

# Oracle Student Recruiting

Higher Education institutions today are under intense pressure to enroll best-fit students, improve outcomes, and to generally do more with less. At the same time, today's students have changed; they seamlessly shift from one channel and one device to the next while engaging with your institution. They share opinions about your institution on social media – acting as advocates or dissenters – influencing each other more than your recruiters ever could. And they are well-informed about your institution and offerings, or at least think they are, long before they ever engage directly with you and your recruiters.

To combat these challenges, leading colleges and universities are focusing on building and enhancing their outreach and engagement with their constituents, especially with prospective students and applicants. They engage students earlier and smarter, so they can enroll more of the students who are most likely to succeed at their institution. Oracle Student Recruiting empowers university administrators with intuitive, modern capabilities to communicate and engage with prospective students via a variety of channels and to target recruiter efforts at high-value, qualified prospects who will be most likely to enroll and succeed at the institution.

**Key Features:**

- Multichannel Engagement & Outreach Campaigns
- Social Monitoring & Engagement
- Social Media Publishing
- Prospect Qualification
- Constituent Data Management
- Recruiter Management
- External Organization Management
- Recruiting Tasks, Activities, and Calendars
- Online Collaboration
- Guided Recruiting Coach
- Real-time Analytics

## EMBRACING STUDENT EXPECTATIONS

Students today are heavily influenced by their experiences with technology throughout their lives. They expect a more modern, consumer-like experience with how they interact and engage with organizations, including sharing and social interactions, more personalized and individualized services, and immediate and responsive access to information and resources. Modern institutions of Higher Education are responding by improving student recruiting efforts by implementing solutions that focus on meeting these expectations and building long-term relationships with these students, and with all constituents, rather than simply processing transactions.

## ATTRACT AND ENROLL BEST- FIT STUDENTS

Institutions today are under intense pressure not only to recruit more and better students, but also to retain them and keep them progressing satisfactorily towards their academic goals. In addition, many institutions are finding their funding increasingly tied to performance metrics and outcomes, such as graduation rates and competitive rankings. It's more important than ever that institutions recruit not just any student, but that they target their limited resources at those prospective students who will be engaged and thrive at the institution. Oracle Student Recruiting will enable institutions to:

- Create engaging content for your Facebook pages that aggregates feeds from all your social channels and uses promotions, polls, surveys etc.
- Qualify prospects and applicants with Lead Scoring, allowing the institution to target outreach efforts on those individuals with the desired characteristics and levels of engagement with the institution.
- Build comprehensive profiles of prospects (and in fact all constituents) and their digital activities to better understand their interests and behaviors, enabling the institution to create even more targeted and personalized communications and outreach efforts.
- Amplify positive impressions of your institution's brand via social media by staying on top of trending topics (while filtering out the "noise") specific to your institution, as well as measure your share of the voice as compared to peer or competitor institutions.

## STREAMLINE AND PERSONALIZE COMMUNICATIONS AND OUTREACH

Today's students are much more sophisticated consumers than in the past. They are bombarded with communications and messages and if these communications do not address their unique interests, needs and preferences they will most likely ignore them. It therefore is critical for institutions to provide very targeted and personalized communications and outreach efforts that can be automated to deliver the right message with the right audience at the right time and via the right channels. And institutions must deliver these communications with a consistent brand and voice in order to establish a strong, positive identification and relationship with students.

### Key Business Benefits

- Attract and retain best-fit students who will be engaged and thrive at your institution.
- Improve recruiter effectiveness by focusing time and energy on qualified, high-value prospects.
- Engage prospective students with targeted and personalized communications delivered through multiple channels according to the student's preferences.
- Leverage the power and reach of social media to extend your recruiting efforts and engage with prospective students in the modern ways they expect.
- Collaborate across campus to provide the seamless engagement and coordinated outreach prospective students expect.
- Improve outreach and campaign effectiveness with robust and actionable analytics.

Oracle Student Recruiting provides Higher Education institutions with these capabilities and more.

- Create a variety of omni-channel campaigns, tailoring communications based on the recipient's interests as well as their digital profile and behaviors. Campaigns can be fully automated to include sequencing of communications, alternative modes of engagement, follow-up reminders, surveys,
- Leverage social media to advertise and promote recruiting events and target postings to specific demographics and geographies to generate interest from desired groups to meet institutional recruiting and enrollment goals. Respond directly to prospective student inquiries that are posted on social channels.
- Create and manage digital content such as HTML landing pages, forms, and email templates to maintain a consistent and unified brand identity.

## Related Products

- Oracle Student Management
- Oracle Student Financial Planning
- Oracle Student Engagement

## MANAGE RECRUITER CALENDARS AND ACTIVITIES

Student Recruiters are busy people. Many of them spend a significant portion of their time traveling and visiting prospective students at high schools, colleges, companies, recruiting fairs, alumni events, and numerous other venues and they need ready access to information about their destinations and contacts, and the prospective students they will be seeing. Oracle Student Recruiting enables recruiters to:

- Track activities, events, and appointments for individual recruiters as well as teams via a fully-integrated calendar. Synchronize the calendar with existing Outlook and Gmail calendars and even manage it directly from those applications.
- Track external organization contacts, relationships, plan recruiting activities, and leverage robust analytics to monitor success rates for the organization. Record notes from recruiting visits and other activities at the organization to assist with future outreach.
- Maximize their time and efforts to focus on those organizations, territories, and individual prospects with the highest value opportunities to meet their goals and the institution's recruiting and enrollment objectives.

## GAIN INSIGHT TO CAMPAIGN AND RECRUITING EFFECTIVENESS

In order to be successful today, institutions need to understand and make sense of the vast amount of data they collect and maintain. Analyzing the success of outreach campaigns, monitoring progress towards recruiting and enrollment goals and taking corrective action, and even identifying characteristics of successful students, or prospective students most likely to enroll are all important insights for university administrators. Oracle Student Recruiting includes powerful and comprehensive analytic and data visualization tools to arm administrators and decision-makers with the most timely and insightful information, so they can make the best decisions to meet their departmental and institutional goals.

## STUDENT RECRUITING: A KEY COMPONENT OF ORACLE STUDENT CLOUD

Oracle Student Cloud delivers the CX and SIS capabilities institutions need to support the complete student lifecycle from prospect to enrolled student to alumni. With Oracle Student Cloud, institutions worldwide can deliver on their mission to help students meet their educational goals.

### CONNECT WITH US

Call +1.800.ORACLE1 or visit [oracle.com](http://oracle.com).

Outside North America, find your local office at [oracle.com/contact](http://oracle.com/contact).

 [blogs.oracle.com](http://blogs.oracle.com)

 [facebook.com/oracle](https://facebook.com/oracle)

 [twitter.com/oracle](https://twitter.com/oracle)

Copyright © 2020, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0120

**Disclaimer:** This document is for informational purposes. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described in this document may change and remains at the sole discretion of Oracle Corporation.

