

EDGE INTERACTIVE
WHITE PAPER

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Integrating ezRecruit™ with your Student Information System (SIS)

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ezRecruit™ introduction

ezRecruit™ is a Web-based prospect management solution. From first contact to registration, ezRecruit™ helps 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.

Features include:

- prospective student Web portal
- online applications and forms
- FAQs, ezFAQs™
- automated e-mail responses
- prospective student database
- counsellor and school / institution database
- targeted communication
- call centre
- follow-up alerts
- communication and event history
- school visits
- real-time reports

ezRecruit™ runs on open Internet technology and provides a high level of customization and scalability.

This document provides additional information on how ezRecruit™ can integrate with your student information system (SIS), as well as its importing and exporting capabilities.

Benefits of integration

ezRecruit™ will integrate with commercial and non-commercial (home-grown) student information systems (SIS). Data transfer is possible from both ends. Main benefits include:

Post-application recruitment: Use ezRecruit™ tools (automated FAQs, e-mail, letter and call campaigns) to communicate with students beyond the prospect stage regarding application status, financial aid, and housing, for example.

Elimination of duplicate efforts and manual entries: Integration insures one point of entry for all student information. Prospects input their personal information only once, as it “rolls over” into the admissions application. This bridge also eliminates the need for staff to manually input applications.

Knowing what recruitment efforts and expenditures have the most impact on your enrolment: Advanced reporting will measure all recruitment efforts from first inquiry to application to registration to enrolment.

SIS / ezRecruit™ integration

Methods

ezRecruit™ offers different integration methods with your SIS. Some of the most common methods are listed below. The implementation method best for you will depend on your SIS restrictions, school data and security policies.

Real-time integration – Web services

This method is appropriate when your requirements are for a real-time integration solution, as well as the use of a single data management tool for information that is common to ezRecruit™ and SIS.

ezRecruit™ offers multiple Web Services for you to choose from. The most common Web services relate to integration of country, province, city and school of study linked to student records. Through Web services you can ensure real-time synchronization between ezRecruit™ and your SIS. The data can be controlled from either of the two systems.

This solution relies on both systems being available to each other at all times.

Scheduled batch processes

Scheduling batch processes allows you to integrate systems that cannot communicate in real-time because of school data and security policies or other reasons. In this case, an administrator can define batch uploads or downloads either from or to your SIS into or from ezRecruit™.

The batch processes can be scheduled to automatically run hourly, daily, weekly or at any other desired time.

On-the-fly batch processes

With this method, an administrator has full control over the data transfer process. The batch uploads or downloads from or to your SIS into or from ezRecruit™ can be done at any point in time, and are triggered manually by an administrator.

ezRecruit™ offers this method of integration for systems where flexibility on upload / download frequency is needed.

Custom processes

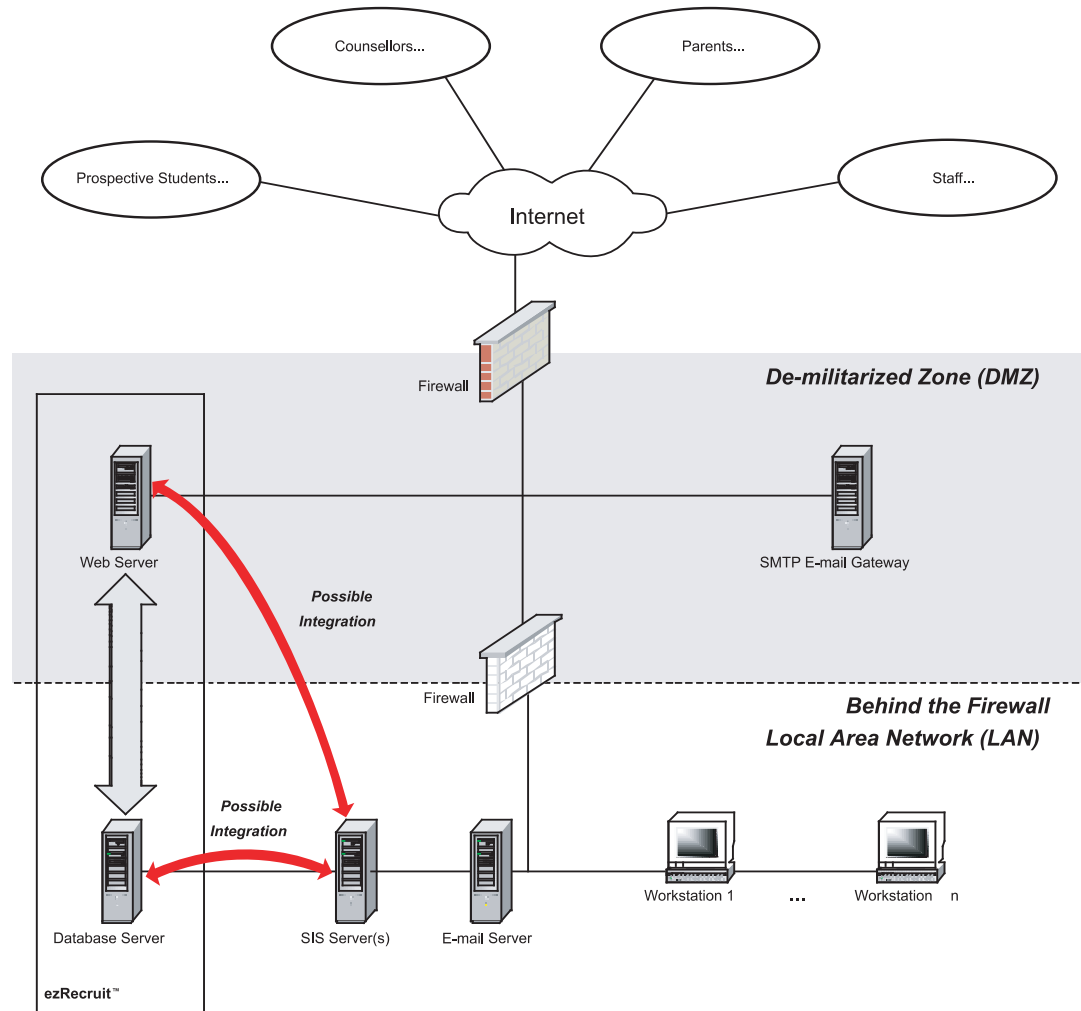
ezRecruit™ can integrate with your SIS using other methods, such as (but not limited to) API connections. The details for these processes are usually defined and confirmed through needs assessment meetings with both the SIS and ezRecruit™ teams.

