

## Recruitment Management:

Coordinate Your Enrollment and Retention Strategy in Navigate360

## Your Presenters



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## Thousands of Prospects Falling Through the Cracks

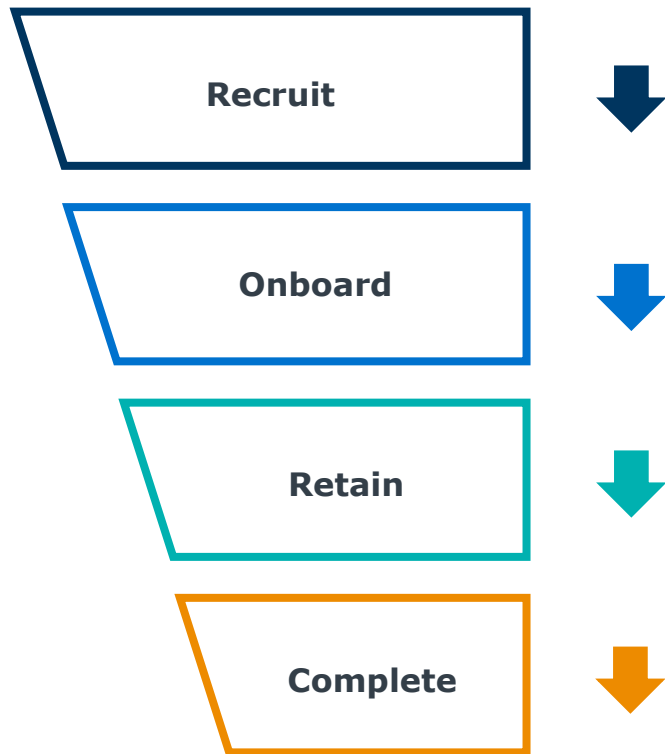
During our College Preview day, we bring over **1,000 students to campus**. We used to have them each fill out a little piece of paper with their interests.

Then, we would put those papers in a box and store the box away. **We actually never followed up with those prospects**. We had no idea if they applied, let alone enrolled.

*Vice President of Instruction  
Community College, West Coast*

# The Leaking Enrollment Bucket

Colleges Are Losing Students at Every Stage



## Missing Connections with Prospective Students

- 8 million young adults have opted out of higher education since 2020
- Students applying to more schools, waiting longer to commit

## Confusing and Generic Onboarding

- Student customer service expectations for seamless experience rising
- More likely to abandon enrollment if processes are unclear

## Increasing Social, Emotional, Academic Barriers

- Mental health, basic needs challenges continue to threaten persistence
- Academic unpreparedness increased during the pandemic

## Momentum Loss

- Students experience bumps that disrupt their progress, even when they are closing in on completion

# Not All Enrollment Challenges Are Beyond Your Control

## Students Continue to Apply but Not Convert

### *Two-Year Landscape*

Students solely eyeing two-year colleges submit around **2.74 applications**, indicating they're **actively comparing** your college with competitors

### *Four-Year Landscape*

Since 2001, applications per enrolled student doubled while **yield halved**

### *What (Solvable) Factors Are Contributing to Bad Prospect Experiences in a Critical Decision Time?*

71%

Not **capturing prospective student information** in single easy-to-access place

81%

**Onboarding confusion** causes students to **abandon enrollment process**

38%

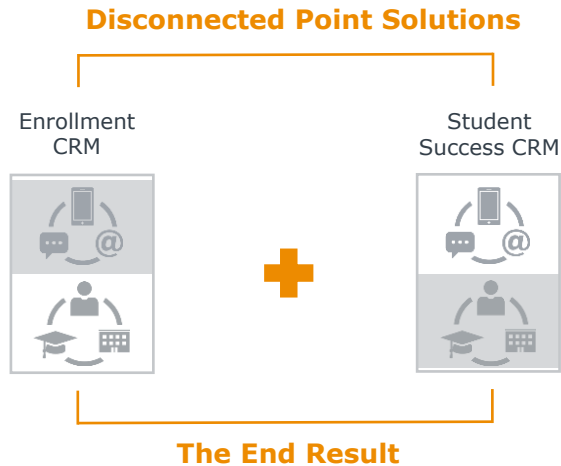
Difficulty connecting to staff or tools **contributes to students leaving the institution**

