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

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Spans Across Complete Lifecycle

Suspect → Prospect → Applicant → Admitted → Accepted → Student → Alumni

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

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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.

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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

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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

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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

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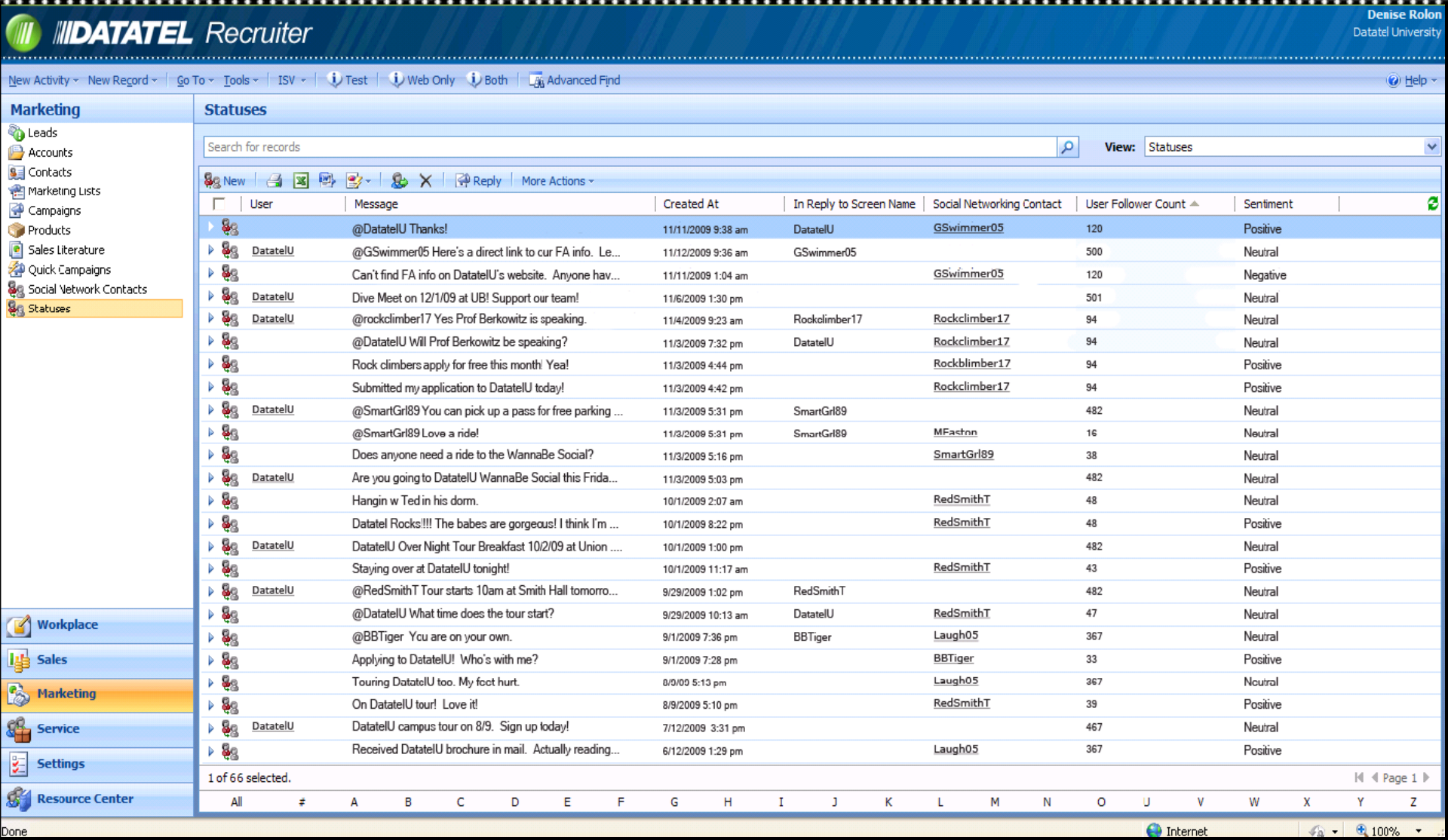
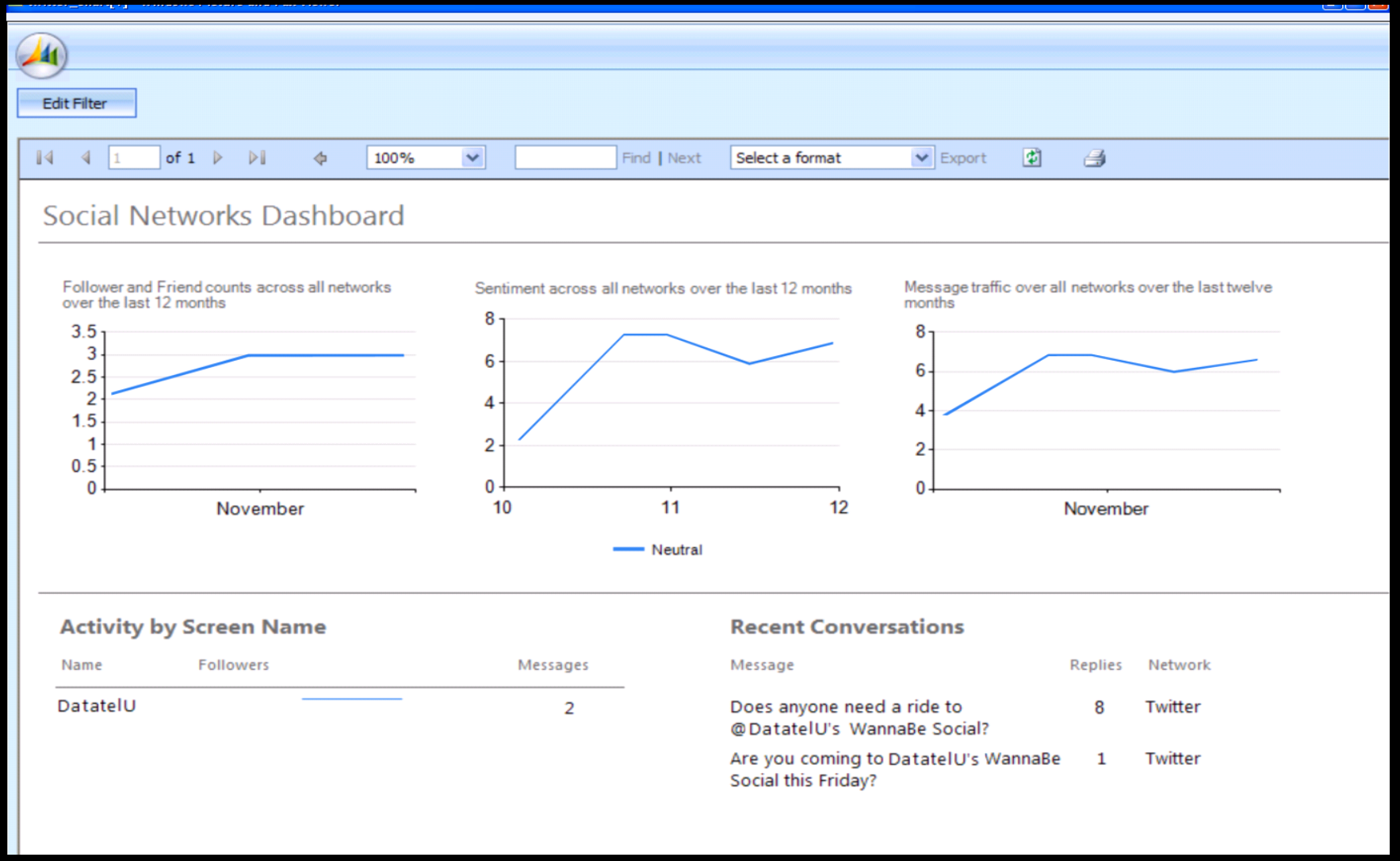
Recruiter and Social Media



Recruiter and Social Media



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Live Demonstration

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Datatel Recruiter - Key Benefits

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

Questions?

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