

Engaging Prospective Students with Navigate360's Recruitment Management Module

Partner Profile | Central Virginia Community College



Today's Presenters and Moderator



Michael Farris, EdD

Dean of Student Services

Central Virginia Community College



Evan Abatecola

Applications Support Supervisor

Central Virginia Community College



Kimberly French

Coordinator of Advising Services

Central Virginia Community College



Seth Finck

Strategic Leader, Student Success

EAB

1

Prior Prospect Recruitment Challenges

2

New Process with Recruitment Management (RM)
Module

3

Year One in Review: Early Wins and Lessons Learned

4

What's Next for CVCC

5

Q&A

CONNECTED24

Prior Prospect Recruitment Challenges



Central Virginia Community College



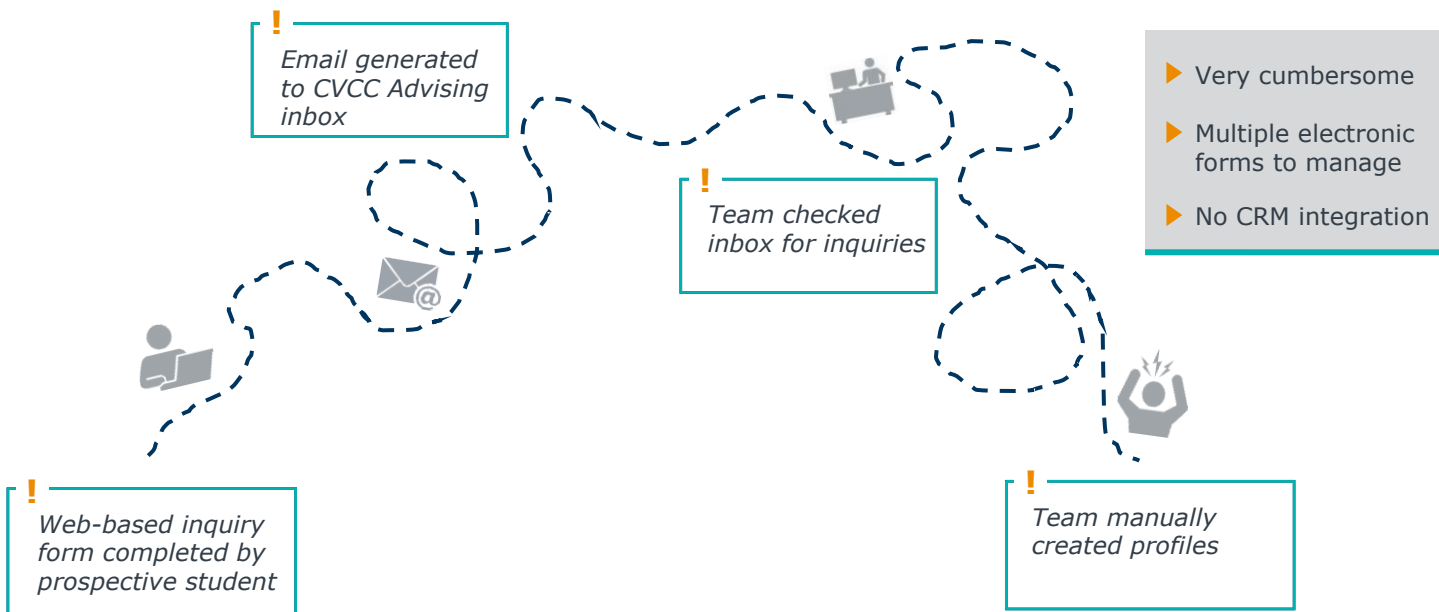
Two-year community college located in Lynchburg, VA



Annualized headcount of approximately 5,000 students

Inefficient Prospect Management Process Before Navigate360 RM

Makeshift Solution Within the Navigate360 Staff Workflow



Summer 2022 Directive for All Virginia Community Colleges

Mandate to Engage with a CRM to Improve Onboarding and Prospect Management



Virginia Community College System (VCCS) Directive

In summer 2022, colleges were directed to engage with a CRM to improve onboarding and prospect management. While various technology solutions were proposed, CVCC wanted to remain within the EAB suite of applications. Navigate360 Staff Workflow did extraordinarily well with helping students after they applied to the college, but more was needed to help them earlier in the process.