With this method, custom type processes can be set up to accommodate any unique specifications.

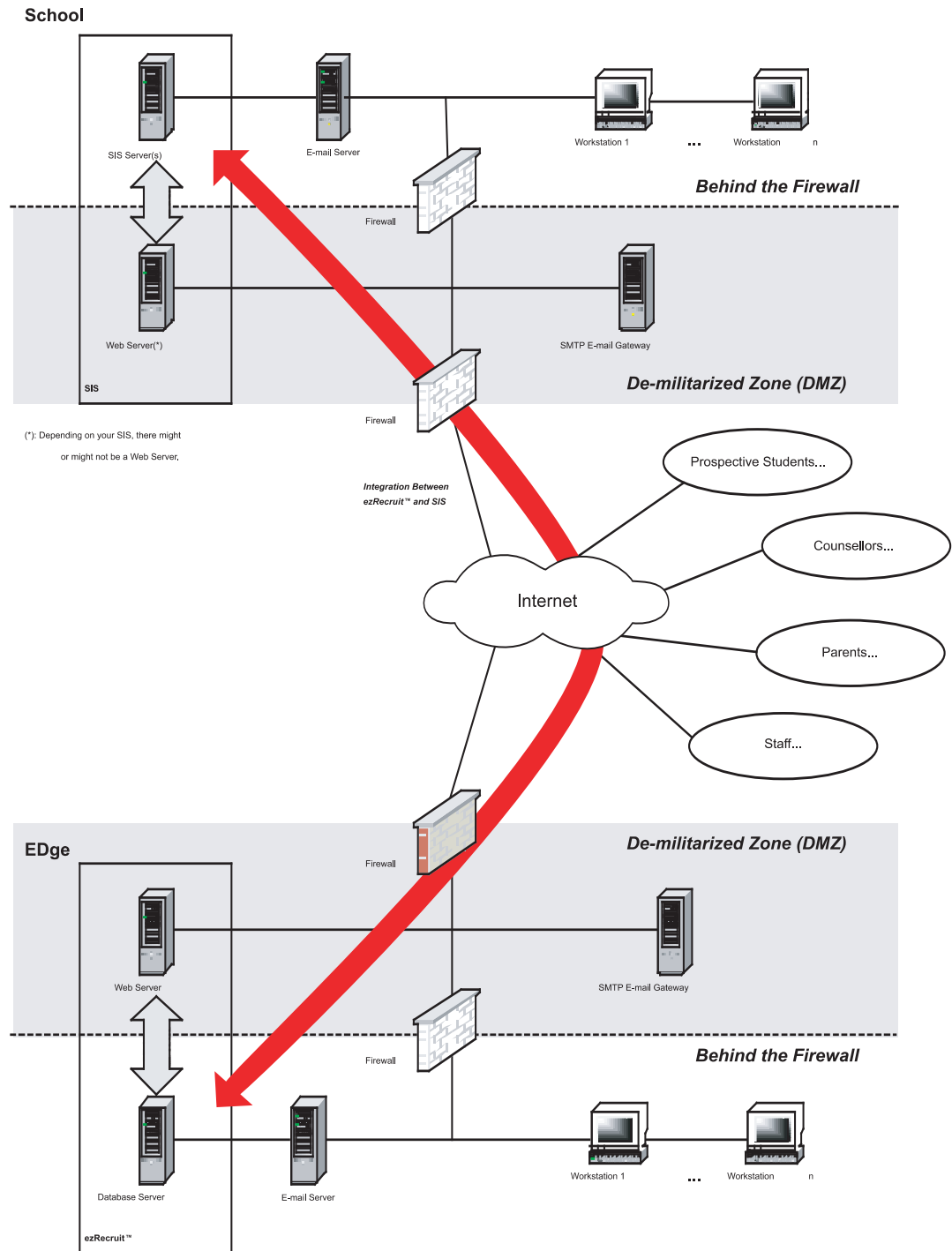
ezRecruit™ architecture

ezRecruit™ can be configured for on-site servers or used as a hosted service delivered by EDge. The following diagrams show the architecture for the two scenarios and indicate the information flow in an integrated system.

Hosted by school



Hosted by EDge



EDge Interactive

EDge Interactive is a leader in creating and developing focused solutions for the educational community. Based in Toronto, Canada since 1995, EDge has enjoyed strong growth as a provider of information services and software to clients across North America. EDge's products and services include e-Tours™, Interactive ViewBooks™, ezRecruit™, Web site design, consulting, e-mail marketing and recruitment services. EDge manages its own sites including: <http://www.SchoolFinder.com>, <http://www.ScholarshipsCanada.com>, and <http://www.StudyinCanada.com>.

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