Fall 2022 BOV Presentation

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Vice Chancellor for Enrollment Management

UVA WISE

Salesforce CRM launch: September 1, 2022

The Implementation Team

- Matt Stanley and IT Team
  - Dalton Keel (Student Intern)
- Genna Kasun and Marketing Team
  - Kristi McKinney
- Jamie and Operations Team
  - Leigh Ann Messer
  - Rachel Austin

What is a CRM?

Client Relationship Management platform that will provide the technology to manage our relationships and interactions with perspective students.

What are some benefits?

- Simplify our admissions and enrollment processes

- Help create targeted outreach campaigns

- Increase admissions team productivity

- Use smart analytics to increase student engagement

- Prospective students will experience better service

- Staff will do what they do best—ensure students have the support and resources they need to thrive and graduate

Launch Marketing and Communications Module

- Drip Campaigns: sending emails to your audience automatically, with set timing, based on actions they take or changes in their status

- Direct texting and text campaigns

- Chatbots with knowledge base for 24/7 AI

- State of Virginia and ARC prospect names to include over 75,000 high school seniors

- Strategic partnership with Niche.com to drive prospects/inquires to our CRM with coordinated and retargeted marketing

- All marketing efforts intentionally coordinated with marketing team to capitalize on location and UVA brand

Enrollment Reporting & Data Management

- Customized dashboard reports that will enhance both individual and team productivity

- Dashboards can be customized for management purposes and/or for specific recruiter needs—territory management

- We will be developing and deploying reports and dashboards throughout this academic year

- Territory goal management

- Recruitment stage management

- Events and campus visit management

- Yield analysis

Strategic Partnerships & Access Initiatives

- Partnership program with K-12 (7 coal counties)
  - Deputize high school Superintendents and Principals to admit qualified students
- Eliminated the college application fee ($25)
- Eliminated enrollment deposit ($75)
- Enrollment Leadership will visit each of the local high schools this fall to meet with local K-12 leadership to discuss further partnership ideas and to commit to a fully engaged relationship
- Develop additional pathway programs with our community colleges

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Leverage Financial Resources

Increase:

1. Student Population
2. Increase Net Revenue

Merit funds
(Academic vs. Athletic and Talent Awards)

- Foundation
- Endowment
- Alumni

State Funds

- Virginia Guaranteed Assistance Program (VGAP)
- Commonwealth Funds

Other Waiver programs

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Questions?
Please ask!

Thank you.

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