With Enrollment Rx, Trinity Western University Increases Enrollment and Streamlines the Recruitment Process with Automation
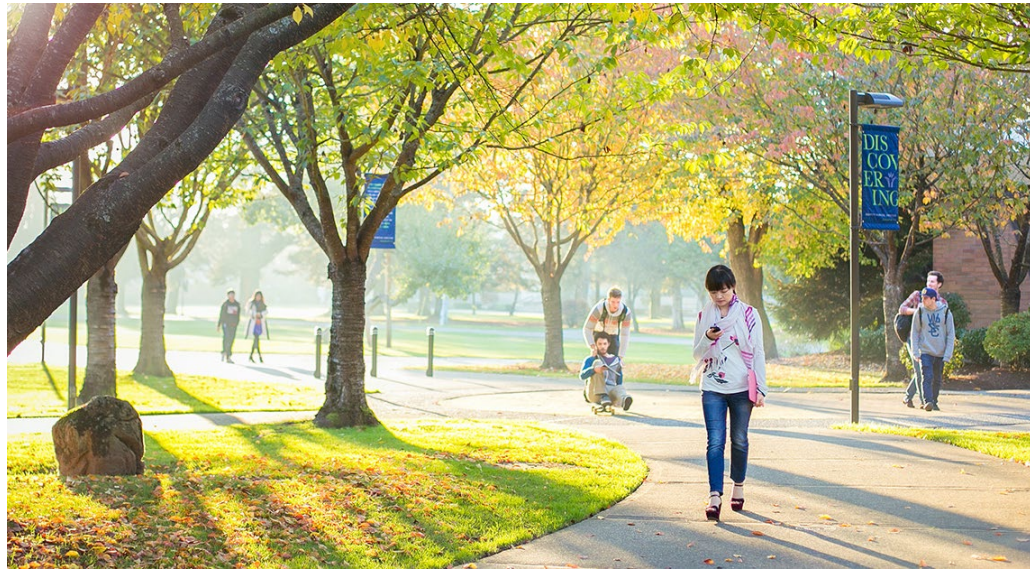
At a Glance

Challenge

TWU needed to integrate data between multiple systems, automate processes, and simplify their application process to focus on growth strategies.

Solution

The implementation of Salesforce and Enrollment Rx has enabled TWU to pivot quickly with market changes and scale with their explosion of growth.

Results

- Overall enrollment growth of 25% since implementation
- Realized significant time savings with a unified system
- Elevated student experience with a streamlined application

TRINITY WESTERN UNIVERSITY

Trinity Western University is a private Christian liberal arts university in Langley, British Columbia, Canada. It is a member of Universities Canada. Founded in 1962, it enrolls approximately 4,000 students on its 157-acre campus.

twu.ca

Trinity Western University (TWU) is a Christian liberal arts and sciences university that is leading the way in Canadian higher education. Their mission is to develop goal-oriented graduates that serve Christ and people in various walks of life. With 42 undergraduate and 17 graduate degree programs, TWU provides a wide array of learning experiences to over 5,000 students. Being the largest university in Canada of its kind, the need for a scalable CRM was vital. They found just that in Enrollment Rx's suite of products, leading to program expansions and a significant increase in enrollment.

The Challenge

Working with multiple custom-built systems that weren't consistently being used across campus proved to be difficult for TWU. Processes that should have been streamlined were taking them months to work through, which wasn't the best use of their resources. The scalability factor while searching for a CRM system was important to TWU, as they needed a more efficient way to manage their rapid growth and volume.

"Since moving to Salesforce in 2016, our overall university enrollment has grown by 25%. This would not have been possible without Salesforce and Enrollment Rx."

**Brian Kerr,
Vice President
of Enrollment**

Enrollment Rx

> *"With the addition of Enrollment Rx, we have gained a more unified system for all areas of recruitment. We can pivot more quickly to market changes and have been able to scale our admitted and recruited student numbers."*
>
> Amy Alexander,
> Director of Operations
> Enrollment Management

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.

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Why Enrollment Rx

TWU adopted Enrollment Rx's products in 2016 as they were working to identify their struggles with their custom-built system. Amy Alexander, TWU's Director of Operations in Enrollment Management, said it was helpful to work alongside Enrollment Rx to concentrate on their pain points. "Enrollment Rx has been an excellent partner to build our CRM with," she said. "Working with them has allowed us to really hone in on the possibilities of our CRM system."

Prospective Student Management

Prior to using Enrollment Rx products, TWU spent months importing and organizing leads one by one using multiple programs. For Jonathan Babbitt, TWU's Business Systems Analyst, having one system that focused on recruitment efforts was crucial. "The reports we pull from this one system are far more valuable than they were before Enrollment Rx," he said. "With the robust reporting capabilities, we are now able to see the entirety of the progress we make with prospective students." In addition, processing prospects in Import Rx has automated their deduping process, thus giving them back their time to focus on growth strategies.

Creativity within the Portal

Having a user-friendly CRM meant that TWU could tap into their creativity with Enrollment Rx products. Being able to do so took away from the laborious process of consulting with multiple departments to make changes to a portal. "Not having to submit an IT request for features we wanted was surprising at first," said Alexander. This was especially relevant while creating one single application for TWU to use across their entire institution. "We manage every program's application through FormBuilder Rx," said Alexander. "Because we have one universal application, it took some imagination to understand how a graduate student reads it versus a certificate student, but we figured it out with the help of Enrollment Rx."

Results

TWU found its out-of-the-box CRM solution in Enrollment Rx's suite of products. Automated prospect management, a user-friendly interface, and the ability to maintain constant growth are now realities for the university. Brian Kerr, Vice President of Enrollment shared that "working with Enrollment Rx made our transition to Salesforce smooth and efficient. Their onsite implementation team worked closely with us to ensure that they fully understood our needs. They challenged us to think differently about how we recruit and helped us to refine our processes to allow us to scale our operation to handle a new season of growth. Since moving to Salesforce in 2016, our overall university enrollment has grown by 25%. This would not have been possible without Salesforce and Enrollment Rx."

Alexander concurred, "with the addition of Enrollment Rx, we have gained a more unified system for all areas of recruitment. We can pivot more quickly to market changes and have been able to scale our admitted and recruited student numbers." In the few years since implementing the Enrollment Rx solution, TWU's undergraduate enrollment has increased 4-7% every year. Additionally, their graduate programs have exploded 15-25% each year. Alexander said, "Now we can focus on innovation and we're able to maintain the volume and growth of our institution."