How confident are you in your college's ability to meaningfully follow up and engage with prospective students?

Confident

0%

Somewhat confident

0%

Not confident

0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

CONNECTED24

New Process with Recruitment
Management (RM) Module



The Recruitment Management (RM) Module's Appeal to CVCC

Scaling Recruitment and Retention in One System

Applying Navigate360's Proven Principles to Prospect Student Recruitment



Communication

- Send one-on-one outreach
- Conduct segmented messages and campaigns



Coordination

- Data follows student into Navigate360
- Share interaction records and notes
- Manage and segment student lists



Tracking and Reporting

- Application management
- Track yield
- Use reports on student responsiveness to campaigns

RM Beta Pilot

Opportunity for CVCC to engage with EAB to help shape development of the module



Managing Interactions and Information in the Prospect Profile

Central Location to Document and Reference Important Prospect Details

Prospect Profile

- Capture and manage a prospect's history through inquiry or bulk list imports, and track activity and funnel progress
- Perform quick actions, such as documenting activities, sending emails, and adding information or documents

Fiona Last

Prospect Summary Send Message Edit Details

Last Modified by Elise West (they/them) at 10/24/2023 at 3:45pm ET

Primary Email elisewest@eab.com	Primary Phone 301-867-5309	Location	Primary Enrollment Counselor Elise West	Prospect Type	Prospect PM ID prs7	Linked Navigate Student Profile No Linked Profile
------------------------------------	-------------------------------	----------	--	---------------	------------------------	--

Prospect Status Submitted Application

Prospect — Inquiry — Incomplete Application — **Submitted Application** — Reviewed Application — Accepted Application — Denied Application — Admitted — Matriculated

If a prospect has an active Navigate360 Student Profile, it will be linked on their Prospect Profile.

Application Section Status

Search in Results

SECTION	SECTION STATUS	UPDATED AT	UPDATED BY
The Basics	Complete		
Interests	Not Started		
Documents	Not Started		
To Dos	Not Started		

RECRUITMENT MANAGEMENT Search for Prospects

Edit Fiona Last Expand All

▼ Contact Information

▼ Demographic Information

▼ Prospect Interest

Entry Year	Entry Term	Intended Start Term	Prospect Type
Program Interests	Target Interests	Sports Interests	Housing Preference

▼ Education

▼ Standardized Testing

▼ Enrollment

▼ Other

Save Prospect Cancel Edit

Recruitment Management (RM) Implementation Phases

Laying the Groundwork for New RM Implementations



Implementation Strategy

- Assemble core team involved in prospect management process
- Decide on recommended workflows for teams



Configurations

- Configure RM access, inquiry forms, emails, and relevant fields
- Incorporate CVCC branding where relevant



