With Enrollment Rx, Central Wyoming College Drives New Efficiencies to Save Time and Cost, Improve the Applicant Experience

At a Glance

Challenge

Technology to support new student recruitment strategy and applicant experience

Solution

Implemented CRM to track students through the enrollment process

Results

- Created the ability to personalize student communications throughout the application process
- Reduced staff time in multiple systems and manual entry of prospective student data
- Provided the ability to monitor student engagement with improved processing cycle time

Central Wyoming College (CWC) is a public two-year college located in Riverton, Wyoming. CWC offers over 27 associate degree programs and is regionally known for their Health Sciences, Technology, and Equine Studies.

cwc.edu

Central Wyoming College had a strategic goal to better focus their student recruitment. Based on their location, competitive regional recruitment and unique program offerings, CWC needed technology that would help them recruit students in a timely and efficient way. CWC wanted to better connect with prospective students and track inquires to provide immediate follow-up and engagement with students expressing interest in their institution. Automation of the process was key to manage contacts and build relationships.

The Challenge

Manual tracking of students was slowing down the recruitment and enrollment process. As a result of the complex recruitment process, phone and email inquiries became isolated pieces of prospective student communication, and were difficult to tie into an overall strategy to track all the points of student engagement.

In addition, the method for adding students into the enrollment pipeline was also time-consuming and manual. CWC needed automation to effectively recruit students.

"All of the things that we struggled with, in terms of keeping track of a student record, have now come together in a single system with Enrollment Rx."

Patrick Edwards, Director of Admission

Why Enrollment Rx

To enhance tracking of prospective students, CWC implemented Enrollment Rx CRM, and Enrollment Rx's custom online student portal. The Enrollment Rx solution enhances visibility across departments and throughout the student lifecycle.

"Now we are set up incredibily well to continue our evolution from reactive to proactive outreach, from simply reporting on activity to actively recruiting students and engaging with all stakeholders," said Lori Ridgeway, Director of Marketing, Central Wyoming College.

Student Engagement

"Enrollment Rx is very powerful in that it reaches students where they are and with personalized messages that are stage appropriate", said Ridgway. Enrollment Rx touch points enables CWC to have visibility into their recruitment numbers and tie each stage of the enrollment cycle to a relevant communication plan.

Event Management

The Event Management tools in Enrollment Rx's CRM allows for the self-registration of students for campus events such as open houses and campus tours. CWC can now track and analyze data, from who is registered to who attended, as well as allow for students to create their own event agenda based on campus availability options.

Online Applicant Portal

The dynamic application portal from Enrollment Rx allows CWC to create a self-driven and virtual experience for prospective students. The dynamic nature of the portal accommodates the unique programs and housing options CWC provides from on-campus housing to horse boarding for the equine program.

Results

Today, CWC admission staff can engage students sooner in the recruitment process with the ability to respond to student inquiries and provide information more timely. Additionally, the Admissions Office is using the time previously spent working in multiple systems and performing manual entry, on personalized communications and fostering relationships with prospective students.

Enrollment Rx products have provided CWC with insight into their business practices to monitor student progression through the application process and removed bottlenecks for students.

"We can now track interactions, automate timely and informative emails, track performance and so much more! We are finally able to see information in real time and identify where communication gaps exist. When we understand our applicant pool, it makes it much easier to plan. It has been great giving our team the tools to do their job more effectively." – Patrick Edwards, Director of Admission

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"Enrollment Rx was responsive to our vision. I really feel like they've taken the time to listen first, find out what our goals are, and didn't cookie cutter us. Very impressive."

Lori Ridgway,
Director of Marketing

About Enrollment Rx
Enrollment Rx is a higher education technology company delivering innovative Constituent Relationship Management (CRM) solutions. Built on the Salesforce platform, Enrollment Rx's CRM solutions help academic institutions eliminate business process inefficiencies, maximize constituent engagement, and future proof their technology strategy with enterprise-class functionality and limitless scalability.

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