



With Enrollment Rx and Salesforce, Wingate University Scales Admissions Operations and Simplifies Student Communications

At a Glance

Challenge

Needed to implement a strategy that would allow them to sustain their steady increase in enrollment in an efficient manner.

Solution

Leveraging Salesforce and Enrollment Rx, they now offer self-service communication tools to their students and prospects.

Results

- Implemented a scalable CRM solution in just 4 months with ERX
- Substantially reduced cost associated to marketing and communications
- Managed growth of admitted applicant pool from 5k to 15k since 2017 with ease

WINGATE

Founded in 1896, Wingate University offers 34 undergraduate majors, 38 minors and career concentrations, numerous pre-professional programs, graduate degrees, and doctorate programs. Ranked as the 8th "best value" in the South by U.S. News & World Report, Wingate University serves more than 3,100 students on three campuses in Wingate, Charlotte and Hendersonville, N.C.



With approximately 3,600 students across three campuses, Wingate University is the fastest growing independent university in the state of North Carolina. Having grown 37% over the last 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. Implementing Salesforce and Enrollment Rx as their CRM solution resulted in time and cost savings as well as improved communications.

The Challenge

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 [before Enrollment Rx], which made it challenging to work with students in the space they communicated," said Sam Petoskey, Wingate's VP for Enrollment Management and Business Intelligence. This created a significant problem for the university's consistent growth.

"We were immediately impressed with the expansive abilities of the Salesforce platform... partnered with the Enrollment Rx products that tailored the platform for higher education... we are truly becoming a connected campus."

Sam Petoskey,
VP Enrollment Management &
Business Intelligence

Since 2017, Wingate University has grown their admitted application pool from 5,000 to 15,000, and their matriculation from 685 to 1,157- making the need for a scalable solution critical.



"We felt like we had a great support team [with Enrollment Rx] that did an excellent job of moving us from vision to go-live in 4 months."

Emily Poplin,
Salesforce Administrator

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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Why Enrollment Rx

Leveraging Salesforce, Marketing Cloud, and Enrollment Rx, the school now offers self-service communication tools to their prospects and current student body rather than outsourcing their marketing and communication needs. "The savings from this allows us to redirect resources into expansion markets and other recruiting efforts," said Petoskey.

Speed to Implementation

These new strategies were implemented in February 2017, and Wingate's project was live and fully operational by June 2017. "We felt like we had a great support team [with Enrollment Rx] that did an excellent job of moving us from vision to go-live in 4 months," said Emily Poplin, Wingate's Salesforce Administrator.

Added Value

Poplin stated 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], or training support." Because the administrators at Wingate University took the time to learn the Salesforce platform fundamentals, they have been utilizing Enrollment Rx products, all built natively on Salesforce, to their fullest potential.

Expansive Abilities, Tailored for Higher Ed

"We were immediately impressed with the expansive abilities of the Salesforce platform when looking for the best CRM solution for our university. Partnered with the Enrollment Rx products that tailored the platform for higher education and enabled us to get up and running in record time, we are truly becoming a connected campus." said Petoskey.

Results

Salesforce and Enrollment Rx have allowed the university to generate consistent growth in student numbers while simplifying student communications. "There is no way we could have sustained that growth with the way we were operating before," said Petoskey.