TRANSFORM ENGAGEMENT ACROSS THE INSTITUTION

> **"CAMPUS MANAGEMENT HELPED US EVOLVE TO AN INSTITUTION-WIDE SYSTEM THAT WE'RE CONFIDENT WILL CONTINUE TO SUPPORT OUR PROSPECTS, STUDENTS, AND GROWTH INITIATIVES."**
>
> **Kate Tornatore**
> *CRM Project Manager*
> *Penn State University World Campus*

ADAPT TO A RAPIDLY CHANGING MARKET

Campus Management is dedicated to helping colleges and universities transform in response to an ever-evolving higher education landscape.

Students have more choices than ever in deciding which institution will best help them achieve their academic and career goals. At the same time, schools are facing increased enrollment challenges in the face of this competition. To succeed, you need to recruit and engage a broader spectrum of constituents and keep students on the path to graduation.

Now there is a powerful solution to help you transform in this new world, one that provides a comprehensive view of each constituent, and helps you achieve goals for recruitment, retention, student outcomes, and alumni relations. That solution is CampusNexus® CRM.

DRIVE SUCCESS ACROSS THE STUDENT LIFECYCLE

Where most CRM brands come to higher education from other industries, CampusNexus CRM is built specifically for higher education. Your mission is our only focus. With a history of success across a wide range of institutions and missions, this proven solution provides greater visibility into your constituents' experiences and needs, enables highly personalized communications and services, and drives success across the student lifecycle, including:

- Recruiting and Admissions
- Strategic Enrollment Management
- Financial Aid
- Student Services
- Retention and Student Success
- Career Services
- Alumni and Advancement

Improve Admissions Processes

CampusNexus CRM includes an admissions process based on higher education best practices, which helps improve your recruiting results and maximize yield. You can use this feature out of the box or adapt it to your own admissions model. This allows you to identify the best prospects and create personalized, and targeted messages to boost the reach and impact of your admissions strategy.

Increase Student Success

CampusNexus CRM aggregates data from multiple systems and departments, providing a powerful retention tool and early-warning system for identifying and assisting at-risk students. What's more, you can actively campaign to students who are succeeding and demonstrating positive behaviors to reinforce, recognize, and reward them accordingly.

Keep Alumni Engaged

Whether your alumni are donating to your institution, providing a career path for recent graduates, supporting recruitment efforts, or returning to school for additional training, CampusNexus CRM helps you keep them connected to your institution.

Gain Insight Through Data-Driven Analytics

CampusNexus CRM includes a data warehouse with analytic views across a range of student metrics and KPIs. Combined with powerful interactive data visualization tools from Microsoft Power BI, Campus Management provides the most cost-effective reporting solution for measuring:

- Persistence rates
- Retention rates
- Predictive indicators
- Campaign effectiveness
- Enrollment trends

PROJECTED STUDENT ENROLLMENTS INCREASE BY THE YEAR 2021

18%
Part-time Students

12%
Full-time Students

Does your institution effectively engage today's students?

Source: National Center for Education Statistics

Go Mobile in the Office, at Home, or On the Go

Today's workers are increasingly mobile and use multiple devices in their daily lives. CampusNexus CRM enables workers to deliver superior service from multiple devices. Moreover, you can design specific screen layouts for your teams based on their roles, responsibilities, and privileges.

Manage Campaign and Communications Plans

CampusNexus CRM provides a 360 degree view of constituents from multiple systems and departments. Now you can maximize your reach and effectiveness by engaging with constituents through their preferred communications channels. Complex campaign workflows are built in to CampusNexus CRM, giving you the ability to do A/B testing, view campaign analytics and measure effectiveness.

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Your Transformation Partner

Campus Management develops strong relationships with client institutions and provides exceptional services in support of its solutions, including:

- CampusNexus® Cloud options for cost-effective, SaaS-based 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, Campus Management's Annual Users Conference

BENEFIT FROM OUR PARTNER NETWORK

Campus Management's partner ecosystem is an ever-expanding community of technology, solution, and service providers dedicated to the higher education industry. The CampusNexus suite of APIs, web services and workflow capabilities enables broad and flexible collaboration across our clients' technology partners. Together we streamline business processes, increase value and deliver results that help transform your institution.

Visit campusmanagement.com/partners for a list of our partners.

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Microsoft
Partner

2018 Partner of the Year Winner
Education Award

Microsoft

About Campus Management Corp.

Campus Management is a leading provider of cloud-based 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.

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