

Oracle Higher Education Solution for Student Recruiting and Admissions: Improve Results and Lower Costs

In the United States, the average cost to recruit a student is over \$500, and the cost per enrolled student is nearly \$2,400. Fewer than half of all students admitted actually accept offers to enroll. To help reduce costs and make admissions more effective, institutions are relying more and more on technology to market to prospective students and manage the process.*

Higher education recruiting and admissions officers are facing challenges they have never before experienced. While the volume of applications is increasing, budgets and the institutional enrollment yield rates—on average—have declined. In some institutions, admissions officers must wade through massive volumes of applications for very few openings, while others have difficulty meeting enrollment goals because of lower student acceptance rates. Today, nearly one third of all students applying to colleges and universities submit seven or more admission applications—more than 75% of those come in online. No wonder colleges and universities are struggling to plan, manage and measure effective recruiting and admissions programs. Oracle is the only vendor to higher education that offers a complete, integrated and affordable solution to meet today's recruiting and admissions challenges.

Enhance Prospect Relationships

In today's competitive landscape, colleges and universities find they must differentiate and distinguish their institutions to attract the prospects most likely to flourish at their institution. Not only must they communicate their unique value, but they need to form personal relationships with prospects and communicate to them through the media channels they use, such as Facebook and smart phones.

Also, despite the challenges facing admissions officers today, there are opportunities for institutions that are poised to take advantage by reaching out to a growing non-traditional population that needs new job skills while continuing to attract their traditional student population.

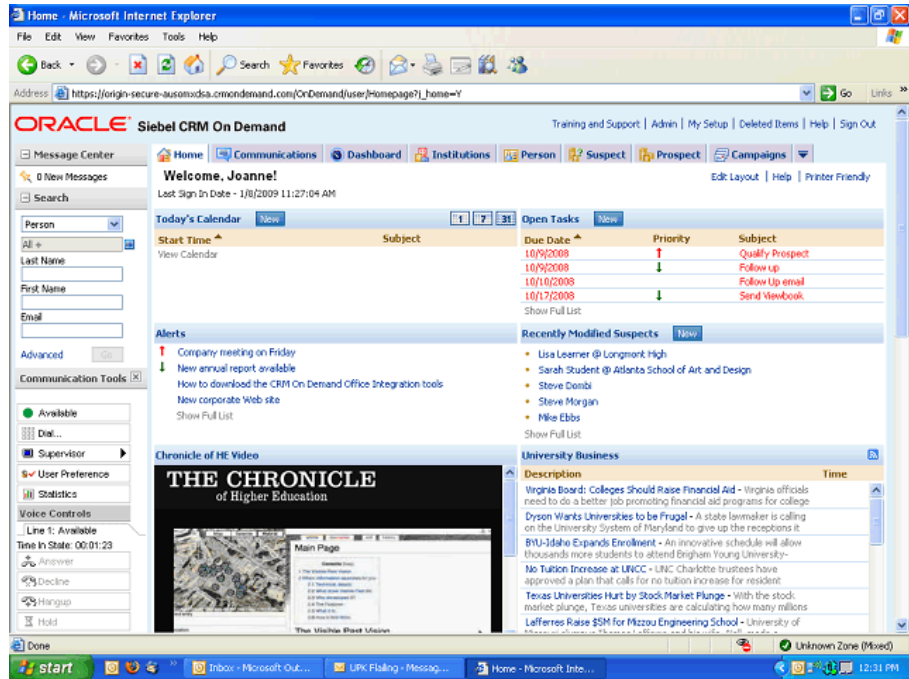
Institutions are looking for the right tools to help recruiters develop and manage complex relationships, whether in their office or on the road. They need to be able to access and use social networking channels, track results and adjust their strategies based accordingly. Institutions are also looking for a solution that can be quickly deployed and configured by recruiters and admissions officers to meet their unique needs and provide immediate, measurable return on investment (ROI) to the institution. Even a small improvement in the effectiveness of the recruiter / prospect relationships can make a significant impact on results.

