EDGE INTERACTIVE
WHITE PAPER

Integrating ezRecruit™ with your Admissions Application System

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Integration Options for Admissions Application (a Working Paper)

Table of Contents

1. Introduction 3
2. Integration Options 4
2.1 Option A: Pre-populate the SIS Online Application Form 4
2.2 Option B: Use the ezRecruit Online Application Form 4
2.3 Option C: Use the ezRecruit Admissions Application System 4
2.4 Option D: Import Application Status into ezRecruit 4
2.4.1 Schematic of Integration Options A - D 6
2.5 Option E: Third-party Online Application Process Integration 7
2.5.1 Schematic of Integration Option E Scenario 1 8
2.5.2 Schematic of Integration Option E Scenario 2 9
3. Combining the Integration Options 10
Appendix A: About EDge Interactive 11

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1. Introduction

This document outlines the options available when integrating ezRecruit™ with an electronic admissions application. These same options apply when integrating with financial aid application modules and housing / residence application modules.

The goals of integration will be determined during the Needs Assessment phase of the project, but may include the following:

- Ability to measure conversion rates from prospect stage to application stage to enrolment stage
- Ability to pre-populate student profile information into an admissions application, financial aid application and residency application for ease of use
- Ability to establish calling, e-mail and mail campaigns based on application, financial aid and residency status

There are five basic integration options available with ezRecruit. These options handle the majority of integration requirements, however, in the event that your institution has an integration requirement that is not met by any of the five options, more options can be provided upon request.

Option	Name	Description
A	Pre-populate the SIS Online Application Form	ezRecruit pre-populates your institution's existing online application form(s) with the prospect's information
B	Use the ezRecruit Online Application Form	ezRecruit provides the online application form and pushes the information completed in the forms to the Student Information System (SIS)
C	Use the ezRecruit Admissions Application System	ezRecruit provides the admissions module in lieu of your SIS's admissions module
D	Import Application Status into ezRecruit	The SIS pushes the prospect's application status and checklist items back to ezRecruit
E	Third-party Online Application Process Integration	ezRecruit integrates with third-party online application systems, such as province-wide application systems OCAS (Ontario College Application Services) and OUAC (Ontario Universities' Application Centre), PASBC (Post-Secondary Application Service of British Columbia) and Common App (a common application system in USA) There are two scenarios for this option: Scenario 1: One central online application system Scenario 2: Multiple online application entry points

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2. Integration Options

2.1 Option A: Pre-populate the SIS Online Application Form

ezRecruit integrates with an existing online application form. The link to the application is placed behind the ezRecruit sign-in and ezRecruit pre-populates the fields in the application.

The applicant's information is sent via POST method, or a SOAP Web Service to the application form. These methods or Web services must be provided to us.

See Section 2.4.1 Schematic of Integration Options A – D.

2.2 Option B: Use the ezRecruit Online Application Form

The online application form is developed in ezRecruit.

All information collected is stored in ezRecruit and when the application form is submitted, the information is pushed to the SIS system for processing.

See Section 2.4.1 Schematic of Integration Options A – D.

2.3 Option C: Use the ezRecruit Admissions Application System

This module includes the online application form, as well as the tools to manage the entire admissions and application process. Administrators can review applications as they are submitted, evaluate applicants and decide on the outcomes using this module.

ezRecruit's Targeted Communication Tools can be used to communicate with applicants. Once logged into the Student Portal, applicants can view personalized information such as application status, and any upcoming deadlines.

See Section 2.4.1 Schematic of Integration Options A – D.

2.4 Option D: Import Application Status into ezRecruit

General application status information for the applicant is imported through a batch or real-time process from the SIS system. The information is typically the application date and the program(s) applied for.

Additional information such as majors, faculties or schools, offer date, institution declined date, student declined date, confirmation date and registration date can also be imported into ezRecruit. Detailed application status information such as decision codes can also be imported. Examples of decision codes include "Needs review", "Documents received, waiting for review", "Application denied", "Missing document", etc.

