Electronic Recruitment at UMR:

Update on EMT Connect^2

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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 Connect^2 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

UNIVERSITY OF MISSOURI-ROLLA

The Name. Th

UMR home >

search Enter

admissions

VIP

Become a UMR VIP

Welcome to UMR!

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.

Come visit us!

There are many ways to get to know UMR. Click on one of the buttons below to sign up for the following campus tours.

- **Miner Days:** Take a quick tour — speak with Admissions and Student Financial Assistance Representatives
- **Transfer Days:** Here is a special visit day just 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.
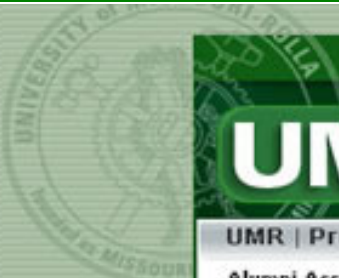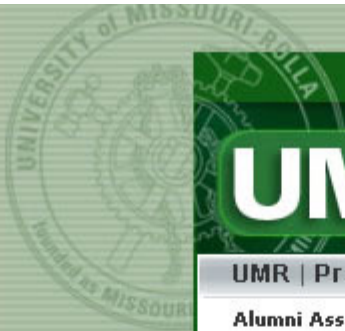- **Reception:** Attend a UMR reception in your area.

Select your interest

A-Z Index | Directory | Search   Search UMR

UMR PROSPECTIVE STUDENTS
UNIVERSITY OF MISSOURI-ROLLA

UMR | Prospective Students | Alumni & Friends | Community | Current Students | Faculty & Staff

Alumni Association | Alumni Groups | Career Networking | Goods & Services | Making a Gift | Transcripts

Academics

Admissions

Campus Visit

Apply Now

Costs & Fees

Scholarships and
Financial Aid

Request Info

Resources

Parents and
Families

Campus and
Student Life

Contacting UMR

Related
Departments

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 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.

UMR PROSPECTIVE STUDENTS
UNIVERSITY OF MISSOURI-ROLLA

UMR | Prospective Students | Alumni & Friends | Community | Current Students

Alumni Association | Registrar | Goods & Services | Giving to UMR | Career | Alumni Online Community

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

Events

Open House
February 20, 2006
April 14, 2006
Learn More/Register

Miner Days
February 17, 2006
Learn More/Register

Academics

Admissions

Campus Visit

Apply Now

Costs & Fees

Scholarships and
Financial Aid

Request Info

Resources

Parents and
Families

Campus and
Student Life

Contacting UMR

Related
Departments

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

Add Row to: **Add Filter to:** **Move Rows to:** group 1 ⌄ **Delete Row** **Delete All Rows** **Group Rows** **Ungroup Rows**

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 ⌄

Test **Preview**

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

Email Creation

Welcome Sean [update profile] [logout]

Disable▾ CSS▾ Forms▾ Images▾ Information▾ Miscellaneous▾ Outline▾ Resize▾ Tools▾ View Source Options▾

emt
Enrollment Management Technology

Home | Contacts | Communications | Content | Admin

EVENTS

Overview

Communication Plans
New
View

DELIVERY

Overview

Email
New Template
Templates
Queued
In-Process
Sent
Daily Log
Reports

VIP Page
Configure
Manage Content

E-mail Template Wizard Message Details

Page 2 of 3

* Required

Step 1: From Information

From Name: UMR Admissions *
(e.g. University of Hobsons - Admissions Office)

Reply-to E-mail Address   admissions@umr.ec *
(e.g. admissions@hobsons-us.com)

Step 2: Specify Subject Line

The University of Mi *   Insert Attributes at Cursor   None ▾ | **More**

Step 3: Specify E-mail Message

○ Plain Text
◉ HTML (Color and Graphics) [ ] Browse...   **Upload File**
○ Content Document from EMT Content   **Select**

Add more attributes **More**

Fonts ▾ | Size ▾ | A ▾ | ▾ | Content Links ▾ | Paragraph Style ▾

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UMR Admissions
Office of Admissions

▪▶ Apply Online
▪▶ Visit Campus
▪▶ Contact Us
▪▶ FAQ

Congratulations, {#First Name#}, on your academic achievements. The University of Missouri-Rolla offers the major, the activities and the environment you're looking for. Go online now and learn more about UMR or sign-up for Open House , Miner Days or Summer Camps and much more!

Done   connect2.askadmissions.net   0 errors / 303 warnings

Email Scheduling

Disable▾ CSS▾ Forms▾ Images▾ Information▾ Miscellaneous▾ Outline▾ Resize▾ Tools▾ View Source Options▾

emt
Enrollment Management Technology

Home | Contacts | Communications | Content | Admin

EVENTS

Overview

Communication Plans
New
View

DELIVERY

Overview

Email
New Template
Templates
Queued
In-Process
Sent
Daily Log
Reports

VIP Page
Configure
Manage Content

Home > CommunicationsEvents

Queue E-mail

E-mail Template   PSAT 2006
E-mail Template Folder   📁 Admissions
Communication Plan   [Default Plan   ▼]

Step 1: Who

Contact Filters: Sean Gottlieb - Email Test   [Select]

Step 2: Start Time

◉ Send [on   ▼]   [01/30/2006] [07 ▼] : [01 ▼] [AM ▼]
                                            (mm/dd/yyyy)

Step 3: Send Frequency

◉ Send one time only
○ Recurring
Pattern

○   Daily   ◉ Every Day ○ Every Weekday (M-F)   at [01 ▼] : [00 ▼] [AM ▼] ET
○   Weekly   [Sunday   ▼]   at [01 ▼] : [00 ▼] [AM ▼] ET
○   Monthly   [1 ▼] (day of month, 1-28)   at [01 ▼] : [00 ▼] [AM ▼] ET
○   Yearly   [January ▼] [1 ▼]   at [01 ▼] : [00 ▼] [AM ▼] ET

Range

◉   Stop After   [   ] e-mails
○   Stop By   [   ]   [01 ▼] : [00 ▼] [AM ▼]
                  (mm/dd/yyyy)

Preview Send Dates and Times

[OK] [Cancel]

2.0.13.51 O

Done   connect2.askadmissions.net 🔒 ⚠ 0 errors / 49 warnings

Email Results

E-mail Results Viewer

Name	**PSAT Introduction Email**		
Description	First introduction emailto the PSAT 2005 List		
Delivery	E-mail	Report Ran	2/11/2005 7:47:14 AM
Started	2/01/2005 2:45:11 PM	Modified By	gottlieb
Finished	2/01/2005 5:46:47 PM		
Total Send Time	3 hr 1 min 36 sec		
E-mails/Sec	4.757		

E-mail Statistics	Result		
Sent			
Total Attempted	51836		
Total Send Time	3 hr 1 min 36 sec		
Rejects and Bounces			
Server Bounce Backs	8418		16.24%
Received			
Received	43418		83.76%
Actions by those who Received Message			
Interacted	1695		3.9%
Did Not Interact	41723		96.1%
Clicked on any link	503		1.16%
Opted-Out	1192		2.76%

E-mail Links Statistics for those who Received Message

Link to VIP page
http://umr.myvippage.net

	64		0.15%

Link to online
http://explore.umr.edu/?admissions

	479		1.10%

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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