Oracle CRM On Demand for higher education recruiting can help your recruiters and admissions officers better manage the recruiting process whatever your institutional goals. With Oracle CRM On Demand, your institution can increase and manage yield, form closer relationships with prospects, ensure your institution is recruiting the right students, determine the most effective sources and channels for outreach, or simply provide a superior prospect experience—all while coping with budget reductions and diminished resources.

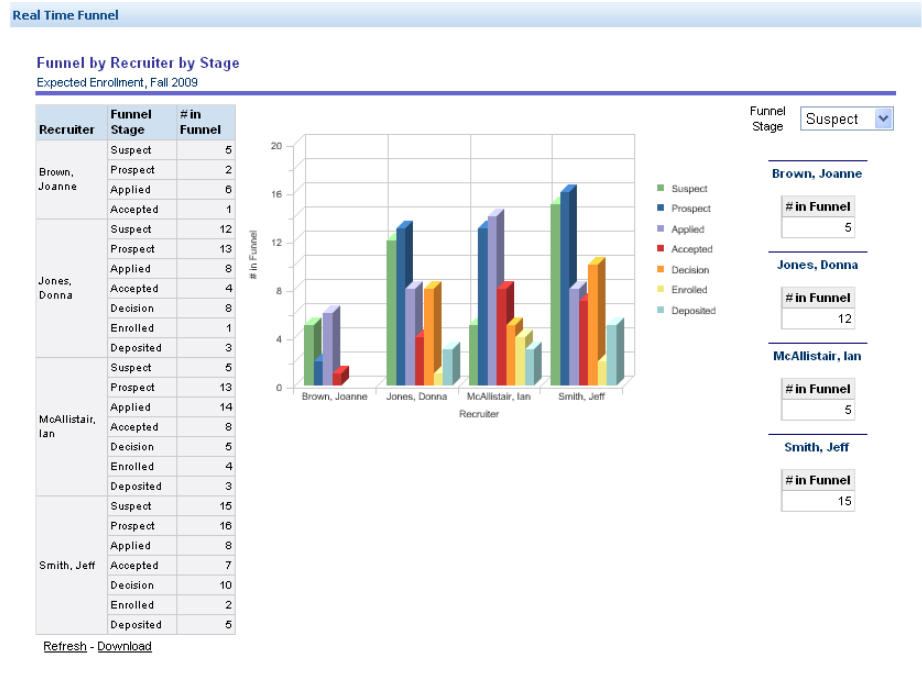
KEY FEATURES

Oracle CRM on Demand enables recruiting and admissions to:

- Track and qualify suspects
- Manage the recruiting process
- Ensure all recruiters follow best practices established by the institution
- Use analytics to measure results and identify best practices
- Track prospect interests, relationships, and other information pertinent to recruiting
- Track prospects to a source and measure effectiveness of channels and campaigns
- Interact with prospects via social networks
- Manage their tasks, appointments and constituents and synchronize with Outlook, Notes, or Palm
- Manage schools, students, prospects, tasks, appointments and other information on a Blackberry or iPhone
- Work offline in Excel
- Create and manage email and other campaigns
- Communicate using an integrated virtual contact center including inbound/outbound calling, voicemail and email management