Logged into ezRecruit, an administrator can view each individual applicant's status, as well as use the targeted communication tools to e-mail, mail or phone groups of applicants based on their application status.

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Example:

- A call campaign to applicants offered admission to a program in the Faculty of Agriculture who have not yet accepted the offer
- An e-mail campaign to all applicants with a decision code of “Missing document”

ezRecruit also provides reports on conversion and yield rates for these campaigns.

Applicants can log into the Student Portal to check details of their application status that administrators choose to share.

See Section 2.4.1 Schematic of Integration Options A – D.

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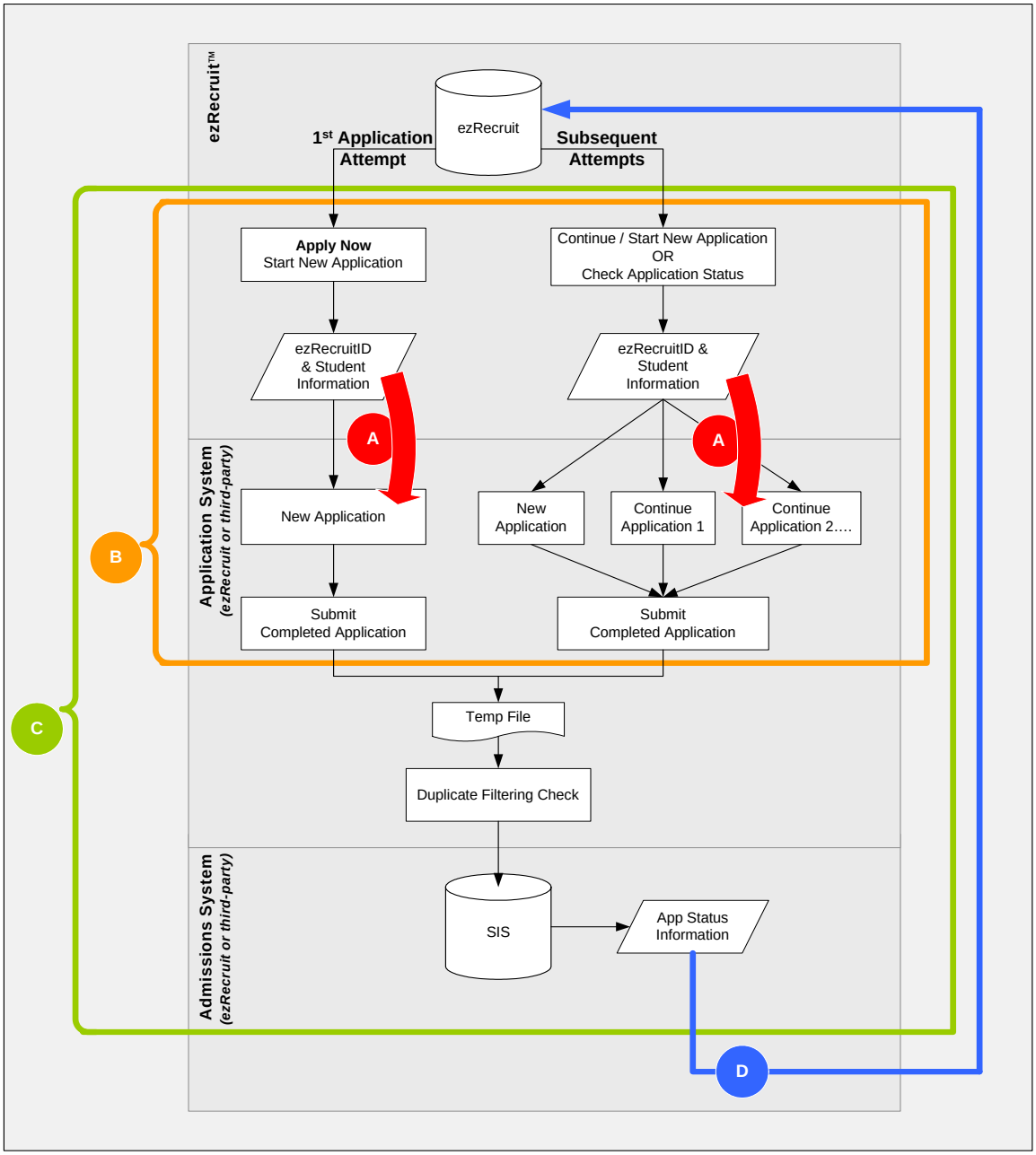
2.4.1 Schematic of Integration Options A - D



