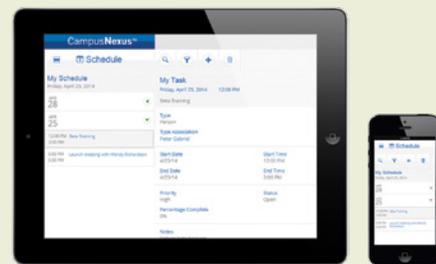
Interactions
Make a great first impression as a highly responsive institution by providing information and answers on-demand at events.

Events
Have key logistical information about events at your fingertips.

Organizations
Access key information about the venue, your accounts, and local businesses.

Extend CampusNexus CRM functionality to tablet devices, browsers (desktop/laptop), and mobile phones.

Kiosk Mode
Kiosk Mode is specifically designed for rapid data entry in a mobile recruiting environment. It's ideal for events where you are interacting with many constituents, collecting their information, and adding them to campaigns.

Constituent Data Entry
Kiosk is a secure mode of the application. Once you're in it, you have no access to any other facet of the application or its associated data. This is especially useful when you want prospects to enter their information themselves or you want to set up self-service stations at your booth or table.

About Campus Management Corp.

Campus Management is a leading provider of software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; and finance, human resources and payroll solutions.

Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, nearly 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.

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