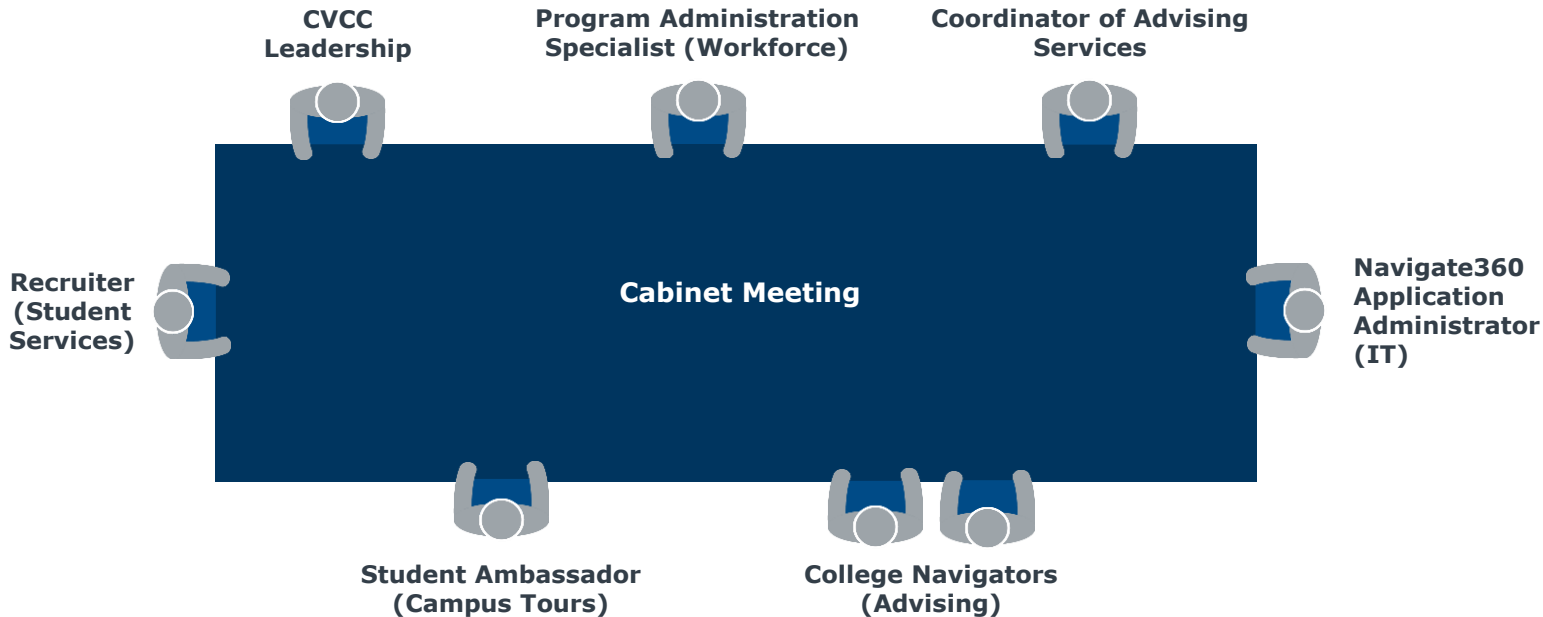
RM Go-Live and Training

- Train key users on new technology and process
- Go live with RM for prospect student use
 - First Inquiry Form released April 2023 for Open House event, resulting in 38 inquiries
 - General Inquiry Form released at end of April 2023

Implementation occurred over three months and is now even shorter for new RM partners.