Legend	
Option A	Pre-populate the SIS Online Application Form
Option B	Use the ezRecruit Online Application Form
Option C	Use the ezRecruit Admissions Application System
Option D	Import Application Status into ezRecruit (Batch/Real Time)
Option E	Third-party Online Application Process Integration Note: This option is not displayed in the schematic above

2.5 Option E: Third-party Online Application Process Integration

The online application process sometimes involves third-party systems. There are two scenarios for this option:

1. One central online application system
2. Multiple online application entry points

Scenario 1:
The application information is provided to the institution by a central online application system. This information is then imported into the SIS system, which in turn exports this information to ezRecruit.

See Section 2.5.1 Schematic of Integration Option E Scenario 1.

Scenario 2:
The application information is provided to the institution by multiple entry points. Examples of entry points:

- A third-party online application system handles the application process end-to-end, and supplies this information via a batch file
- A third-party online application partially handles the application process, and then re-directs the prospect back to the institution application form for completion

Note: Not all possible entry points have been listed.

All this information is stored in the SIS system, which exports this information to ezRecruit.

A matching / duplicate check process is always performed, regardless of scenario, to ensure data integrity. Administrators can use ezRecruit's Target Communication Tools to keep in contact with prospects based on their application status.

See Section 2.5.2 Schematic of Integration Option E Scenario 2.

