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EMASTM
Recruitment Pro

Tools to meet your unique enrollment management needs

Customize and integrate

- ▼ Designed to parallel your institution's unique enrollment management strategy with fully customizable user-defined screens, menus, and fields
- ▼ Gain complete control and real-time access to student records through secure data tools
- ▼ Designed and implemented specifically and solely for the higher education environment
- ▼ Leverages the power of your campus wide systems, with seamless interfacing and integrating
- ▼ Microsoft™ SQL flexibility and security

Multi-channel target marketing

- ▼ Increase program success rates through timely communication based on target market segmentation
- ▼ Tailor and fill your student populations and programs using customized and "best-practice" recruitment and communications plans
- ▼ Increase retention rates by cultivating and monitoring stronger student candidates
- ▼ Lower overall recruitment costs and make efficient use of resources through automation of targeted communications plans
- ▼ Measure "message effectiveness" through real-time communication and response tracking
- ▼ Establish and maintain prospect and student relationships with plans that integrate over multiple communications channels
- ▼ Implement better prospect identification, response, and service with 360° communication tracking - incoming and outgoing email, online activity, print-mail campaigns and telecounseling records

At Education Systems, we know that your institution has unique enrollment management goals, challenges, and needs.

With this in mind, the EMAS™Pro Strategic Enrollment Management (SEM) Suite of products is designed to mirror your institution and uses strategic customization to meet your unique and evolving enrollment management needs.

This allows you to effectively fill and manage your recruitment funnel for increased conversion and yield rates through personalized, multi-channel communications plans



Prospective Student Record Management

- ▼ View complete profiles of any student or student population, while tracking and monitoring their movement throughout the recruitment funnel
- ▼ Easily search, qualify, segment, and cost-effectively target your most desirable prospects and student populations
- ▼ Prevent message duplication through automated communication monitoring
- ▼ Plan more effective high school recruitment visits, using the integrated high school visitation planning tools

Powerful Reporting Capabilities

- ▼ Determine, report, and predict the real costs of your recruiting program—for precise resource planning, management, and program implementation
- ▼ Capture key performance measures and identify trends using EMAS[™]Pro's powerful analytical reporting tools
- ▼ Track and analyze benefits and costs of recruiting specific market segments
- ▼ View and report real-time cost analysis
- ▼ Deliver timely management decision-making data
- ▼ Use any or all of the 90(+) pre-defined report formats, or create custom report formats unique to your institution



EMAS[™]
Online Pro

- ▼ Eliminate paper-based admissions and improve the overall application process for staff and student prospects with an integrated online application
- ▼ Engage the student earlier, more frequently, and more personally, with customized student portals, blogs, live chats, and discussion-boards
- ▼ Create, manage and modify web content with easy-to-use online tools
- ▼ Efficiently schedule and communicate campus events. Allow prospects to self-identify and self-register online



EMAS[™]
Telecounseling Pro

- ▼ Streamline the calling process with more personal and relevant communications
- ▼ Easily assign calls per counselor or counselor group based on targeted communications plans, using pre-defined calling scripts
- ▼ Track costs, efficiencies, and develop Telecounseling best practices using call tracking, notes screens, contact histories, time-on-call measurements, and call success metrics

EMAS[™] Recruitment Pro and your Campus-Wide System

- ▼ **Campus-Wide (ERP) Systems** lay at the heart of all major institutional processes. Storing huge amounts of **internal data** they must maintain countless transactional data points related to enrollment, tuition payments, student grades, financial aid records, etc
- ▼ **EMAS[™] Recruitment Pro**, in contrast, is a strategic solution that works primarily with prospective students and their **external data**
- ▼ Campus-Wide Systems by design do not and can not capture all prospective student data
- ▼ EMAS[™] Recruitment Pro captures and preserves all of the prospective student data that is sent within the various stages of the recruitment pipeline
- ▼ EMAS[™] Recruitment Pro gives you a complete view of your prospects and allows you to effectively target specific market segments with a customized marketing message. It enables you to identify and evaluate the risks and opportunities that may affect your enrollment and retention programs
- ▼ EMAS[™] Recruitment Pro will integrate and work seamlessly with your Campus-Wide (ERP) Systems through our customized "data bridge(s)". Education Systems, Inc. has created bridges to most large commercial systems and custom databases. Our bridge technologies act as crosswalks for integrated system communications. Now your institution can have any of the data they want, without compromising the data that the admissions office needs
- ▼ EMAS[™] Recruitment Pro enables institutions to harness the breadth of an ERP system, while enhancing the ability to effectively manage prospective students throughout the recruitment funneling process

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