



# Education Cloud for Recruitment and Admissions

Hit your student enrollment target.

## Explore the key features for Recruitment and Admissions.

Powered by the #1 CRM, Education Cloud accelerates time to value for institutions of all sizes and makes it easier to create personalized recruitment and admissions experiences.

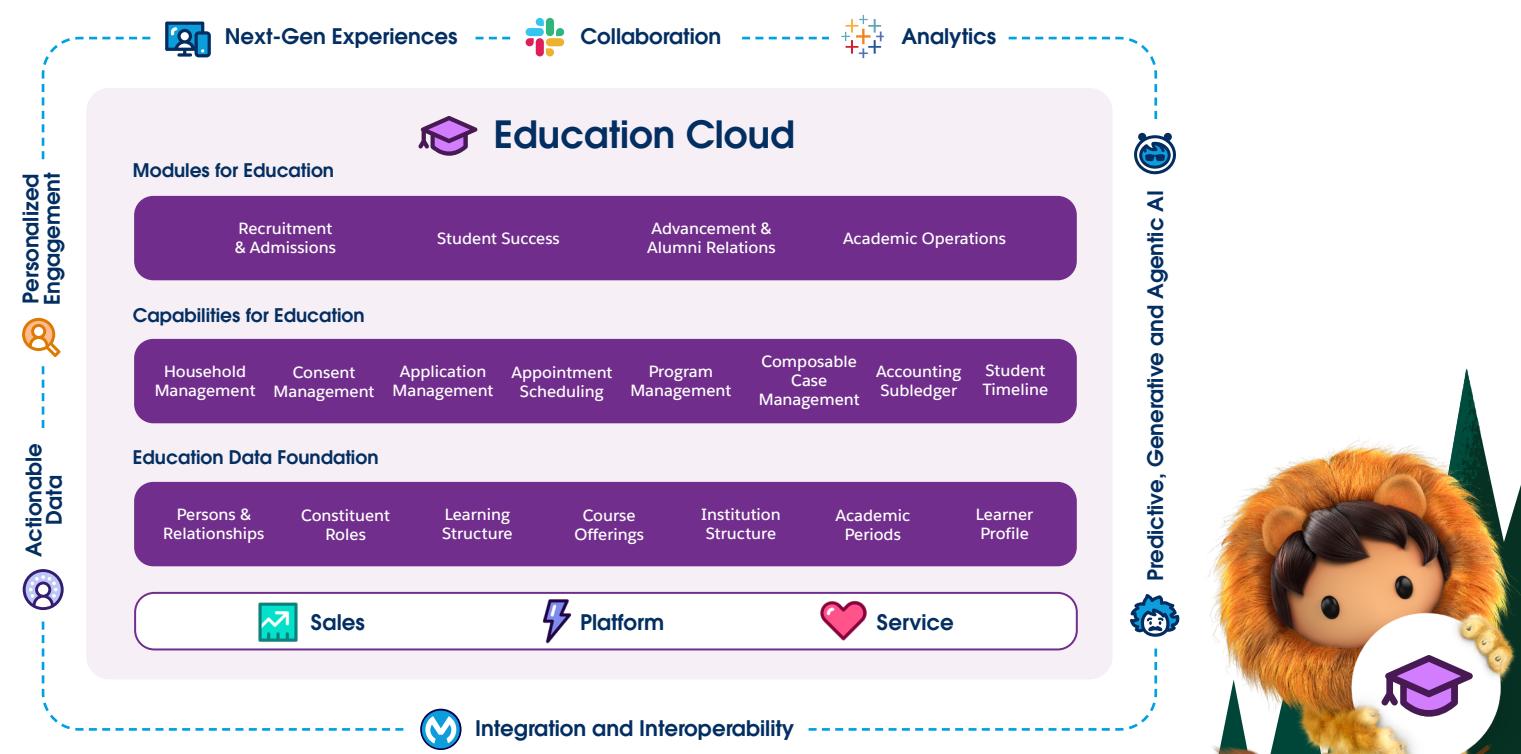
- 1 **Reach more students more frequently with one place to manage the entire enrollment funnel.**
- 2 **Drive prospective student engagement with AI-powered automation that dynamically adapts to key behaviors.**
- 3 **Seamlessly review applications and supporting information from any source all in one place.**
- 4 **Reduce summer melt and increase admissions yield with tailored applicant portals and onboarding.**

