E-Recruitment at UMR

- Automated & Targeted HTML Email
- Happy B-day Email
- Homepage (new in May 31)
- Chat Rooms
- Online Visit, Reservations, Special Event Signups
- Online Application with credit card/e-check payment
Customer Relation Management (CRM)

- Why we needed to use CRM at UMR
- What’s important about it
- Response time
- Automation
- Person hours
Goals (from RFP)

1. Integrate external data from sources such as PSAT, ACT, NRCCUA and Hogan Personality Inventory with campus data collected in PeopleSoft
2. Ability to send, track, report, and trigger automated response on all electronic communication
3. Provide a easy user interface for ad-hoc reporting and list generation
4. A Quasi-Portal solution to provide targeted information to prospective students based upon their reported interest, demographics, and admissions data/status
5. The ability to run ad-hoc surveys that store results to the prospective student’s information
We Chose EMT Connect2

1. Cost Benefit Analysis
2. User Friendliness
3. Flexibility: recruit and retain
4. Off campus hosting for backups
5. 24 hour customer service
6. Ability to integrate with existing databases:
7. ACT AIM, PeopleSoft and other purchased data
Current Connect² Applications At UMR

- All Freshman & Transfer emails are created, stored and distributed through the system (10% automated)

- All AIM ACT student profile is now available for segmentation and reporting

- Used to generate and segment all direct mail and telecounseling prospective student lists that include prospects (bought names), inquiries (students who contact UMR), applicants and admits as target audiences (PSAT, NRCCUA, PLAN, ACT)

- Admissions coordinators generate territory market status reports

- Automatic weekly reports are now generated and emailed to the assigned liaison for SDP, WLI, SMIS, CAS, Transfer Program and Freshman Recruiting

- Student VIP pages are LIVE

- 75% of recruitment staff training is complete
Welcome! Whether you’re looking for a school as an undergraduate, transfer, graduate, international undergraduate, or as an international graduate student, we hope you’ll find that UMR suits your needs. We also have additional information about scholarships and resources for minorities and women. If you’re a high school counselor, you will find information and resources to help your students with their college selection choice.

To receive notices of scholarship/financial aid opportunities, upcoming UMR Admissions events, and other important information about UMR, fill out our online Request Information form.

Welcome to UMR!

- **Miner Days**: Take a quick tour — speak with Admissions and Student Financial Assistance Representatives
- **Transfer Days**: Here is a special visit day just for transfer students. Tour campus and academic departments. Learn about transfer opportunities at UMR.
- **Open House**: Take a full tour of the campus — visiting faculty members and current students while taking part in laboratory exhibits and demonstrations.
- **Personal Visit**: Need a more customized visit based on your needs — Set up a personal visit with an admissions representative.
- **Reception**: Attend a UMR reception in your area.
Select your interest

Request Information

To help you in your college search process, University of Missouri-Rolla has created an easy-access web site for prospective students. To start, set up your own customized VIP interest page. Based on your unique interests and needs, we will communicate with you directly with updated information on majors, activities and scholarships specific to your interests.

Your email address is important to our communication with you. If you do not have a personal e-mail address, please click here.

To create your VIP interest page, choose the level of admissions you are seeking. If you already have a VIP page, sign in now.

Freshman Admissions
Transfer Admissions
Graduate Admissions
International Admissions

Returning? Log into your VIP Page.
Welcome, Sean - Edit Profile | Change Interest Page | Log out

Athletics

Excelling both on the field and in the classroom, UMR student athletes have the unique opportunity to compete in NCAA Division II sports while receiving a first-class education. UMR student athletes learn valuable life lessons of teamwork and perseverance, while forging lasting friendships with teammates and coaches.

Not interested in Division II sports? You can still stay physically fit and compete while enhancing your athletic skills by participating in UMR’s Intramural and Club Sports programs. Over 70% of our students participate in one our 17 intramural sports. Up for some friendly competition?

Financial Aid

You CAN afford a first-class education!