RM Team Critical to Early Adoption and Tool Development

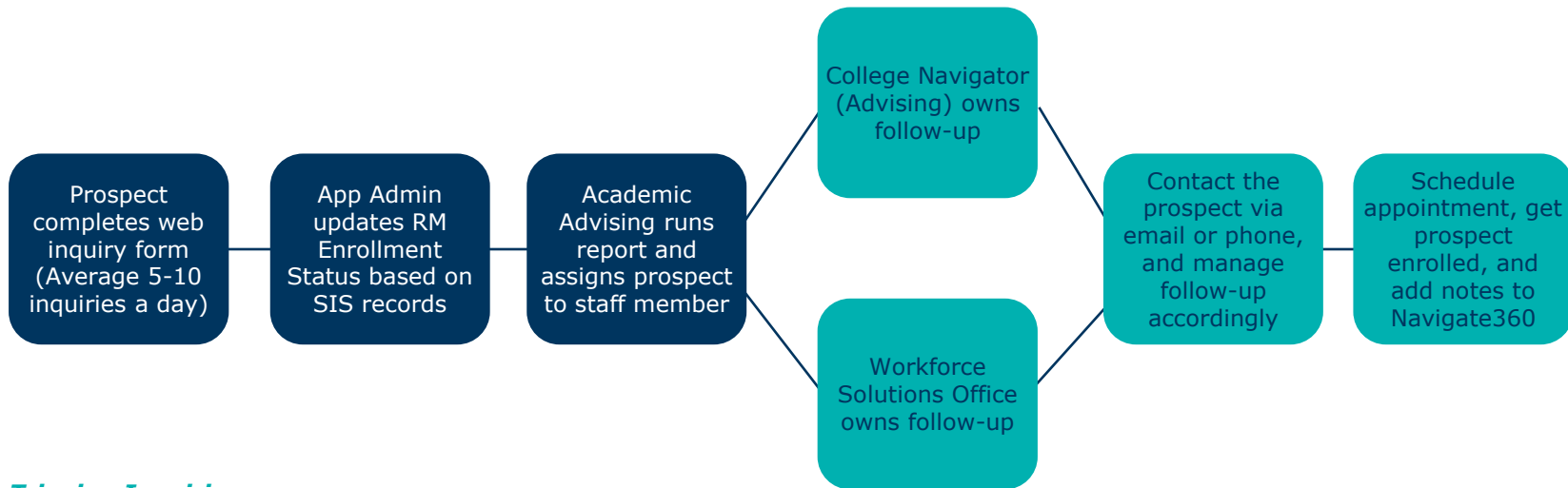
Cross-Office Collaboration





Prospect Funnel and Daily Workflow


RM Module Enables Tracking Prospects Through the Full Enrollment Cycle



Triaging Inquiries

- **Workforce:** Prospect pursuing a noncredit program
- **Academic Advising:** Prospect pursuing a credit program

General Inquiry Form Configured and Customized to CVCC



Central Virginia
COMMUNITY COLLEGE

Welcome to Central Virginia Community College!

Thank you for your interest in CVCC! Please fill out the information below and a college representative will be in touch with you soon.

If you are a business looking to connect with us, please select the following link: [Business Inquiry Form \(https://share.hsforms.com/12cufRfZrjUA8Dyz93VWAbuegc\)](https://share.hsforms.com/12cufRfZrjUA8Dyz93VWAbuegc)

Your Information

First Name * Last Name *

Email *

Primary Phone Number *

OK to Call OK to Text

Birthdate *

High School Attended

CVCC branding and language

High School Graduation Year

State of Residence * ZIP Code *

Career Interest

CVCC Program of Interest

Is there anything else you would like us to know?

Check here if you are interested in a campus tour

Notice of Nondiscrimination
Central Virginia Community College (CVCC) is committed to a policy of nondiscrimination in employment and educational opportunity. This policy specifically prohibits discrimination on the basis of race, sex (including pregnancy), color, national origin, religion, sexual orientation, gender identity or expression, age, political affiliation, family medical history or genetic information, or against otherwise qualified persons with disabilities in educational and employment opportunities, programs and activities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans. Harassment of an individual or group on the basis of any of these factors has no place in a learning or work environment and is prohibited.

Relevant personal information that allows CVCC to compare inquiry information with records in their SIS


CVCC careers and programs

Option to indicate interest in a campus tour



High School Inquiry Form

- ▶ Effectively interacting with prospects pre-application
- ▶ Differences from the General Inquiry Form:
 - Branded for the relevant high school
 - Requests high school graduation year, instead of high school name as does the general form



Central Virginia
COMMUNITY COLLEGE

E.C. Glass Hilltopper Day with CVCC!

Thank you for your interest in CVCC! We look forward to visiting all interested Hilltoppers on Thursday, October 19th.

Please take a minute or two to fill out the information below and a CVCC representative will be in touch with you soon.

Your Information

Preferred First Name * Last Name *

Primary Email *

Primary Phone Number

Primary Email *

Primary Phone Number

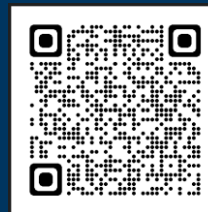
OK to Call OK to Text

Birthdate *

High School Graduation Year

State of Residence ZIP Code

CVCC Program of Interest



For high school visits, how is prospective student information captured, and what is done with the information?

Nobody has responded yet.

Hang tight! Responses are coming in.

Email Templates for Prospect Inquiry Follow-Up

Communications Managed by Appropriate Office Using Navigate360 Staff Workflow

Subject: Welcome to CVCC! Thanks for Reaching Out to Us!



Hello!

This is _____, Enrollment Specialist in the Workforce Solutions Division at Central Virginia Community College. Thank you for inquiring about CVCC through the "Let's Get Started" form.

Please contact me and let me know what program you are interested in. Once I hear back from you, we will schedule an appointment for you to come to our office to speak with our enrollment and financial specialist. I look forward to hearing back from you.