**+5.5%**

**Increase in enrollment**

Source: 2023 Total Economic Impact™ of Salesforce for Education

## How Education Cloud Works





# Education Cloud for Recruitment and Admissions

Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides a set of core capabilities for use across departments as well as a purpose-built app for recruitment and admissions with key features to support prospective students, applicants, and staff.

| Capability                                     | Description  |
|--|--|
| Actionable Lists                               | Easily segment prospects for target campaigns and call downs with advanced list building.  |
| Admissions Console                             | Manage key tasks and keep track of applicant activity all on one, actionable homepage.   |
| Agentforce for Education: Student Recruitment* | Answer questions, capture academic interest, register students for campus tours, and help start their application 24/7.                              |
| Alert Framework                                | Ensure prospective students never miss an update or deadline with triggered notifications and reminders.   |
| Applicant Portal                               | Create a seamless applicant experience fast with tailored portals – including mobile – deployable with clicks, not code.                             |
| Application Preferences                        | Allow applicants to rank their preferred locations and programs. Retain more candidates within your multi-campus system.                             |
| Application Review                             | Save time by quickly processing and reviewing applications from a single system.   |
| Application Scoring                            | Define program-specific scoring with key criteria and make faster, more consistent admissions decisions.   |
| Business Rules Engine                          | Reduce time spent on manual lookups and calculations by designing complex business rules with automated workflows.                                   |
| Campus/Program Finder                          | Allow students to browse, search, and filter campuses and programs by location, majors, grade level and more. Display results in a list or on a map. |
| Care Plans                                     | Proactively prevent summer melt with tailored care plans for every admitted student.   |
| Case Management                                | Centralize prospective student support across channels and interactions.   |
| Data Importer for Common App                   | Import Common App first-year suspect, prospect, application, and recommender records into Education Cloud entities with ease.                        |

\*Separate SKU is required.



**Continued on following page.**



# Education Cloud for Recruitment and Admissions (continued)



| Capability  | Description   |
|---|---|
| <b>Document Checklist</b>                             | Streamline document tracking using checklists and real-time document uploading.   |
| <b>Document Generation</b>                            | Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.  |
| <b>Dynamic Applications</b>                           | Build applications faster with reusable components and easily see where applicants are getting stuck.   |
| <b>Interaction Summaries</b>                          | Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.   |
| <b>OmniStudio</b>                                     | Drive engagement by easily designing personalized, guided form and application experiences.   |
| <b>Recommender Experience</b>                         | Applicants can easily nominate recommenders directly from their application, collect recommendations, and save time with automated reminders instead of having to manually reach out to recommenders throughout the busy application process.           |
| <b>Recruitment Console</b>                            | Manage your most important tasks for the day with one, actionable homepage.   |
| <b>Recruitment Inquiry and Opportunity Management</b> | Make it easy for prospective students to raise inquiries and connect with recruiters on your existing website. Keep prospective students engaged with automated campaigns, seamlessly forecast revenue for students, and assign opportunities to staff. |
| <b>Salesforce Scheduler</b>                           | Simplify appointment and interview scheduling across devices.   |
| <b>Stage Management</b>                               | Easily organize, visualize, and automate reviews by application stage.  |
| <b>Third Party Applications</b>                       | Empower parents, guardians, and international agents to submit applications on behalf of one or more applicant.   |
| <b>Timeline View</b>                                  | Allow applicants and staff to reference applications and past interactions to evaluate progress.  |

Sign up for a free trial of Education Cloud at [bit.ly/EducationCloudTrial](https://bit.ly/EducationCloudTrial)