44%

Students needing to **repeat their stories multiple times** hurts retention (**66% for two-year**)

# A Different System for...Everything

Tech Sprawl Decreases Efficiency, Increases Frustrations



- ✘ Multiple solutions often underutilized, resulting in **wasted financial investments**
- ✘ Create **disconnected user experience** for students and staff
- ✘ Redundancies can exist between systems, leading to **decreased efficiency**

## All-in-One Solution

### Navigate360



## Lifecycle Support and Engagement

- ✔ **Coordinate care** across your campus
- ✔ **Consolidate** your functionality in one seamless platform
- ✔ **Scale workflows** with data-driven efficiencies



What your peers say:

"Hundreds of students apply to our school each year but never enroll, representing missed opportunities to boost attendance.

"Now, **we can build relationships with interested students in Navigate360**, a system we already use, so fewer students fall through the cracks."

-Dr. Sandra Davis

Vice President of Student Services, Orangeburg-Calhoun Technical College

# Discussion

What challenges cause the biggest disconnect for staff when it comes to supporting prospective students at your institution?



Tech sprawl—  
too many  
systems



Difficult to  
communicate  
at scale



Confusing processes  
cause students to  
lose momentum



Not enough staff  
to provide holistic  
support students  
need



Other? Feel free  
to share!

## What challenges cause the biggest disconnect for staff when it comes to supporting prospective students at your institution?

Tech sprawl- too many systems

0%

Difficult to communicate at scale

0%

Confusing processes cause students to lose momentum

0%

Not enough staff to provide holistic support students need

0%

Other? Feel free to share!

0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)



# CONNECTED24

Recruit, Retain, and Empower Your  
Students in a Single System

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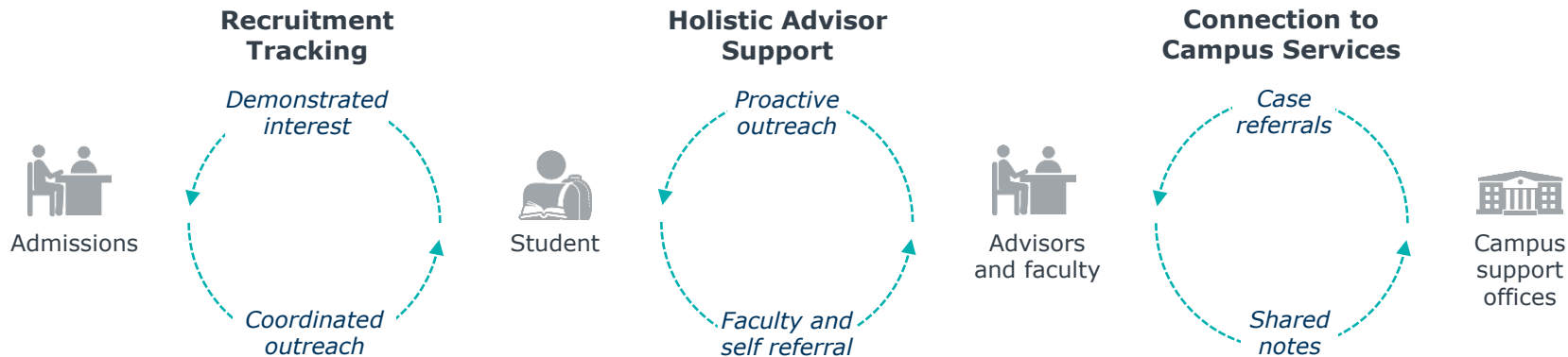
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# EAB's Blueprint for Coordinated Student Care

