



ezRecruit™

Web-based Enrolment Management Solution



ezRecruit™ Overview

ezRecruit™ is an innovative Web-based student enrolment management solution. From first contact to registration, ezRecruit™ helps you streamline the student recruitment process. Based on customer relationship management (CRM) best practice, ezRecruit™ addresses the challenges faced by admissions professionals and registrars in managing the prospective student relationship. ezRecruit™ will help lower your administrative costs and increase your recruiting effectiveness.

Manage Prospective Students

ezRecruit™ helps you manage your relationship with prospective students. You will answer their inquiries more effectively using FAQs and automated e-mail. You will provide better service using the personalized prospective student portal. You will reduce your communication costs by using targeted e-mail communication. You will improve your overall recruiting and retention.

Manage Counsellors

ezRecruit™ helps you maintain a relationship with counsellors, teachers, parents and agents. You will track and communicate with these key influencers at schools, counselling centres, libraries and embassies. You will schedule and manage school and fair visits.

Manage Your Team

Using the latest in technology, ezRecruit™ allows you to coordinate all of your enrolment activities; inquiries, alerts, targeted e-mail and mail communication, campus events, call centre, school visits and liaison scheduling, Web site content management, inventory and package requests, user access, database management and reporting.

**For more information or a demo, call 1-800-211-5577
or e-mail: info@edgeip.com**



ezRecruit™ Features

Admin Tools

Prospective Student Records

- Database of prospective students
- Profiles of each prospect with standard and customized fields including: biographical, educational, notes, communication history, interests
- Rate / rank prospects
- Create prospect groups / segments
- Lookup, edit, add, retire records
- Track application status

Communication History

- Record all incoming and outgoing correspondence: e-mail, phone, fax, letter, notes, etc.

FAQs

- Add, edit, remove FAQs and categories

Alerts / Workflow

- Manage inquiries and package requests
- Forward inquiries to staff
- Follow-up reminders
- Triggered alerts for "second-round" e-mails

Targeted Communication

- Communicate by e-mail, letter or call campaign to targeted groups
- All communication is personalized
- Communicate with students, institutional contacts and parents
- Templates, automated e-mail, surveys and e-newsletters
- Target communication by region, postal code, school, intended start date, etc.
- E-mail campaign testing
- Privacy compliant

Campus Events

- Campus tour, open house and event management
- Add, edit, remove events
- Create event RSVP forms for online registration
- Manage event announcements (e-mail and letter)
- Track registration and participation
- Schedule staff and other personnel

Call Centre

- Create and manage call campaigns
- Document incoming and outgoing calls
- Track and measure call campaign results

School & Fair Visits

- Manage visits and schedule personnel
- Announce visits to students and counsellors
- Recruitment event calendar
- Maps and special notes
- On-the-road access
- Off-line updating
- Territory assignment based on postal / zip code

School (Institutional) Records

- Database of schools, counselling centres, libraries, embassies, etc.
- Profiles of each institution with standard and customized fields
- Add, edit, remove contacts including counsellors, teachers, principals, agents, etc.
- Rate / rank schools
- Segment by type, region, etc.
- Track inquiries / enrolments by school

Inventory / Package Requests

- Manage package requests and inventory
- Generate letters and labels in groups or individually with enclosure codes
- Ability to override request (send letter / e-mail in lieu of package)
- Alerts to restock inventory
- Collateral grouped by market segments

Content Management

- Add, edit, remove Web pages, URL links, welcome and rotating news messages by prospect segment
- Add, edit, remove e-mail and letter templates
- Create online Web forms
- No HTML coding required

Reporting

- Standardized reports; conversion and yield ratios, school visits, events, call campaigns, FAQs, package requests, etc.
- Customized reports
- Ad-hoc reports
- Export for third-party reporting

Access Levels / Security

- Define multiple levels based on role: master administrator, recruiter, volunteer, etc.
- Staff and recruiter profiles
- Retrieve passwords

Database Integrity / Clean Up

- Clean up tools (misspellings)
- Duplicate record checking
- Invalid e-mail and mail address / phone numbers checked and marked
- Data matching

Needs Assessment

- 2-4 days on-site
- ezRecruit™ is developed based on client needs and specifications

Integration / Technology

- Integrates with student information systems (SIS)
- Import records / export data
- Oracle or SQL database platform
- JSP or ASP language
- Microsoft Windows / Unix / Linux
- Disabilities / W3C compliant

Hosting

- Hosted on-site or off-site

Training

- On-site or off-site training
- User manual

Prospective Student Portal

Prospective Student Profiles

- Prospective student provides information including: biographical, programs of interest, undergrad / grad, marks, interests, intended start date, etc.
- Edit personal profile
- Password retrieval

Personalized Content

- Prospect greeted by name
- Prospect receives personalized correspondence
- Prospect sees interest-specific information including: program, financial and housing
- Country-specific language

Communication

- Mailbox with record of communication
- Automated and free-type e-mails
- Package requests

Events

- Campus tour booking / rescheduling
- Open house RSVP
- Feedback forms

FAQs

- Immediate, on-screen response to FAQs

Financial Aid

- Budget calculator and currency converters
- Information and application forms

Housing

- Information and application forms

Application

- Multiple session online application with pre-populated fields
- Reference forwarding, résumé posting
- Document tracking
- Application fee payment and status checking

Information Access

- Content is available without signing in

Counsellor / Parent Portal

- Counsellor and parent portals are available



About ezRecruit™

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About EDge Interactive

EDge Interactive has been helping students find schools and schools find students since 1995. EDge has enjoyed strong growth as a provider of information services and software solutions to educational clients across North America. EDge has worked directly with over 700 educational institutions delivering products and services that include e-Tours™, Interactive ViewBooks™, ezRecruit™, Web site design, e-mail marketing and recruitment services. EDge also manages its own sites including: SchoolFinder.com, ScholarshipsCanada.com and StudyinCanada.com.

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