



Datatel Recruiter[®]

The Fastest-Selling Student Recruitment Solution

RECRUITING CHALLENGES

Your admissions and enrollment team is focused on connecting with your institution's target prospects in the right way, at the right time. Ultimately, it's about getting those best-fit prospects to apply and enroll. You're also eager to know more about campaign performance, so you can focus your energy on the most effective strategies. You're engaged in these efforts in a time of limited budgets, staff resources, increased competition, and changing student demands.

FASTEST-SELLING STUDENT RECRUITMENT SOLUTION

Datatel Recruiter, the fastest-selling student recruitment solution, takes higher education enrollment to the next level. More than 80 four-year and two-year public and private institutions have adopted the solution in just a year.

Recruiter automates the enrollment lifecycle, so you can do more with limited resources and budget. You can cost-effectively focus your recruitment efforts on activities that drive results and maximize your enrollment goals.

THE DATATEL RECRUITER DIFFERENCE

What makes Datatel Recruiter so powerful and in demand? Datatel Recruiter improves your ability to target and reach best-fit students. Enhanced performance tracking provides real-time visibility and reporting. Plus, we offer flexible deployment options, either on-premise or as Software as a Service (SaaS), and the ability to migrate between them. Bottom line: your institution will meet its enrollment goals and better manage costs.

Datatel Recruiter, the most comprehensive solution on the market, automates the recruiting lifecycle including prospective student record management, funnel reporting and analytics, email communications and tracking, Web-based forms for inquiry and event registration, travel and event management, and online admissions applications.

BENEFITS

- Increase number of completed applications and enrolled students
- Reach the best-fit students with the right message via the right channel
- Reduce enrollment costs per student
- Track performance
- Improve efficiency of admissions operations
- Do more with less

CLIENT RESULTS

- Eliminated 58 weeks of manual processing—Georgia Military College
- Expects to increase its applicant pool by 30%—University of Bridgeport
- Netted \$1 million in additional revenue with 2% increase in enrollment—Southern Adventist University

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TARGET BEST-FIT STUDENTS

Recruiter improves your ability to target and reach prospective students that are a best-fit for your institution. You'll be sure to increase completed applications, improve yield rates, and reduce enrollment costs per student.

- Focus outreach activities based on enrollment probability with instantaneous predictive modeling
- Personalize messages to each individual
- Increase email deliverability via whitelisting to avoid spam filters
- Ensure postal mailings reach prospects with address cleansing
- Segment and filter student lists based on geo-radius distance
- Seamless integration with Datatel WCMS for personalizing Web content

TRACK PERFORMANCE TO DRIVE RESULTS

To fuel accurate insight into your recruiting program, Recruiter provides robust performance tracking and flexible analysis tools. You'll gain critical visibility into performance like never before.

- Monitor and assess ROI of your events and trips with robust travel management capabilities
- Create ad-hoc reports, using filtered funnel data
- Gain real-time visibility into the results from your multi-channel outreach campaigns to improve effectiveness
- Analyze email open and response metrics
- Measure and improve your team's productivity



MOST FLEXIBLE DEPLOYMENT OPTIONS

Datatel Recruiter provides flexible deployment options to help manage costs and simplify operations while you focus on recruiting students.

- Choose a deployment option that best meets your needs today: on-premise or SaaS. Retain the option to migrate to a different deployment model in the future.
- Built on proven Microsoft hosting infrastructure and data centers, with our SaaS model, you can focus on enrollment while we take care of the technology details.
- Integrate with any student information system and with Datatel Colleague, sharing application and enrollment data between systems

"With Datatel Recruiter, we are working smarter and increasing our prospect pool without increasing our current staffing levels and budget. That will make a real impact on our school."

- Herdy Moniyung,
Associate Director of Information
Processing, Southern Adventist
University

RECRUITER 2.0 NEW FEATURES

- Flexible on-premise and SaaS delivery models and an option to migrate
- Travel and event management features to track results and productivity
- Additional graphical dashboard and reporting options
- More flexible integrated Web forms for student inquiries, event registration, and online applications
- Seamlessly integrated Web Content Management Solution to personalize Web content
- Powered by Microsoft Dynamics® CRM 2011

Contact us today and learn about
Datatel Recruiter—the fastest selling
student recruitment solution.

www.datatel.com/recruiter

1-800-DATATEL.

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