

Jenzabar Success Story

Reinhardt University on track to increase new student enrollment by almost 10% with Jenzabar Recruitment

About Reinhardt University

Founded in 1883, Reinhardt University is a private, comprehensive institution grounded in the liberal arts and affiliated with the United Methodist Church. Reinhardt offers nearly 50 graduate and undergraduate programs online and on campus, ranging from business and education to music and theater. Reinhardt also offers programs in other centers in the North Georgia region.

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Christopher Bryan
Assistant Director of Admissions
Reinhardt University



Implementing a constituent relationship management (CRM) system has made a significant impact on Reinhardt University's ability to successfully recruit and enroll new students.

Two years ago, Reinhardt finished their recruiting season with 398 new students. Last year, they recruited 483 new students. This year, they've set the bar even higher and are working to enroll 525 new students. They are confident in this enrollment increase despite being down by more than half of their admissions counseling staff. What's to account for this surge in students?

"A lot of it is due to our dedicated and talented admissions staff," says Lacey Satterfield, Director of Admissions at Reinhardt University. "A lot of it is due to Jenzabar's Recruitment module." The Recruitment module provided them with a robust constituent relationship management system. "Using a CRM had a big impact for us. We've been up and running on Recruitment for about six or seven months now, and I can't imagine our work without it anymore."

Attracting modern Higher education students

Competition for the best-fit candidates is tightening in modern higher education. Prospective students are being hit hard by mail, email, internet campaigns, and social media. Many institutions, like Reinhardt, are turning to the proven tools and marketing techniques employed by the business sector to personalize communications and improve relationships throughout the entire Enrollment process. Jenzabar's Recruitment module is the leading CRM platform for higher education. In addition to improving recruitment communications, it also automates workflows, reduces manual tasks, and improves business intelligence for better performing operations.

"Students expect to be answered immediately and not just between 8:30 and 5:00 every day," says Christopher Bryan, Assistant Director of Admissions at Reinhardt. "They send an email and want an immediate response. The students and parents expect us to reply to them quickly and be knowledgeable about what we are talking about. Recruitment gives me access to the information that I need, wherever I am, without even having to open up a laptop."

Reinhardt admissions counselors spend less time on administrative tasks and more time engaging with their prospective students and their families. Reinhardt counselors connect with students in a fast and personalized manner, ensuring no prospective student falls through the cracks.

"Admissions counseling goes a lot more smoothly now," says Satterfield. "Our campaigns are better built. Before, we used broadcast email software to launch our email campaigns. We'd literally pull a list out of our Jenzabar ERP, upload it into the separate email system, and send the email out. There was no integration between the two systems. The counselors didn't know when an email went out, much less if the student had opened it or interacted with it. If there was delay between when we pulled the

list and when the email actually got out the door, the data was outdated at that point. Now, we are able to see exactly when a student opened that email. That's such a help. More importantly, when a counselor is tele-counseling, to be able to resend that email on the fly is so helpful to us."

Leveraging cloud computing

Jenzabar's Recruitment module is built on Salesforce.com, the world's leading CRM platform, and optimized for higher education. Because the system is cloud-based, Reinhardt admissions counselors have the mobility they need for today's fast-moving world. They can access information and perform tasks at any time and from anywhere, via computer, laptop, mobile device, or tablet.

"The cloud-based part of it has been really important to us," says Satterfield. "The big thing is that the admissions counselors have access to all this data on the fly, which they didn't have before. When they are in a high school counselor's office, and the counselor says, 'Tell me what's going on with this student,' they can look it up right on their cell phone, talk to the counselor, and be completely informed about the student. Before, we didn't have the capability to do that. The counselor would either say, 'Let me go out in the hallway and call my office,' and have to get somebody back on campus to walk them through it, or they would tell the high school counselor, 'I will email you when I get back in office in two weeks.' The counselors having access to student information while on the road has been tremendously helpful."

"The reporting in Recruitment has been so helpful to us. The drag-and-drop features of the reporting have been so easy for my whole staff. "

Lacey Satterfield
Director of Admissions
Reinhardt University

Gaining valuable insight

Reinhardt has the ability to monitor and report on their enrollment process in real time. They can create custom workflows, reports, dashboards, forms, and fields.

