Dordt College: Implementing Solutions that Drive Student Engagement

Dordt College is a faith-based private Christian School located in Sioux Center, Iowa. The college offers more than 40 majors and 11 pre-professional programs of study. With a population of over 1,500 students from more than 30 states and 26 other countries, it was necessary to personalize the student experience. The flexibility of their applicant portal, implemented by Enrollment Rx, allows for individually tailored experiences that are specific to each student.

Seamless communication with students and prospects through a self-service portal has been key for Dordt. Cody Kaemingk, Dordt's Salesforce Administrator, said that before Enrollment Rx, their staff was manually entering and tracking data in Excel spreadsheets. Because of this, delegating their time to other tasks became tough. "Having this new portal empowers our admissions staff to better manage their day," said Kaemingk. "They receive the same notifications that students do if there is a missing document or outstanding information that needs to be added." Kaemingk said that new admission counselors at Dordt are always surprised by how easy it is to manage this type of data compared to how it was before.

Kaemingk contributes the college's increase in the number of admitted students to Enrollment Rx's solutions [since going live in August 2017]. "This year, we're converting 70.4% of applicants to admits," he said. "This is up from 63% last year. We're also increasing the total number of applicants by 11%." Dordt's previous SIS wasn't providing them the customization that they needed in order to matriculate students in a timely fashion. Kaemingk said that any updates to their previous system would be costly and time consuming compared to what Enrollment Rx has been providing them.

Before going live with Enrollment Rx, Dordt conducted an analysis of their current system, how they've been able to leverage it, and where it was heading. They concluded that a change was needed, and the quality of service that Enrollment Rx had been providing solidified that decision. "Sometimes you have to take the jump in order to grow as a business," Kaemingk said. "We trusted that this transition to our new system was best for us in the end."