Offices Work in Tandem to Support the Entire Lifecycle



## Data to Support Continuous Improvement

Student needs, barriers, attitudes, and performance

Appointments, outreach, and other interactions

Accessibility, scope, and impact of support services

## Navigate360 Reduces Cost of Ownership by Delivering Multiple Point Solutions in a Single Platform:

### Enrollment Management

Engage and track prospects; manage applications, admission decisions

### Early Warning

Instructor-submitted alerts

### Case Management

Manage cases and easily reference student info

### Communications

Email and text, plus tracking and records

### Advising Notes




Single record of every support interaction

### Appointments

Interactive scheduling for students

# Connect Recruitment and Retention in One System

Applying Navigate360's Proven Principles to Recruiting Prospective Students

	How we support students today	How Recruitment Management extends Navigate360's support for students
<b>Communication</b> 	Automate and track multimodal outreach	<ul style="list-style-type: none"> <li>Send <b>one-on-one outreach</b></li> <li>Segmented messages and campaigns</li> <li>Communication automation, including <b>texting</b></li> </ul>
<b>Coordination</b> 	Access centralized interaction information	<ul style="list-style-type: none"> <li>Share interaction records and notes</li> <li>Centralize prospective student information</li> <li>Maintain and segment student lists</li> <li><b>Data follows student into Navigate360</b> once enrolled</li> <li>Manage application and admission decisions</li> </ul>
<b>Reporting</b> 	View high-level and detailed metrics for accountability	<ul style="list-style-type: none"> <li>Pull reports on <b>responsiveness to campaigns</b></li> <li>Track progress through the recruitment journey</li> <li>Evaluate effectiveness of activities and interactions</li> </ul>

**90 days**

*Navigate360 partners can implement Recruitment Management in just 90 days with **minimal technical lift** required.*

# Case Study: Building an Effective, Scalable Recruitment Strategy

## RM Increases Yield and Revenue for Central Virginia Community College in Six Months

### Before Navigate360 RM

- Prospect tracking and follow-up **manually managed in Navigate360** and by staff
- **Couldn't connect with prospects at scale** earlier in the funnel
- Other CRM options were **costly, did too much**—not built with community colleges in mind

### After Navigate360 RM

- **90 days** to launch
- With RM, piloted new **automated inquiry form**
- Redesigned post-inquiry workflows to **save staff time**

### Early Wins



**56%**

Yield in **inquiry-to-applied** stage



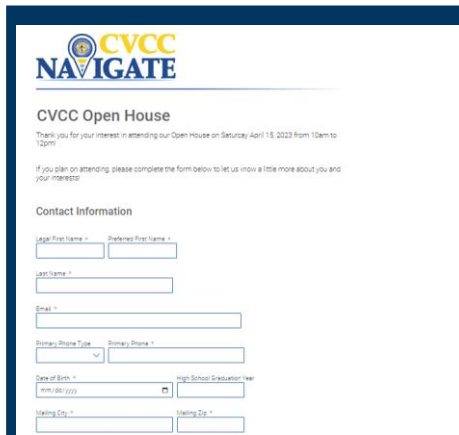
**30%**

Yield in **inquiry-to-enrolled** stage



**\$522K**

**Tuition revenue** from 344 students enrolled via RM in **first six months** of use



The screenshot shows a web form titled "CVCC Open House" with the CVCC NAVIGATE logo. The form includes a header with the college name and logo, a thank-you message for interest in an Open House event, and a request to complete the form. Below this is a "Contact Information" section with fields for "Legal First Name", "Preferred First Name", "Last Name", "Email", "Secondary Phone Type", "Secondary Phone", "Date of Birth", "High School Graduation Year", "Starting City", and "Starting Date".