"The reporting in Recruitment has been so helpful to us," says Satterfield. "The drag-and-drop features of the reporting have been so easy for my whole staff. We monitor how well three or four special populations are performing. With our new nursing program, that's been really important. I send data weekly to a couple people and once a month to the majority of the leadership team on our campus. We will be in a meeting and someone will say, 'Can you tell me how many of those nursing students are transfers?' and I have access to that information in about 30 seconds because the reporting is so easy. Now, I'm rarely on campus without a tablet with me, so I can produce a report at any time anybody wants it. That's been incredibly helpful."

"Our Jenzabar implementation team did a really fantastic job of being patient, hearing our concerns, and explaining things that were probably remedial-level to them but weren't to us because we are not IT people. They were really supportive through the process."

Lacey Satterfield
Director of Admissions
Reinhardt University

Reinhardt has found that integrating their CRM with their Jenzabar ERP has improved data flow for Admissions. By using a single, integrated tool, Reinhart now has the ability to review the impact of marketing campaigns, track progress, and increase efficiencies by avoiding data imports and exports—all with the ease of point-and-click functionality.



Help from trusted advisors

When it came to implementation, Satterfield and her team greatly appreciated the support they received from both Jenzabar and peer schools in the Jenzabar community.

"I don't have an IT background, and all this is very new to me," says Bryan. "The Jenzabar support community has been a huge help for us. Lacey and I are both a part of the Jenzabar listservs. I like seeing all the interactions take place. If you ever have a question or something comes up, we know to just throw it up on the listserv and someone will reply back to us and help us troubleshoot that problem. Also, last year was my first time ever going to Jenzabar's Annual Meeting and I absolutely fell in love. My brain hurt for two weeks after JAM because I learned so much. It's a great networking event, too. We met a peer from a college in New York at JAM last year and now we stay in touch. We sat in on one of the sessions from a Florida college and learned a lot from them. Having that community and that support has been huge for us."

"The Jenzabar community is so helpful," agrees Satterfield. "Even a school who we would consider a competitor has been so open and so helpful. There is such good support from Jenzabar as a company, too, not only from the community. Our Jenzabar implementation team did a really fantastic job of being patient, hearing our concerns, and explaining things that were probably remedial-level to them but weren't to us because we are not IT people. They were really supportive through the process. They made sure that the system really did work the way that we wanted it to work."

Jenzabar one

A flexible, cloud-ready platform exclusive to higher education. Our powerful suite of technology products and services provides your campus with mobile-friendly solutions for both student and institutional success.



Analytics



eLearning



Enrollment



Finance



Financial Aid



Fundraising



Human Resources



Retention



Student

Reinhardt University



We saw our Senior Business Consultant, and still very much do see him, as a partner for us. I sent him and our Project Manager an email saying, 'Hey, we are 30% ahead!' because I feel they are as invested in our success as we are."

Building on a bright future

Now that Reinhardt is well on its way to meeting its aggressive Enrollment goal, the Admission Office is excited to leverage the complete functionality of Recruitment.

"We haven't yet even scratched the surface of what we are able to do," says Bryan. "There's a great feature in Recruitment for events, which we are not using yet. But I'm determined that we are going to be using it for the next admissions cycle."

The events functionality will give Reinhardt's team the ability to keep things flowing with a powerful interface that allows prospects, students, parents, and alumni to search and register for interviews, campus tours, open houses, and any other events they are hosting.

They can even create tasks in Recruitment for each admissions counselor— ensuring prospective students get the right attention at the right time.

Reinhardt University prides itself on providing its students with a personalized education. Now students get a preview of what they can expect with the personal attention they receive right at the beginning of the exploration process.

About Jenzabar

Created out of a passion for education and a vision for technology, Jenzabar offers disruptive, innovative software solutions and services that empower students' success and helps higher education institutions meet the demands of the modern student. Over 1,350 higher educational campuses harness Jenzabar solutions for improved performance across campus and a more personalized and connected experience for the student. For further information, please visit jenzabar.com or on twitter@Jenzabar or LinkedIn.

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