



## Recruitment Jump-Start: *Communications Made Easy*

Recruitment Jump-Start, an exciting new service by Datatel, will help you quickly improve your communication with prospective students and easily increase staff efficiencies — and we will do all the work for you.

Leveraging the software you already have — Datatel® Colleague® Communications Management — Datatel's expert consultants will build several communication flows to track e-mails, direct mail, phone calls, etc. Regardless of where the student is in your communication flow, they will receive the right information at the right time.

Automating your communication process will help you become more efficient, saving you time and money.

- \* Using Communications Management, American University eliminated duplicate mailings and decreased the Marketing Communications budget by \$2 million.
- \* Lebanon Valley College is now able to annually produce 136,000 personalized admissions letters by using Communications Management and only one staff member.

**RECRUITMENT JUMP-START IS OFFERED  
AT TWO PACKAGE LEVELS:**

**Level 1:** The Datatel consultant will build communication flows addressing your inquiry/prospect source of choice such as campus visits, high school recruiter visits, or Web site inquiries. Datatel will deliver up to 10 documents, including letters, e-mail follow-ups, etc.

**Level 2:** The Datatel consultant will build three communication flows addressing your outreach continuum from prospect student to applicant to admitted student. For example, you could start at a campus visit and build documents through to the application submission and on to student admissions.\*

**REVIEW A FREE RECORDED WEB DEMONSTRATION  
FOR MORE INFORMATION ABOUT  
COMMUNICATIONS MANAGEMENT**

Learn how you too can maximize your ROI in Colleague by using Communications Management in your recruitment strategy. This recorded Web Demo, **Recruiting Your Next Entering Class**, discusses the latest trends in recruiting the next freshman class. It also demonstrates how Communications Management can help you develop a powerful and results-driven enrollment plan.

[www.datatel.com/recruiting](http://www.datatel.com/recruiting)

**IN FIVE STEPS, WE WILL MAKE  
YOUR COMMUNICATIONS EASY.**

**Step 1: Leverage Communications Management:  
Recruitment Jump-Start Webinar**

During this two-hour Webinar, you will be introduced to the key components of Communications Management.

**Step 2: Communications Management and Recruiting  
Process Discovery**

An experienced Datatel consultant will conduct a two-hour phone interview to discuss your institution's recruiting strategy and communications process.

**Step 3: Datatel Consultant Builds Your  
Communication Flows**

The same Datatel consultant will then build your flows in Communications Management, conferring with you throughout the development process.

**Step 4: Process and Validate Your New  
Communication Flows**

During this 30-minute online tutorial, you will learn how to process incoming and outgoing communications.

**Step 5: Put Your Communication Flows to Work**

The Datatel consultant will introduce you to your new forms in Communications Management and answer any questions about processing incoming and outgoing correspondence.

*Get a jump on your recruitment; call your Business Advisor today to learn more about the Recruitment Jump-Start Service, 1.800.DATATEL, option #7 or visit [www.datatel.com/Jump](http://www.datatel.com/Jump).*

\* (For the specific number of documents, please read the service description on [www.datatel.com](http://www.datatel.com).)



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