

Clemson Grad Boosts Recruitment through Automated Communication

The Prospect Relationship Management System Builds Efficiency and Effectiveness



Inside

Clemson University

Clemson, South Carolina



Products:

Prospect Relationship Management System

Why Prospect?

“We needed an automated communication system that enabled us to respond effectively to every student inquiry. Prospect gives us the most comprehensive set of recruitment communication tools that not only help us follow up, but stay in touch.”

– Kathleen Costello, Director of Graduate Admissions and Recruitment

The Savings:

Time and resources. Prospect’s automated email and tracking systems eliminate the need for hand processing and follow up, improving accuracy and efficiency and saving the Graduate Admissions office hundreds of hours in administrative time every year.

Today, Clemson is a science- and engineering-oriented college dedicated to teaching, research and service. The university comprises one main campus and seven sites and offers more than 80 undergraduate majors and 110 degree programs to approximately 23,000 undergraduate and graduate students. *U.S. News & World Report* has ranked Clemson twenty-third among the nation’s top public universities and Carnegie classifies Clemson University as a Tier 1 Research Institution.

The Challenge

Clemson Graduate Admissions wanted to improve its recruitment communications, specifically with regard to inquiry responses and prospect tracking. Without an automated CRM system, Graduate Admissions staff lacked reliable methods for ensuring thorough follow-up on inquiries, resolving applicant issues, or collecting prospect data. The school’s recruitment communication system was not only less effective than desired, it was also a considerable drain on administrative resources. According to Costello, “We needed an automated system that would track each applicant’s status and send corresponding follow-up communication as the student progressed through the application process. We also needed better data collection and organization, such as an electronic spread sheet to distinguish direct applicants from cold leads.”

The Solution

Clemson chose CollegeNET’s Prospect

Business Profile

Clemson University was established as Clemson Agricultural College in 1893, when Thomas Green Clemson, a prominent South Carolinian and longtime advocate for an agricultural college in the Upstate, bequeathed his home and fortune to the state of South Carolina. Initially an all-male, all-white military school, Clemson became a coeducational, civilian institution in 1955 and the first traditionally white institution in South Carolina to desegregate in January 1963. With academic offerings and research pursuits, the school became Clemson University in 1964.

Relationship Management System to revamp their recruitment process with automated communications and detailed data tracking. Prospect has enabled administrators to develop and implement new, status-based communication plans for prospect and in-progress student applicants. By replacing their previous manual systems with these automated workflows and campaigns, administrators are now saving countless hours while garnering improved recruitment results.

“Prospect definitely helps us follow up on prospective students in a way we never could before,” says Costello. “Now that communication is automated, we’re keeping closer contact with students and spending much less administrative time. Instead of one or two emails, each prospect now gets four or five over a few months, and the messages automatically change as the student’s status changes. We can even send out automated surveys to find out why a student hasn’t completed their application, and then follow up with the help they need.”

The Graduate Admissions office has also taken advantage of Prospect’s real-time reporting tools to track the results of their email campaigns and recruitment events.

“Tracking and reporting features are definitely something we didn’t have before,” says Costello. “If we did any tracking previously, it was all manual and not very useful. Prospect has helped us to see where our inquiries are coming from and how effective our events are. We can now use that data to find and focus on the most useful methods for recruitment.”

The Benefits

- Automated communications: Administrators can construct multiple simultaneous tracks of scheduled communications and automatically assign communication plans to prospective students as their statuses change.
- Customized, real-time reporting: Prospect provides real-time funnel reports and a robust, self-serve Report Builder. Schools can customize reports with simple or complex searches and quickly export results.
- Centralized recruitment process: Even in a decentralized environment, Prospect enables schools to keep all recruitment data in a single location. Custom dashboard views and granular permissions options give administrators the power to meet varying department needs with ease.
- Conversion ratio tracking: Schools can easily track the effectiveness of events and campaigns to identify high-value recruiting methods.

What’s Next?

The Clemson Graduate Admissions office plans to expand their use of Prospect by implementing its data pre-population feature. This feature will allow administrators to create and send application forms that have been pre-populated with a student’s data, making it faster and more convenient for prospective students to apply.

Want to Know More?

To discuss the many ways CollegeNET’s products can save you time and money, and improve efficiency, contact sales@collegenet.com.