Home screen Showing Calendar, Open Tasks, Video and News Feed



Real-time funnel report with bar graph and user filter

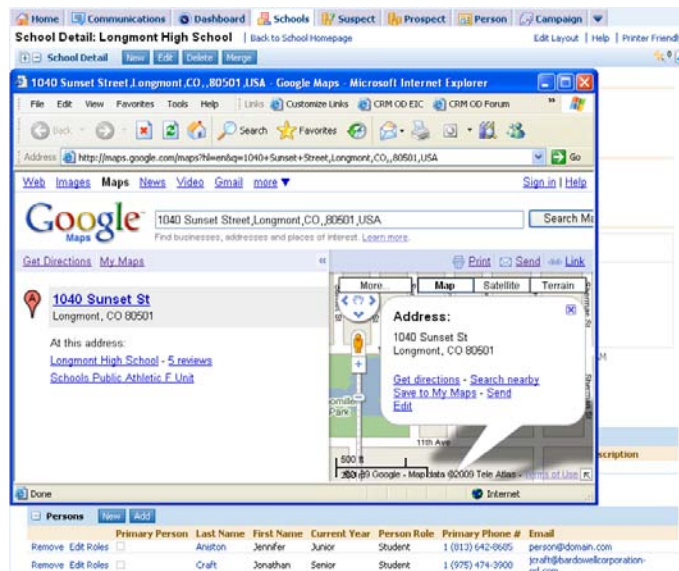


"To maintain our competitive differentiator—the personal attention we offer students and prospective students—we need a system that provides our recruiting and marketing teams with quick access to student data and the ability to track and analyze outreach and campaign effectiveness. Oracle CRM On Demand does all this—and it is easy-to-use and fast to implement."

John Grieco, IT Director,
Bryant & Stratton College

Increase Prospect Loyalty

Simple to use interfaces and advanced Web 2.0 capabilities allow for sophisticated prospect tracking and communications. Oracle CRM On Demand can be accessed from any computer via most browsers including Internet Explorer and Firefox. Additionally, Blackberry and iPhone support is provided for customers who prefer a mobile, handheld solution. An offline Excel version is also available which helps recruiters to be productive when they are disconnected, e.g. at a school visit or on an airplane. Anyone familiar with browser functionality will find the CRM On Demand environment intuitive and easy to learn. Simple point-and-click administration tools allow for full application configuration with little or no IT resource requirements.



School page with linked Google Map & Mobile Sales Assistant on Blackberry

"Oracle CRM On Demand is an essential part of realizing our goal to improve services for the college's diverse and growing student population. It will play a vital role in helping us enhance our recruitment and enrollment processes and ensure that our students have a positive and productive experience at Georgia Perimeter College."

Fran Mohr, Director of
Customer Service,
Georgia Perimeter
College








Monitor, Measure, and Improve Recruiting Results

Oracle is the only Software as a Service (SaaS) CRM vendor to provide full historical analytics, via an out-of-the-box CRM data warehouse, as a standard feature. This allows recruiters not only to report on current data, but to compare that data to historical information and identify business trends. This information can be used to provide greater insight into the factors that affect yield. Additionally, insight-to-action capabilities such as the hyperlinks feature shown below, allow users to drill from the analytics screen directly into a record with a simple click of the mouse.

KEY BENEFITS

Oracle recruiting solution for higher education is built on Oracle CRM On Demand, the market leading SaaS (Software as a Service) CRM application that provides a fully hosted software solution for your recruiting and admissions needs. Oracle CRM On Demand is:

- Internet based, zero install client
- Simple web based user interface
- Point-and-Click Administration
- User Configurable
- Web 2.0 enabled
- Fully hosted & supported by Oracle in a secure 24x7 environment
- Advanced Analytics unique to CRM On Demand

Current Recruiting Stage	Avg Days in Stage	Hist Avg Days in Stage	Days Stalled
Suspect	16 	23	
Prospect	25 	32	
Applied	9 	15	
Accepted	9 	15	
Decision	21 	25	
Enrolled	24 	28	
Deposited	21 	27	

Advanced Analytics current funnel to historical trend with gauges.

Summary

Effective recruiting has never been more important than now. Oracle’s CRM On Demand solution for higher education empowers recruiting and admissions departments to achieve excellence in building authentic relationships with prospects and deliver improved yield and enrollment results that are measurable and repeatable. Oracle’s higher education team welcomes the opportunity to discuss how we can assist you in improving your prospect relationships.

RELATED PRODUCTS

- Oracle CRM On Demand Email Marketing
- Oracle Contact On Demand
- Oracle CRM On Demand Mobile Sales Assistant

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com. Outside North America, visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.

