

EMASTM Pro

EMAS Pro Enrollment Suite

EMAS Pro gives you a complete set of powerful enrollment management tools, designed to work seamlessly together and stand-alone:

- **EMAS Recruitment Pro**
Complete prospect relationship management, including target segmentation, communications planning and automation, 360° tracking and comprehensive reporting.
- **EMAS Telecounseling Pro**
Manages your telecommunications within your communications plans, prompting calls at trigger points and providing phone scripts. Easily track costs and ROI and integrate best practices for maximum effectiveness.
- **EMAS Online Pro**
A web portal with your school's branding, where prospective students interact with your school via inquiry forms, pre-populated applications, as well as live chats, blogs and even presentations.

- **EMAS Campaign Pro**
Gives you the power to create e-mail campaigns with variable content, CAN SPAM compliance, and dynamic tracking and reporting. Supports personalized follow-up with responding students.
- **EMAS Response Pro**
A completely web-accessible knowledge base that provides an intelligent response system—a web-based, interactive FAQ available to serve your students 24/7.

Solution for Student Success, too!

In addition to the enrollment suite, Education Systems, Inc. has now introduced a strategic solution for student success — **EMAS Retention Pro**. With built-in data utilities, EMAS Retention Pro can import rich data from Recruitment Pro and provide retention risk scoring, pre-defined communication plans, rule-based interventions, and flexible reporting — all before classes even begin.

As an EMAS Pro client, you can bring recruitment and retention into alignment at your institution. Success for everyone!

About Education Systems, Inc. — Makers of EMAS Pro

Since 1997, Education Systems, Inc. (ESI) has been a leading provider of customizable, solution-oriented, higher education enrollment management software and “best practices” consultative services. EMAS Pro provides the industry’s trusted solution to grow and shape enrollment while fostering student success. EMAS Pro solutions — which now include EMAS Recruitment Pro and EMAS Retention Pro — benefit from direct consulting with more than 500 enrollment management teams and the support and confidence of 40 years of continuous experience in the industry.



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EMASTM Recruitment^{PRO}TM



Facing a change in your recruitment solution?

EMAS Pro — maker of the original, proven CRM for higher education — would like to be your strategic enrollment partner.

We're confident that we can provide not only a successful and completely satisfying transition, but an expanded solution that delivers enhanced value and a clear path to the future.

We look forward to learning more about your situation, timeline, and unique requirements.

Sign up for a free, customized presentation at www.emaspro.com or call us at (866) 999-EMAS.

EMAS[™] Recruitment PRO[™]

The EMAS Pro commitment to Recruitment Plus users

EMAS Pro leadership is committed to providing each R-Plus client with more capability in important features and services, for an overall reduction in your annual costs.

Additionally, EMAS Pro is committed to working closely with you, as a trusted professional team, to transition your college or university into an enhanced solution with more effective, state-of-the-art benefits than you've experienced with Recruitment Plus.

Your satisfaction . . . guaranteed.



For R-Plus users: A shared platform, familiar operation, and . . . more!

With EMAS Pro as your new strategic enrollment partner, you can count on maximizing your current investment in rich data, history, and communication plans while adopting a solution with enhanced functionality.

The EMAS Pro team is committed to helping you transition to EMAS Recruitment Pro and the complete enrollment suite with minimum disruption and maximum data transfer.

EMAS Recruitment Pro and Recruitment Plus do have some commonality — both are sophisticated relational databases, on the SQL Server platform, and both are offered in either client /server or hosted deployments. With a user-friendly and intuitive interface, EMAS Recruitment Pro will require almost no ramp-up time for R-Plus users.

EMAS Recruitment Pro provides a stronger communications engine and nearly 100 of the most common recruitment-related reports, as requested by enrollment professionals.

The modules available in the EMAS Enrollment Suite, fully integrated with EMAS Recruitment Pro, include **Telecounseling Pro** (call management), **Campaign Pro** (e-marketing, with rich media), **Online Pro** (school-branded, student-facing web portals), and **Response Pro** (web-based, interactive FAQ, available 24/7).

A smooth transition — professionally managed, with guaranteed results

EMAS Managed Implementation will provide you with a designated EMAS Pro Account Manager to help set up facilities, map data, and deliver the full benefits of the complete enrollment suite. Here's just some of the support you can count on:

- Managed data migration by a designated client support specialist, with both EMAS Pro and SQL Server expertise for a smooth transition
- Step-by-step success plan, including project management by milestones
- With a focus on ROI, your data is retained and fully actionable at launch, greatly minimizing any disruption of your recruitment efforts
- Consultation to review your current recruitment plan and goals, and a guided implementation and configuration of EMAS Pro to track progress, take action, and fully serve your recruitment needs
- Assistance in the setup and strategic use of Online Pro for creation of student-facing portals
- Set-up and guidance on the use of Campaign Pro — email campaign service with performance statistics



Unflagging commitment to higher education

Since 1969, EMAS Pro (and its organizational antecedents) has been helping higher education institutions face challenges and navigate tough transitions.

As an EMAS Pro client, you will be joining a vibrant and innovative community of other enrollment professionals (from more than 150 schools) who generously share success stories, best practices, and practical tips via our EMAS Learning Center, our active list serve, and our web and live events.

Education Systems, Inc. remains committed to continuously enhancing our EMAS Pro enrollment suite and providing our client schools with the best enrollment solutions available.

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