Temple University's Fox School of Business Improves Access to Data, Increases Applications by 50%

At a Glance

Challenge

Sought to replace disparate systems, included SIS integration and flexible applicant portal

Solution

Transformed data access for admissions and students throughout enrollment funnel

Results

- Better data access increased deposits by 80%, applications by 50%
- Reallocated quarter million dollar travel budget to higher value initiatives
- Improved student engagement, cut follow-up time from several days to <24 hours

Fox School of Business
TEMPLE UNIVERSITY®

Established in 1918, The Fox School of Business at Temple University has a distinguished tradition of preparing leaders, professionals and entrepreneurs for successful careers in business. It is the largest, most comprehensive business school in the greater Philadelphia region, and among the largest in the world with 8,000 students, nearly 200 full-time faculty and more than 65,000 alumni.

Fox.temple.edu

With 26 graduate programs around the globe, Fox programs are ranked nationally and internationally: the Online MBA is ranked #1 by *U.S. News & World Report*; the Executive MBA was named in the Top 15 by *Financial Times*; and *Forbes* lauded the school's 95% job-placement rate for Fox MBA graduates as among the best in the country.

In 2013, Fox turned to Enrollment Rx to implement a cloud CRM and customize an online student portal. The result is dramatically improved data access that drives new Admissions efficiencies and an exceptional student experience.

The Challenge

Previously, Fox managed enrollment data with disparate spreadsheets and data stores. When the school upgraded their student information system (SIS) to Banner, they faced integration challenges with Hobsons ApplyYourself. In addition, Banner's one-size-fits all model made it costly and resource-intensive to adapt the system to each program's individual requirements.

To meet their needs of SIS integration and flexibility to accommodate varying program needs, it became clear that Fox needed a CRM.

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>
> **Stephen Boro,
> Senior Associate Director
> of Graduate Enrollment
> Management & Marketing**

Enrollment Rx

> *"With the ability to integrate all these disparate tools, we've gone from a Model T to a Tesla," - Stephen Boro*

About Enrollment Rx

Enrollment Rx is a higher education technology company delivering innovative Constituent Relationship Management (CRM) solutions. Built on the Salesforce cloud computing platform, Enrollment Rx puts enterprise-class functionality and limitless scalability within reach of any size school. Academic institutions rely on Enrollment Rx to eliminate business process inefficiencies, maximize constituent engagement, and future proof their business for tomorrow.

www.EnrollmentRx.com

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Why Enrollment Rx

The Enrollment Rx CRM system and online application portal, which seamlessly integrate with Banner, transformed Fox's ability to access data. Students, too, can now self-serve as they move through the pipeline.

Fox currently manages 23 programs with Enrollment Rx – four MBAs, four doctoral programs and 15 specialized masters programs, all with different requirements. With the highly customizable portal, Fox ensures the school's online application accurately reflects the business school's high-quality brand and voice. The flexibility also enables the school to parse out requirements (e.g. domestic vs. international, varying essay needs) by program, as well as serve up personalized content based on each stage of the student's journey.

"Enrollment Rx gave us the structure to match the higher ed model we were going for with the flexibility to mold the platform as much as needed to fit squarely with our needs," said Stephen Boro, Senior Associate Director of Graduate Enrollment Management & Marketing at The Fox School of Business. "The flexibility we have has been a breath of fresh air. We can quickly adapt to changing dynamics while creating a fresh and interesting experience for students that drives a higher level of engagement."

Fox has also extended the value of the Enrollment Rx CRM by tapping into the Salesforce ecosystem. They use Conga to create a merged document of all student application files and support their move to going paperless; Silverpop to send out targeted emails as students move through the funnel; and Qualtrics to automatically populate demographic data when surveying students.

According to Boro: "With the ability to integrate all these disparate tools, we've gone from a Model T to a Tesla."

Results

"Adopting Enrollment Rx has allowed us to work more efficiently with access to much better information than we ever had before," said Boro.

Directly attributable to better access to data, Fox is seeing an increase in deposits: from fall 2014 to fall 2015, more than 80%; and from spring 2015 to spring 2016, 50%. From spring 2015 to 2016, Fox also increased submitted applications by 50%. Applicant quality has also stayed the same or improved with growth.

With new insight into lead tracking, specifically around business school fairs, Fox reallocated a quarter million dollar travel budget to higher value initiatives like SEO and Strategic Enrollment Management. Fox also leveraged the CRM data to make the business case for new recruiting resources, which cut follow-up time with new leads from several days to less than 24 hours.

And it's not just the technology, but the team that makes a difference. "The responsiveness of Enrollment Rx to meet our needs has been great," he said. "It comes through in every interaction that they want us to be able to put our best foot forward."