

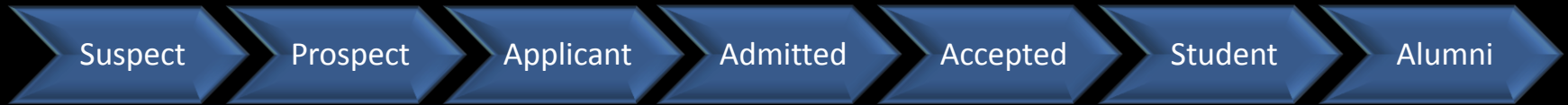


/// DATATEL.

A Day In The Life of a Recruiter: It Just Got Better

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Spans Across Complete Lifecycle



- Datatel has solutions for the entire lifecycle
- Improve efficiencies with automation and tracking
- See 360° view of student relationships
- Achieve your institution's strategic enrollment management goals

At the Beginning

- Monitor and direct recruiter activities and results
- Manage recruiter tasks
- Extend a personalized experience to prospects with one-to-one targeted communications
- See all touches in one place
- Know where students are in the funnel



Suspect

Prospect

Applicant

Spans Across the Entire Student Lifecycle.

Datatel Recruiter

- Delivers critical features and functionality to dramatically enhance the effectiveness of your enrollment management operation
 - Build and manage integrated, multi-modal communication campaigns
 - Predictive modeling based on desirability and probability
 - Integrated online application for admissions
 - Extensive targeting and workflow capabilities
 - Comprehensive events management
 - Address Cleansing / E-Mail Whitelisting



Datatel Recruiter - *Prospecting*

- Receive Prospect list from Inquiry cards (online and entered), events and results from eSearch
- Lay out a series of events and triggers that make up a campaign
- Build and apply a rating system on the prospective students



Datatel Recruiter - *Tracking*

- Track registration and attendance in events, email opens, email click thrus, recruiter one on one interactions and forms filled out on a web site
- Recruiter and Dean level desktop which provides an at a glance view of the status of recruitment
- Determine how you enroll your successful students



Recruiter and Social Media

- Social network tracking and analytics system
- Allows you to track and influence behavior on what was a previously uncontrolled environment
- “tweets” tracked by username
 - Recruiter automatically determines the sentiment of the comments (positive, neutral, negative), using built-in logic
 - Recruiter determines how influential that person might be, based on their number of followers
 - the screen name is matched and it is then associated with the prospective student’s record

Recruiter and Social Media

DATATEL Recruiter Denise Rolon
Datatel University

New Activity ▾ New Record ▾ Go To ▾ Tools ▾ ISV ▾ Test Web Only Both Advanced Find Help ▾

Marketing

- Leads
- Accounts
- Contacts
- Marketing Lists
- Campaigns
- Products
- Sales Literature
- Quick Campaigns
- Social Network Contacts
- Statuses

