

Case Study

CAMPUSSM
MANAGEMENT



“Talisma CRM enables admissions counselors to view information about student interests and every previous contact, whether it was a phone call, a letter, or a conversation at a college fair.”

Stacey Kostell
Director of Admissions
University of Illinois at Urbana-Champaign



Challenges

- ▶ Identifying and reaching out to the right candidates among 26,000 applications
- ▶ Improving territory management for local, state, and national recruiters
- ▶ Efficiently tracking results of recruiting events

Solution

- ▶ Talisma® Constituent Relationship Management (CRM) software for strategic enrollment
- ▶ Complete integration of Talisma CRM with the university's student information system (SIS) in less than three months
- ▶ Built-in event management system for open-house programs, campus tours, and more

Results

- ▶ Web-based access to student information and communications history across all touchpoints, from emails and phone calls to college fairs
- ▶ Significantly improved prospect data and response times to candidate inquiries
- ▶ Personalized communications and services to more than 30,000 students

University of Illinois at Urbana-Champaign

Profile

The University of Illinois at Urbana-Champaign is a public research university distinguished by the breadth of its programs, broad academic excellence, and internationally renowned faculty. Since its founding in 1867, the institution has earned a reputation as a world-class leader in research, teaching, and public engagement. Over 30,000 undergraduate students are enrolled in nine undergraduate divisions, which together offer some 4,000 courses in more than 150 fields of study. In addition to being ranked as one of the top 10 public national universities by U.S. News and World Report, the university was ranked “the number-one wired college” by PC Magazine, underscoring the value the university places on new and innovative technologies to enhance the educational experience, improve services, and achieve goals.

“Our goal was to respond faster when a candidate expressed interest or had a question, without the prospect or counselor having to backtrack.”

Goals

Undergraduate admissions is highly selective at the University of Illinois. Today, 26,000 freshman applicants vie for 7,000 spots. Being able to identify and reach out to the right candidates and respond quickly with personalized information — whether it’s through email, text, the university’s Website, or a phone call — are key to recruiting the best of this tech-savvy generation. By 2008, the volume of applications alone made this a much bigger challenge. The university was looking for a technology solution that would enable the admissions department to better engage candidates, manage territories, stage and track events, and meet its recruiting objectives.

Challenges

One of the admissions department’s main challenges was improving territory management. The university has admissions counselors assigned to every state, county, and high school in the country — as well as internationally. They visit with students, counselors, and parents, and attend college fairs. “We needed to be able to enter candidate information into the system and have it part of the permanent record of interaction for that prospect,” says Stacey Kostell, the university’s director of admissions.

“Our goal was to respond faster when a candidate expressed interest or had a question, without the prospect or counselor having to backtrack. If I’m an admissions counselor in charge of a particular territory and a prospective student from my region visits the university’s Website and requests information on our business school or music program, I want to let them know when I’m going to be in their area and be prepared with the right information. That initial contact should start a chain reaction in the recruiting system automatically.”

In 2008, the admissions department turned to Campus Management Corp. to implement Talisma Constituent Relationship Management (CRM), a strategic enrollment software solution that enables institutions to centralize, automate, and personalize communications across email, phone, chat, text, print, and more. “Before implementing Talisma CRM, we didn’t have good prospect data,” recalls Kostell. “We could have been sending information to a prospective student who had already been denied admission.”

With Talisma CRM, admissions counselors can now go to the Web and view information about the student’s interests and every previous contact with the university, whether it was a phone call, a letter, Web form, or a conversation at a college fair.

Campaign and event tracking

The department also wanted to track the effectiveness of its recruiting efforts. Every year in the fall the university hosts the Orange and Blue Days every Friday from September through November. These programs include an admissions presentation, student panel, tours of campus and housing, break-out sessions with campus units, and group meetings with college deans or representatives.

“We want to know how many students attended an event and track its effectiveness,” says Kostell. “Talisma CRM allows us to compile the data, determine what was effective, and find a way to personalize the interaction with our students.”

Solution

In 2008, only three months after the university had put out a full RFP for a solution, Campus Management had integrated Talisma CRM with the admissions department’s student information system.

“We were ready to go August 1,” says Kostell. “There was no transition period and very little training required. The software is very intuitive and a very adaptable. Because of the flexibility of the software, we were able to add our event management system to Talisma CRM that allows us to schedule events, campus tours, information sessions, academic appointments or open house programs, and have that information automatically imported into Talisma.”

Talisma CRM helps improve recruiting and retention by personalizing and automating communications ranging from email, chat, telephone, SMS text messaging, and print. The suite also offers a broad range of features for staging and measuring the effectiveness of campaigns and events, while empowering constituents with easy-to-use online services.

Results

With Talisma CRM, the admissions department is better able to coordinate communications among other departments. For example, if a student is interested in the music program, the admissions department and the music department are now sending complementary messages rather than bombarding the candidate with the same messages and materials. Knowing that the student has already received an admissions package to the university through Talisma CRM, the School of Music might send a viewbook with information about their programs. “Before Campus Management deployed the Talisma CRM solution, if a prospective student visited our Website, he or she might get three identical emails from three different departments or counselors over a weekend. It wasn’t a very efficient process,” says Kostell. “Now we know who’s talking to whom.”

With the solution having been in place for only a year, the biggest benefit so far is response time. “We are able to personalize responses to every email and respond to every inquiry usually within 48 hours. That’s really unique,” says Kostell.

Talisma may be rolled out to other campus departments in a year or so in order to coordinate recruitment efforts campus-wide. Kostell sees the potential for expanding the Talisma platform to other schools and departments. “I think it’s going to change the dynamic and add that personal touch. We’re trying very hard to personalize communications and services, which is challenging when you have over 30,000 undergraduate students.”

University of Illinois at Urbana-Champaign

About Campus Management Corp.

More than 1700 colleges, universities, foundations, and nonprofit organizations worldwide rely on Campus Management Corp® for efficient, scalable, and flexible enterprise software products and services. The company's CampusVue Ecosystem is a fully integrated, centralized administrative and e-Learning platform that unifies services, academic delivery, administrative management, and reporting for a full range of public, private, and proprietary postsecondary institutions. The platform connects multiple sites and catalogs, enables flexible terms and multiple enrollments, and integrates economically to other leading applications, including software for Constituent Relationship Management (CRM), and learning management systems such as Blackboard® and Moodle®. Clients include Mercer University, Baker University, National University, Indiana University, and Kaplan University.



777 Yamato Road
Boca Raton, FL 33431

T: 866-397-2537 561-923-2500
www.campusmanagement.com