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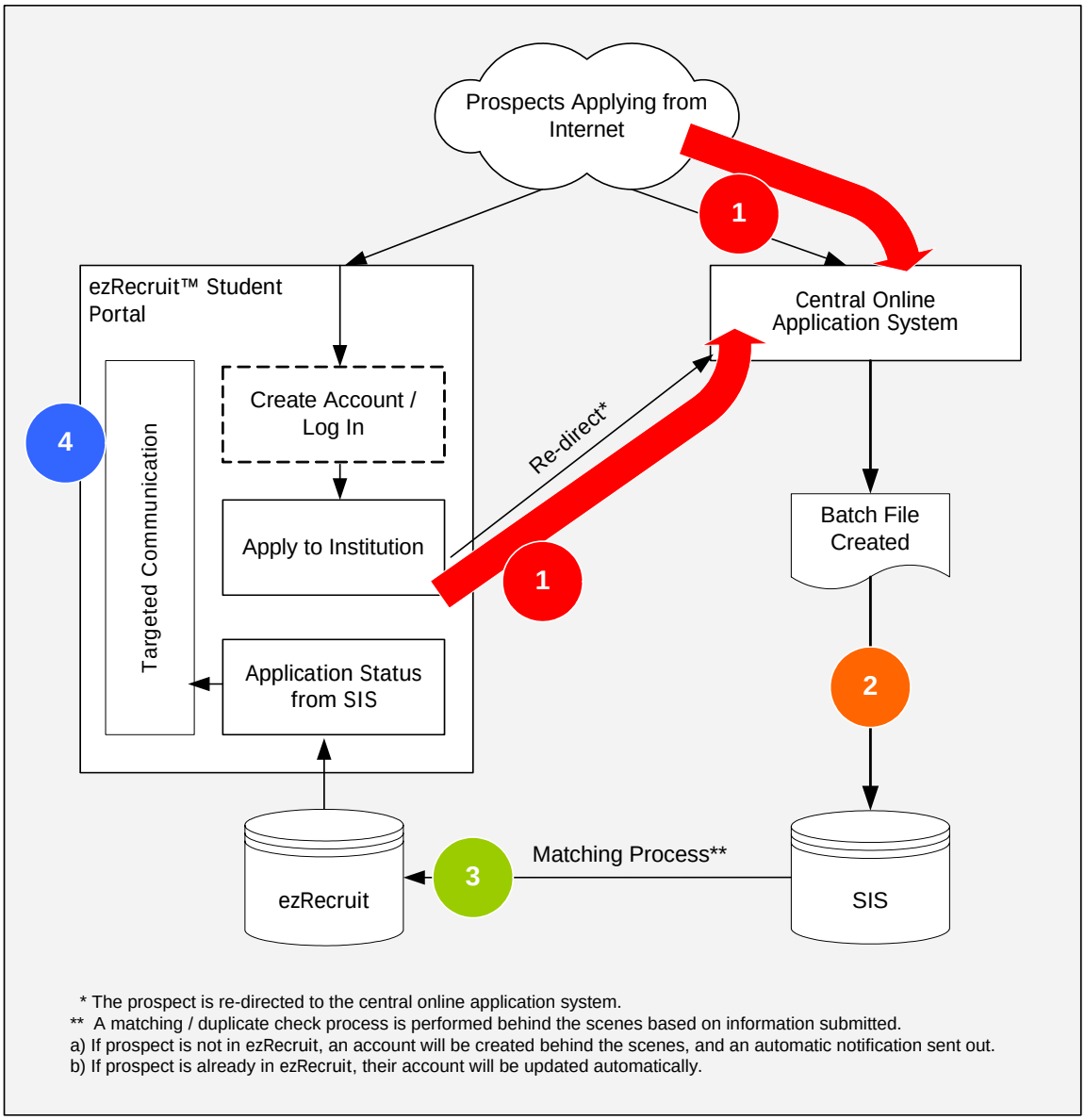
2.5.1 Schematic of Integration Option E Scenario 1



Legend	
Step 1	Prospects apply using the central online application system
Step 2	Application information is imported into the SIS system
Step 3	This information is then exported to ezRecruit (Batch/Real Time)
Step 4	Admin users use ezRecruit's Targeted Communication Tools to communicate with applicants, and Reporting Tools for conversion analysis

