

Reference Chart: Recruitment PlusTM / EMAS[®] Pro SEM Suite

Features and Benefits	Recruitment Plus TM	EMAS [®] Pro SEM Suite	EMAS [®] Pro SEM Suite
			EMAS Recruitment Pro
User Friendly Operation	✓	✓	<ul style="list-style-type: none"> Well-organized interface Familiar point-and-click functionality Easy controls to save your desktop with favorite screens
Search and Query Functions	✓	✓	<ul style="list-style-type: none"> Easy to learn and use query tool Driven by SQL database with point-and-click searching Intuitive logic with and, or, and overlap query capabilities
College Board's Geo-demographic data	✓	✓	Ability to store and query CB-provided data including scores, EPS codes, and student profile information
Client Server or Hosted	✓	✓	Both on-campus and hosted options available
Event Management	✓	✓	<ul style="list-style-type: none"> Powerful, online and backend event registration tools Automated email reminders to students who register for events Actionable event communications including confirmation letters/calls/emails, nametags, agendas, check-in lists, and event ROI measurement
Travel Management	✓	✓	<ul style="list-style-type: none"> Unique travel mapping feature showing directions from your campus and area schools for travel planning Option for Guidance Counselor communications and tracking of high school visits in communication history with each school ROI measurement for specific college fairs and travel events
Fast-Track Implementation	✓	✓	<ul style="list-style-type: none"> Flexible and comprehensive system built around the ways enrollment professionals really work. Tailored implementation and training will get your staff up and running in less time.
Communications Plans	✓	✓	<p>Three ways to set up plans and schedule communications:</p> <ul style="list-style-type: none"> automated, by group (market segment, entry term, stage) targeted, by group, through query-based criteria using any database field(s) manual, by individual student communication plan
Data Import Utilities	✓	✓	<ul style="list-style-type: none"> Integrated functionality with automatic import tools from the most popular higher education search and score sources Customizable fields and validation codes Commercial and standard imports Access to rich data from ACT, SAT, and others Bridging capabilities for complex, multi-file data transfers with your student information system
Telecounseling	✓	✓	<ul style="list-style-type: none"> Call management Script development tools Decision-based, script-branching tools built-in Call scheduling and reporting on call success Fully integrated with communications plans
Reporting	✓	✓	<ul style="list-style-type: none"> Nearly 100 standard reports Custom report tools included Advanced reporting available Easy export to Excel, Word, rich text, HTML, csv files, and much more. Conversion and year-to-year comparison reports included
Security	✓	✓	<ul style="list-style-type: none"> Screen level security, grouped by common fields Easy to set-up and control security by user/group
Resource Planner	--	✓	<ul style="list-style-type: none"> Measures what's working, with whom, and for what expenditure of resources Tracks budgets, costs, forecasts, and year-to-date actuals

Recruitment Plus is a trademark of the College Board.

Reference Chart (cont'd): Recruitment Plus™ / EMAS® Pro SEM Suite

Features and Benefits	Recruitment Plus™	EMAS® Pro SEM Suite	EMAS® Pro SEM Suite
			Other Modules of the EMAS Pro SEM Suite
Online Portal	✓	✓	EMAS Online Pro <ul style="list-style-type: none"> Enhanced portal functionality with dynamic student content based on major and extracurricular interests Pre-populated forms, fully integrated with database Interactive chats, blogs and surveys Online resources for application management Ability to create events and track student attendance
E-mail Marketing	--	✓	EMAS Campaign Pro <ul style="list-style-type: none"> E-mail capacity to match your needs HTML editor for branded graphic-rich emails Anti-spam compliance E-mail statistics with open and click through rates Behavioral targeting for follow-up communications
Online Knowledge Base	--	✓	EMAS Response Pro <ul style="list-style-type: none"> Works as an always-accessible, always-expanding FAQ Gives students the answers they need, when they need them 24/7 access on the web Fully integrated with database and Online Pro features