



FEATURE CLIENT STORY

Wingate University: Success in Their CRM Journey

With approximately 3,600 students spread across three campuses, Wingate University is the fastest growing independent university in the state of North Carolina. Having grown 37% over the span of five years, the university needed to implement a strategy that would allow them to sustain their constant growth in an efficient manner. The steady increase in enrollment also meant that they needed a platform that would allow them to seamlessly communicate with their students. Employing a CRM system that supported their Admissions office in an efficient manner was crucial to properly interact with students and sustaining their growth.

Using several computers to send mass emails to students via Outlook was not unusual for Wingate University. “We didn’t have a community platform or marketing platform, which made it challenging to work with students in the space they communicated,” said Sam Petoskey, Wingate University’s VP for Enrollment Management and Business Intelligence. Leveraging Salesforce.com, Marketing Cloud, and Enrollment Rx, has allowed the school to offer self-service communication tools to their prospects and current student body rather than continuing to outsource their marketing and communication needs. “The savings from this allows us to redirect resources into expansion markets and other recruiting efforts,” said Petoskey.

After becoming Enrollment Rx’s client in February 2017, Wingate University went live in June 2017. “We felt like we had a great support team that did an excellent job of moving us from contract to live in 4 months,” said Emily Poplin, Wingate University’s Salesforce Administrator. She said the most valuable part of the onboarding process was learning how to “utilize the resources available to you, whether that be user guides, watching [tutorials], and training support.” Because the administrators at Wingate University took the time to learn the Salesforce platform, they have been utilizing Enrollment Rx products to their fullest potential.

After implementing new strategies in 2017, Wingate University grew their admitted application pool from 5,000 to 15,000, and their matriculation from 685 to 1,157, according to Poplin and Petoskey. Salesforce and Enrollment Rx products have allowed the university to generate consistent growth in student numbers while creating an easy way for student communications. Their goal of having a centralized space for admission needs has been easier to achieve than ever because of this. “There is no way we could have sustained that growth with the way we were operating before,” he said.