

## Online Application Process “Close to Perfect”

Using ApplyWeb



### Inside

#### Pepperdine University

Malibu, California

#### Products:

*ApplyWeb*® Administration System

#### Number of Applicants/Year:

About 8,000 in 2004

#### Why ApplyWeb?

ApplyWeb offers extensive form customization to meet our exact needs. *Triggers*® automated email actions save time and streamline the application process, and the pay-as-you-go payment structure saves us money. We also appreciate the excellent customer service.

#### The Savings:

Efficiency! “Moving forward to an online system has probably been the best change in the admission process since I have been a part of the team. *CollegeNET*® made this transition seamless for our University and they have been a consistent part of our day-to-day workings for many years... There is no way our class could have been chosen this year if we did not have an online system to take the manual work out of our process.”

—Christy Hofmann, Technology Manager

### Problem

Six years ago, the admissions system at Pepperdine was stretched to its limits. Individual file folders with each applicant's admission materials were carefully transferred from department to department by hand, and a proliferation of paper files threatened to take over office space. Recommendation letters arrived separately and had to be attached manually to the correct student's folder. And because no copies were made, only one person at a time could view a folder. As application numbers increased, it was clear that something had to change.

### Solution

Today Pepperdine admission counselors log into the web-based CollegeNET ApplyWeb administration system and look up the student online. All information about the student is in the system, including the application, sent straight from CollegeNET. Multiple people can view the same file at the same time, and there are no longer postmark deadline issues, since every application is date-stamped as it is transmitted into the CollegeNET system. The easy-to-use Triggers service CollegeNET offers allows Pepperdine to email all applicants at any time, or query a select group and send a more specific message. Recommendations, too, have been moved online; no longer must a teacher or counselor deal with writing and mailing a letter. A Triggers automated action occurs when the applicant specifies a person as a reference, and a reminder email is sent

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### Profile

Based in Malibu, CA, Pepperdine University has an enrollment of 3,000 undergraduate students in their residential college of arts and letters. In addition, the university has four graduate schools – Business, Law, Public Policy, and Education. Pepperdine is becoming more popular every year, and student applications have more than doubled in the last ten years.



to the reference with a link to the online recommendation form.

### **Benefits**

The Pepperdine University online application is highly customized, making it easy to get the needed information from all applicants in the most efficient way possible. Triggers automated actions allow different departments and scholarship organizations to automatically send targeted messages to students expressing an interest in a particular subject. An additional benefit is CollegeNET's fee structure, which allows Pepperdine to save money by paying only for submitted applications, with no upfront costs. "After six years of perfecting

our online application, it is pretty close to perfect, and as of June 2005, we are no longer offering paper applications. Our application process is entirely online!" says Christy Hofmann, Technology Manager.

### **Want to know more?**

To discuss your challenges in the area of online applications and admissions services, and the many ways ApplyWeb can save you time and money, and improve efficiency, call 503.973.5200 or email [sales@collegenet.com](mailto:sales@collegenet.com).