Workplace

- Sales
- Marketing
- Service
- Settings
- Resource Center

Statuses

Search for records View: Statuses ▾

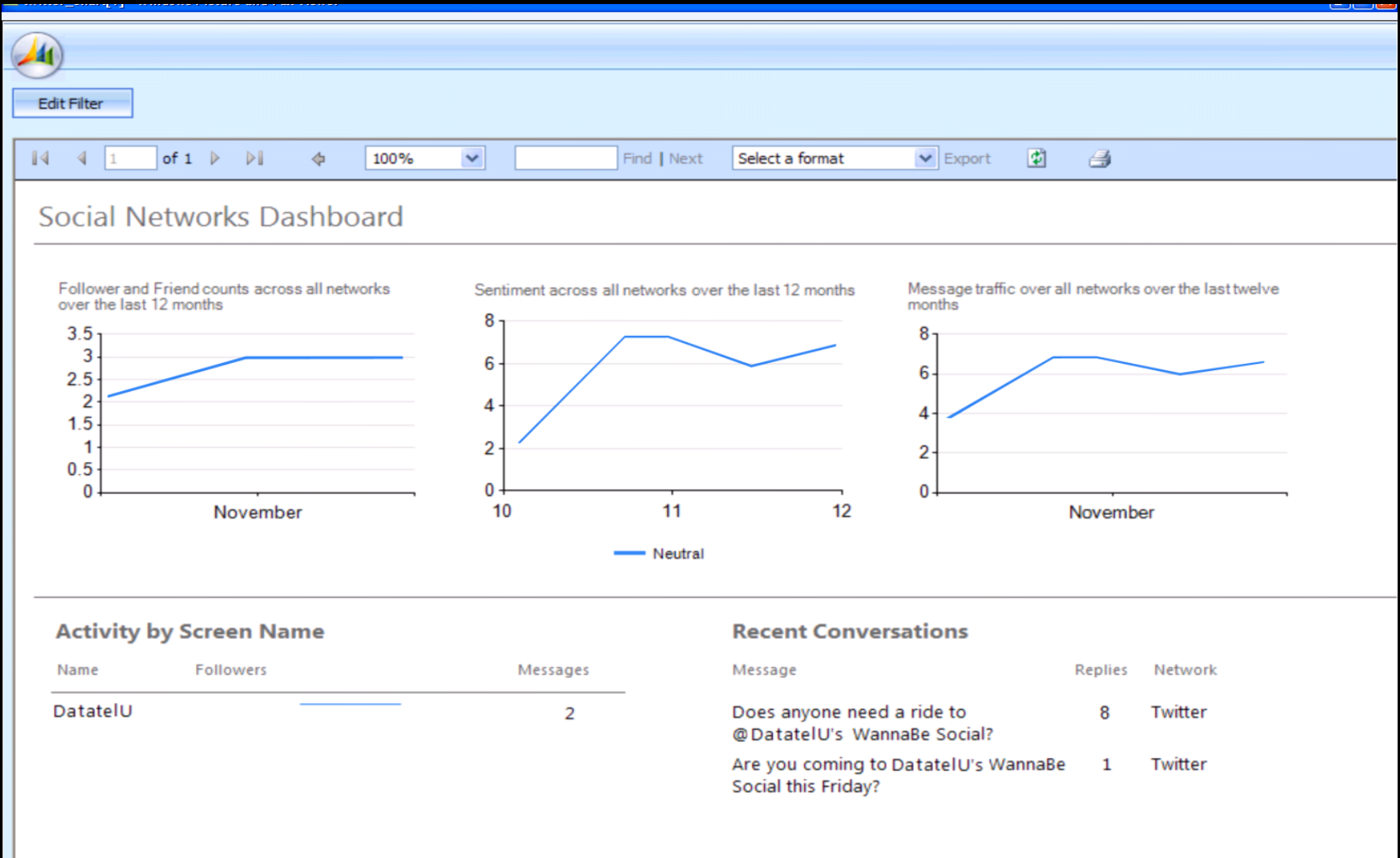
New [Icons] Reply More Actions ▾

User	Message	Created At	In Reply to Screen Name	Social Networking Contact	User Follower Count ▲	Sentiment
	@DatatelU Thanks!	11/11/2009 9:38 am	DatatelU	GSwimmer05	120	Positive
DatatelU	@GSwimmer05 Here's a direct link to our FA info. Le...	11/12/2009 9:36 am	GSwimmer05		500	Neutral
	Can't find FA info on DatatelU's website. Anyone hav...	11/11/2009 1:04 am		GSwimmer05	120	Negative
DatatelU	Dive Meet on 12/1/09 at UB! Support our team!	11/6/2009 1:30 pm			501	Neutral
DatatelU	@rockclimber17 Yes Prof Berkowitz is speaking.	11/4/2009 9:23 am	Rockclimber17	Rockclimber17	94	Neutral
	@DatatelU Will Prof Berkowitz be speaking?	11/3/2009 7:32 pm	DatatelU	Rockclimber17	94	Neutral
	Rock climbers apply for free this month! Yea!	11/3/2009 4:44 pm		Rockclimber17	94	Positive
	Submitted my application to DatatelU today!	11/3/2009 4:42 pm		Rockclimber17	94	Positive
DatatelU	@SmartGr189 You can pick up a pass for free parking ...	11/3/2009 5:31 pm	SmartGr189		482	Neutral
	@SmartGr189 Love a ride!	11/3/2009 5:31 pm	SmartGr189	MFastnn	16	Neutral
	Does anyone need a ride to the WannaBe Social?	11/3/2009 5:16 pm		SmartGr189	38	Neutral
DatatelU	Are you going to DatatelU WannaBe Social this Frida...	11/3/2009 5:03 pm			482	Neutral
	Hangin w Ted in his dom.	10/1/2009 2:07 am		RedSmithT	48	Neutral
	Datatel Rocks!!!! The babes are gorgeous! I think I'm ...	10/1/2009 8:22 pm		RedSmithT	48	Positive
DatatelU	DatatelU Over Night Tour Breakfast 10/2/09 at Union	10/1/2009 1:00 pm			482	Neutral
	Staying over at DatatelU tonight!	10/1/2009 11:17 am		RedSmithT	43	Positive
DatatelU	@RedSmithT Tour starts 10am at Smith Hall tomorro...	9/29/2009 1:02 pm	RedSmithT		482	Neutral
	@DatatelU What time does the tour start?	9/29/2009 10:13 am	DatatelU	RedSmithT	47	Neutral
	@BBTiger You are on your own.	9/1/2009 7:36 pm	BBTiger	Laugh05	367	Neutral
	Applying to DatatelU! Who's with me?	9/1/2009 7:28 pm		BBTiger	33	Positive
	Touring DatatelU too. My foot hurt.	8/9/09 5:13 pm		Laugh05	367	Neutral
	On DatatelU tour! Love it!	8/9/2009 5:10 pm		RedSmithT	39	Positive
DatatelU	DatatelU campus tour on 8/9. Sign up today!	7/12/2009 3:31 pm			467	Neutral
	Received DatatelU brochure in mail. Actually reading...	6/12/2009 1:29 pm		Laugh05	367	Positive

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All # A B C D E F G H I J K L M N O U V W X Y Z

Recruiter and Social Media





Live Demonstration

Datatel Recruiter - Key Benefits



- 360 degree views
- Real-time analytics
- Events and communications management
- Access the data you need
- Integrated with Colleague



Questions?