All the best,

Example Email Templates:

- No course selected, did not answer call
- Interested in a noncredit program
- Interested in a specific noncredit course

Download the email templates
in the conference app!



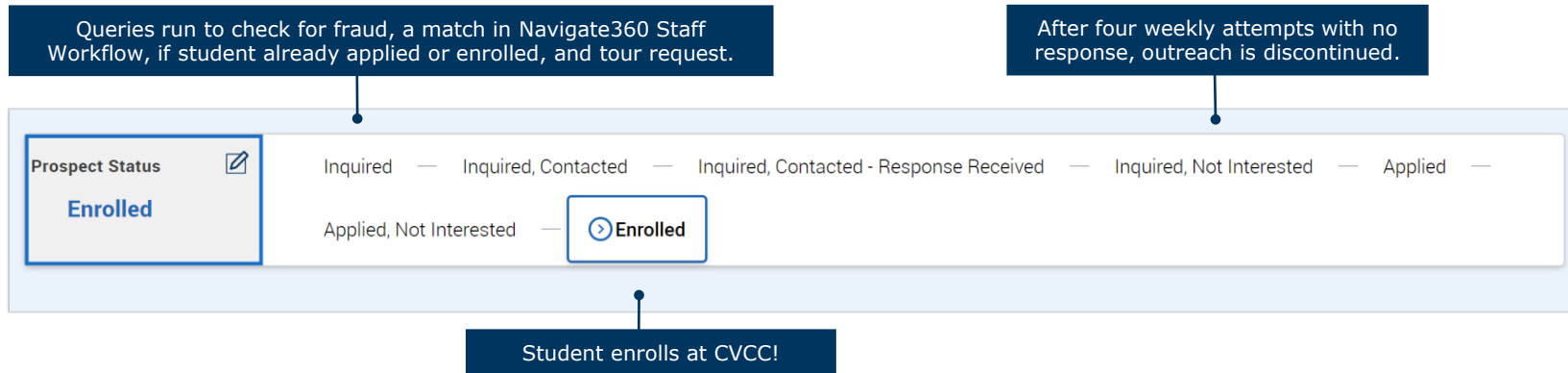


Accurate Data in the Prospect Status Field Ensures Proper Follow-Up

Easily Tracking the Prospect's Status Through All Stages of the Funnel

Statuses Are Customized for Each Institution¹

Application Administrator updates Inquired and Enrolled statuses every morning. All prospect status types can be updated in batches.



1) All fields can be customized, except for Inquired, Applied, and Enrolled.

Source: Central Virginia Community College; EAB interviews and analysis.

Iterative Training and Resources to Build Comfort with the RM Module

Adapting to the Changing Technology and Institutional Processes



CONNECTED24

Year One in Review: Early Wins and Lessons Learned



Pre-built RM Reports to Easily Monitor Progress

Answering Recruitment Questions About Your Prospect-to-Applicant Funnel and Application Status

Report Capabilities

- Find an activity, application, etc.
- Perform bulk operations, such as sending an email or updating prospect status
- Save and export reports

Available Reports

- Activities
- Applications
- Inquiry Submissions
- Institutions
- Notes
- Prospect Campaigns
- Prospects

The screenshot displays the 'My Saved Reports' section of a Recruitment Management system. It features a search bar and a table of saved reports. Below this, a 'Data Filters' dialog is open, showing a filter for 'FIRST NAME' with the condition 'is not empty'. To the right, a 'Report Results' table shows a list of candidates with their full names and first names.

My Saved Reports | Standard Reports

Saved Reports

Access your Recruitment Management Saved Reports below. To add a new Saved Report, run a Standard Report and click save from the report results.

