Enrollment Rx

Dordt College Implements Solutions that Drive Student Engagement with Enrollment Rx

At a Glance

Challenge

Dordt College needed an easy-to-manage solution to enable them to seamlessly and effectively communicate with students and prospects.

Solution

Implementing Enrollment Rx allowed Dordt College to use Salesforce right out of the box, significantly improving applicant conversion rates.

Results

- Increased applicants by 11%
- Increased applicant to admit conversion to 70.4%
- Realized a 7.4% admission increase from prior year

DORDT COLLEGE

Dordt College is a private, Christian, liberal arts college located in Sioux Center, Iowa, United States. It was founded in 1955 and is affiliated with the Christian Reformed Church in North America.

dordt.edu

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.

The Challenge

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.

> *"The product line from Enrollment Rx allowed us to use Salesforce right out of the box, greatly reducing the cost and time associated with a custom build solution."*
>
> **Cody Kaemingk, Salesforce Administrator**

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.

Why Enrollment Rx

Kaemingk recognized that the product line from Enrollment Rx allowed Dordt College to use Salesforce right out of the box, greatly reducing the cost and time associated with a custom build solution. Kaemingk added that "While the product line is great, I am continually impressed with the people and support behind the products that take time to troubleshoot, listen to customer input, and deliver the results we are looking for."

Kaemingk goes on to say that "having this new system empowers our admissions staff to better manage their day. They receive the same notifications that students do if there is a missing document or outstanding information that needs to be added. The 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."

Eric Tudor, Associate Director of Strategy and Recruitment adds "Salesforce is helping us process more applications faster while also increasing our funnel conversions. This was most noticeable during our busy travel season where submitted app to admit rates have historically been lowest. However, this year materials continued to come in, even when counselors were not directly involved. This immediacy helped maintain student enthusiasm, drive visitors, and reduce workload on our team. As an added bonus, Pardot is also helping keep our prospective students involved in the process and drive workflows for our counselors as they prioritize their work."

> *"This year, we're converting 70.4% of applicants to admits. This is up from 63% last year while also increasing total applicants by 11%."*
>
> Eric Tudor, Assoc. Director of Strategy & Recruitment

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 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 technology strategy.

Results

Tudor 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.

"Sometimes you have to take the jump in order to grow as a school," Kaemingk said. "We trusted that this transition to our new system was best for us in the end."

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