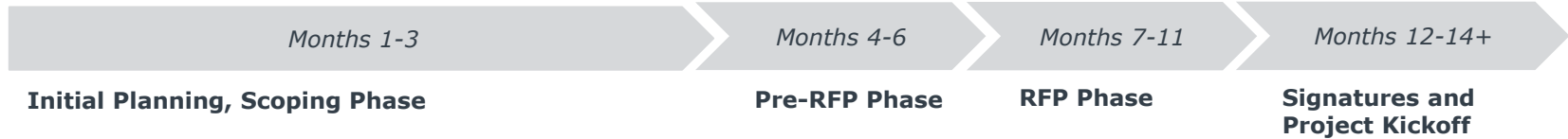
# Recruitment Management Demo



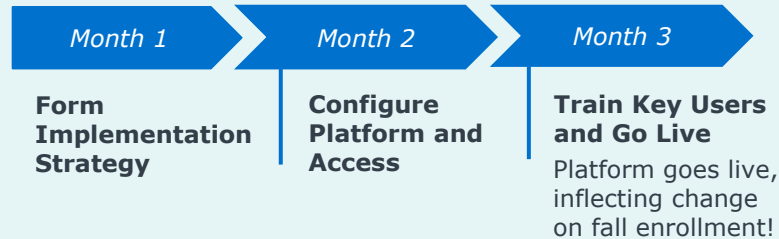
# Take Control of Your Recruitment Strategy

Recruit Smarter in 90 Days

## Traditional CRMs Take a Year or More to Launch:



## The RM Difference:



## Make Your Decision with Confidence



**Low implementation lift** for partner institutions



Deliberately simple module with purpose-built **features you can use immediately**



**Tools you can trust:** RM functions through the Navigate360 platform



**Designed specifically for higher education**

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Amplify Your Enrollment Strategy  
with the Right Support

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# Recruitment Management Product Roadmap

## Available Now

## Coming Soon

### Manage Your Enrollment Funnel

- Manage prospective students' progress through the funnel **at scale**
- Import from external sources to **centralize all application data**



- Elevate student engagement with additional **communication tools such as two-way SMS**
- Leverage the **power of AI** to optimize workflows

### Engage Your Prospects

- Invite students to engage with enrollment staff and **track outcomes** of those interactions
- Give students up-to-date visibility on **application status**



- **Guide** students through the application process
- Create, manage, and track **events**

### Streamline Staff Workload

- Create a **unified prospect view** for your admissions team
- Prospect view **integrates with active Navigate360 student profile** for advisors and success staff



- Create a **library of communication resources** to facilitate cross-team collaboration
- **Automate** common tasks to ease workflows

### Simplify Reporting

- Pre-built reports to monitor **yield, activity trends, inquiries, and prospect data** in real time



- Get deeper insights through **enhanced reporting and dashboards**



## Questions? Ask Us Anything.



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***Ready to connect recruitment  
and retention? Contact:***

**Rachel LaVigna**

Director, Account Management  
[rlavigna@eab.com](mailto:rlavigna@eab.com)

THANK YOU!



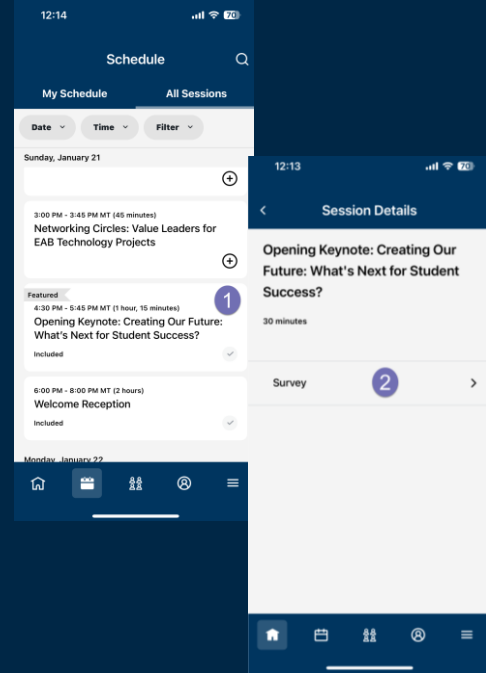
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Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

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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*





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