Search in Results

NAME	REPORT TYPE	CREATED ON
Activity Report by Prospect Name	Activities Report	05/16/2023
Institutions by Type	Institutions Report	05/16/2023
Prospects Campaign by Name	Prospect Campaigns Report	05/16/2023

Data Filters

+ Add Filter

Filters Logic: Match all Filters (AND) | Results must match ALL filters: 1

Field: FIRST NAME | Condition: is not empty

Run Report

Report Results

Actions | Perform action on selected row(s)

	FULL NAME	FIRST NAME	MIDDLE NA
<input checked="" type="checkbox"/>	Abraams, TJ	TJ	
<input checked="" type="checkbox"/>	Acosta, David	David	
<input checked="" type="checkbox"/>	Bedukova, Natasha	Natasha	

RM Module Has Enabled Scaled Prospect Management



Reduction in Manual Processing

Automated Process

Staff Time Savings

Coordinated Approach

Greater Reach and Potential Impact

Achieving Scale and Efficiency

- Both credit and noncredit prospects are now managed in the same workflow
- **In the time it used to take staff to manage 5 prospects, they can manage 1,000 prospects with RM**



Tuition Revenue Gains and Increased Yield Rate for Fall 2023

Measurable and Impressive Results with the RM Module

Inquiries, Applications, and Enrollment

1,169
Inquiries submitted since April 1, 2023

635
Applications to the college received

344
Students applied and enrolled for fall 2023, exceeding CVCC's goal of 100 students

\$522,655
Tuition revenue from enrolled students taking 3,137 total course credits

Yield Rate per Stage

▶ **56%**
Inquiry-to-applied stage

▶ **30%**
Inquiry-to-enrolled stage

1) Data as of October 5, 2023



Leadership Buy-In Is Imperative

CVCC Leadership, from the President down, was supportive of the initiative and gave the team flexibility to make it successful.



Create Unique Inquiry Forms

Unique inquiry forms were created for each of the 11 high schools that CVCC serves.



Little Intervention Is Needed

After a nudge, not much additional manual intervention is needed to get students to apply.



Application Support Technician's Role Is Essential

Navigate360 Application Administrator role expanded to the RM Module, including updating statuses, training staff, and learning the tool.

CONNECTED24

What's Next for CVCC



Planned Features That Will Enhance CVCC Prospect Management

- 1 More Advanced AI and Automation**
Optimize workflows using Navigate360 AI Report Builder
- 2 Texting Students via the RM Module**
Elevate student engagement with two-way SMS texting
- 3 Dashboard to Provide Overview**
Dashboard that provides users with a high-level understanding of prospect activity without having to run individual reports



CONNECTED24

Q&A



Have a Question? Raise Your Hand!



Michael Farris, EdD

Dean of Student Services

Central Virginia Community College



Evan Abatecola

Applications Support Supervisor

Central Virginia Community College



Kimberly French

Coordinator of Advising Services

Central Virginia Community College



Seth Finck

Strategic Leader, Student Success

EAB

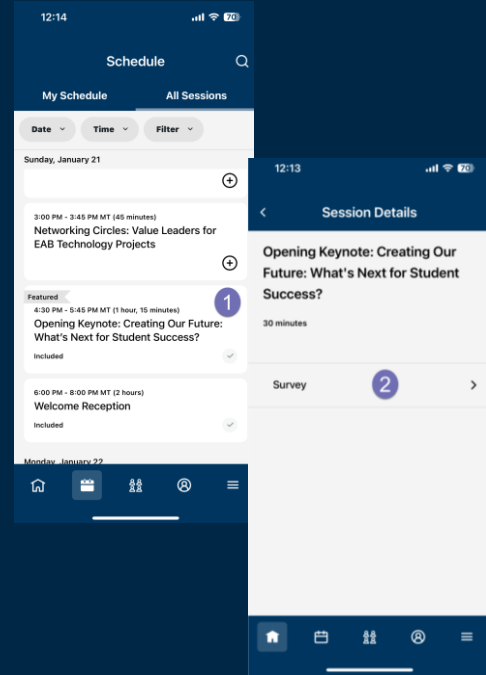
Complete Session Evaluations

Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

Need help with the app?

Stop by the **information desk!**



CONNECTED24

Join us tonight for a
CONNECTED Celebration!



Join us at **5:00 p.m. in the Aurora Ballroom B-D** to celebrate with your colleagues and peers.


Bites, drinks, and fun provided



Next Up: **Lunch!**

Head straight to Aurora Ballroom A located on the 2nd floor.

Lunch is being served family style – it'll be ready for you at your table. Refer to your badge to locate your table number. There will be staff on hand to help direct you.





202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