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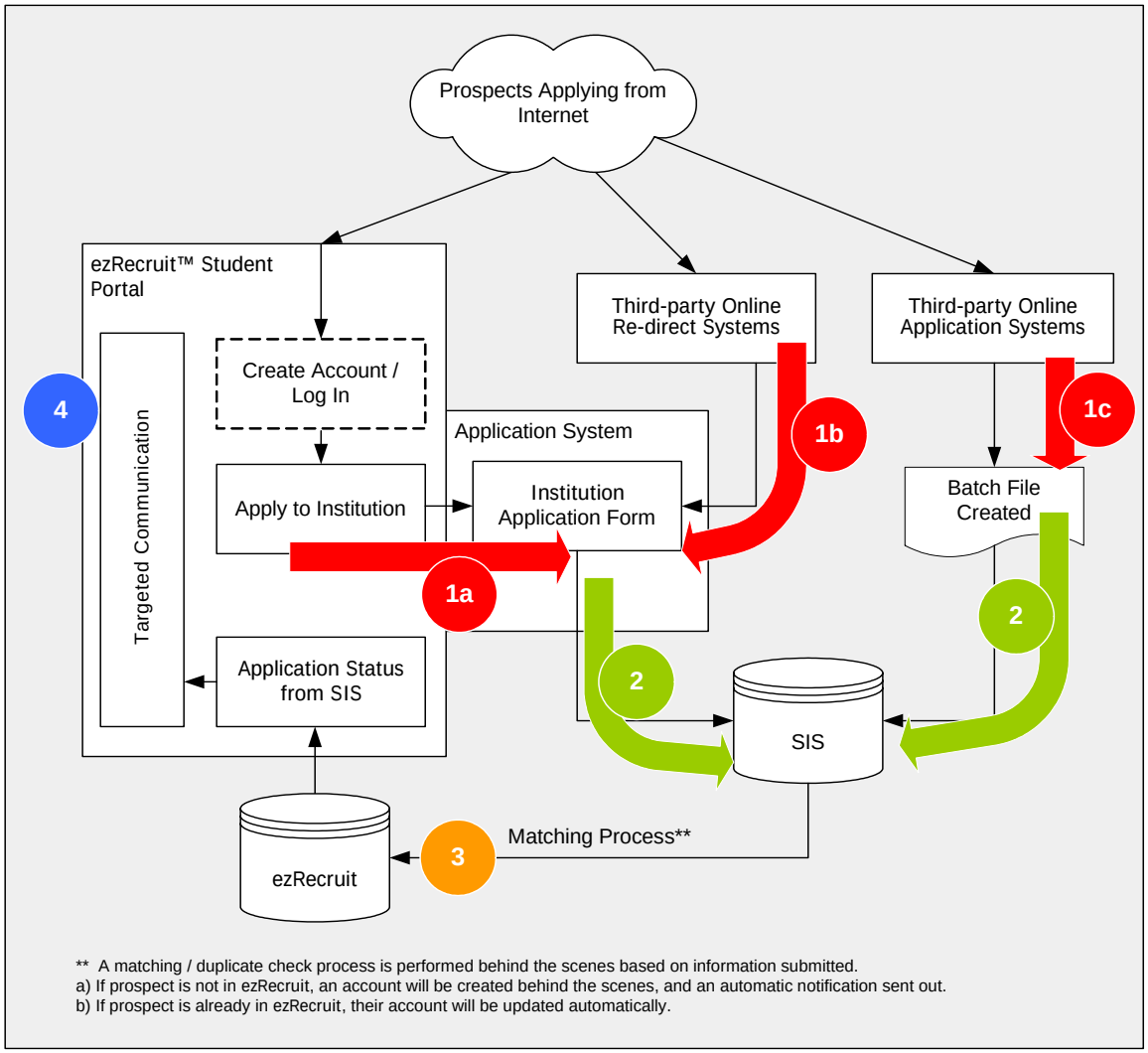
2.5.2 Schematic of Integration Option E Scenario 2



Legend	
Step 1	a: Prospects apply using the institution's online application system b: Prospects apply through third-party sites that re-direct prospects back to the institution's online application system c: Prospects apply through third-party systems that handle the application process end-to-end
Step 2	Application information is imported into the SIS system
Step 3	This information is then exported to ezRecruit (Batch/Real Time)
Step 4	Admin users use the ezRecruit's Targeted Communication Tools to communicate with applicants, and Reporting Tools for conversion analysis

3. Combining the Integration Options

The basic integration options may be selectively combined to create a solution specific to a client's needs.

Possible combinations of options are:

i) Options A and D

ii) Options A, D and E Scenario 2

iii) Options D and E Scenario 1

iv) Options B and D

v) Options B, D and E Scenario 2

vi) Options D and E Scenario 2

Legend	
Option A	Pre-populate the SIS Online Application Form
Option B	Use the ezRecruit Online Application Form
Option C	Use the ezRecruit Admissions Application System
Option D	Import Application Status into ezRecruit (Batch/Real Time)
Option E	Third-party Online Application Scenario 1: One central online application system Scenario 2: Multiple online application entry points

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Appendix A: 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™ on CD, ezRecruit CRM Web-based prospect management system, ezCMS™ content management system, ezFAQ™, ezNewsletter™, Web site design and development, e-mail marketing and recruitment services.

EDge also manages its own sites including: SchoolFinder.com, ScholarshipsCanada.com and StudyinCanada.com.

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