Over 80% of our students receive financial assistance. UMR offers merit-based...
Features of contact viewing and “filters”

- Easy to import data from external sources and export data into Excel files
- Customized data entry views for different job functions
  
  Example: Phone receptionist have simple bio-demo view, but Admission Counselors have a detailed admissions data view

- Ability to save import layouts for future use

- “Filter” (query) builder wizards and “test filter” feature

- Duplicates check with ability to add/update/delete data for managing data integrity

- Contact and Communication history screen
1188 Contacts Returned

group 1

- Contact Attributes
- Admit Term
  - More
  - in
  - Fall Semester 2006 (3443)
  - Select Values

- and

- Contact Attributes
- Admit Type
  - More
  - equals
  - FTC
  - Use ~ to separate multiple values

- and

- Contact Attributes
- Program Status
  - More
  - in
  - Active (AC)
    - Admitted (AD)
  - Select Values

- and

- Contact Attributes
- PRO
  - More
  - is empty

Email Benefits

**Track email results**—have an instant understanding of the success of your e-mail transmission and the corresponding results.

**Maintain consistent branding**—creating and storing email templates for future use allows for staff to use pre-approved templates with the current branding standards.

**Personalized communications**—the ability to personalize e-mails using stored prospective student contact information allows us to have a more positive and personalized experience with our contacts.

**Streamline tasks**—scheduling and automating e-mails allows UMR staff to set up communications once and move on to other tasks knowing that the emails will be delivered on time.
## Email Templates Navigator

<table>
<thead>
<tr>
<th>Action</th>
<th>Name</th>
<th>Description</th>
<th>Contact Editors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Honor Academy</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Qualifier Web Survey</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Qualifier Test</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Letterhead</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Letterhead with Poll</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Open House</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Open House - Sean</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Scholarship Deadline</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Summer Programs</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Template 1</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Admissions</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>AUC DEEP visit to UMR</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>BALT Day</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>CAS Spotlight</td>
<td>College of Arts and Sciences &quot;Spotlight&quot; before Open House</td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Chancellors Scholarship</td>
<td></td>
<td>Chancellor Scholarship</td>
</tr>
<tr>
<td></td>
<td>Chat U</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Counselor Day</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Diversity Showcase</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>Forest Hill Reception</td>
<td></td>
<td>Sean Gottlieb - Email Test</td>
</tr>
<tr>
<td></td>
<td>HIGH SCHOOL TEACHERS/COUNSELORS ENGINEERING CONFERENCE</td>
<td></td>
<td>FIS UMR Freshmen 3349</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Email Scheduling
# Email Results

**E-mail Results Viewer**

<table>
<thead>
<tr>
<th>Name</th>
<th>PSAT Introduction Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>First introduction email to the PSAT 2005 List</td>
</tr>
<tr>
<td>Delivery</td>
<td>E-mail</td>
</tr>
<tr>
<td>Started</td>
<td>2/01/2005 2:45:11 PM</td>
</tr>
<tr>
<td>Finished</td>
<td>2/01/2005 5:46:47 PM</td>
</tr>
<tr>
<td>Total Send Time</td>
<td>3 hr 1 min 36 sec</td>
</tr>
<tr>
<td>E-mails/Sec</td>
<td>4,757</td>
</tr>
</tbody>
</table>

## E-mail Statistics

**Sent**

- Total Attempted: 81836
- Total Send Time: 3 hr 1 min 36 sec

**Rejects and Bounces**

- Server Bounce Backs: 8418
- Rejected: 16.24%

**Received**

- Received: 43418
- Opened: 83.76%

**Actions by those who Received Message**

- Interacted: 1695 (3.9%)
- Did Not Interact: 41723 (96.1%)
- Clicked on any link: 803 (1.16%)
- Opted-Out: 1192 (2.76%)

## E-mail Links Statistics for those who Received Message

<table>
<thead>
<tr>
<th>Link to VIP page</th>
<th>64</th>
<th>0.15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link to online</td>
<td>479</td>
<td>1.10%</td>
</tr>
</tbody>
</table>
What’s next?

- AUTOMATE AUTOMATE AUTOMATE (ex: weekly admissions reports, email communications, etc)
- Create specialized student/market segment reports and surveys
- Continue to increase VIP page content
- Expand training and use to additional campus communities
- Working with AITS to create an automated data interface between Connect2/Oracle (PeopleSoft)
- Better integrate the links between VIP and Joe’s Self Service to create a stronger “portal-type” environment for prospective and enrolled students
- RETENTION INITIATIVE-Launch the “Success Chain” communication sequence
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