



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.

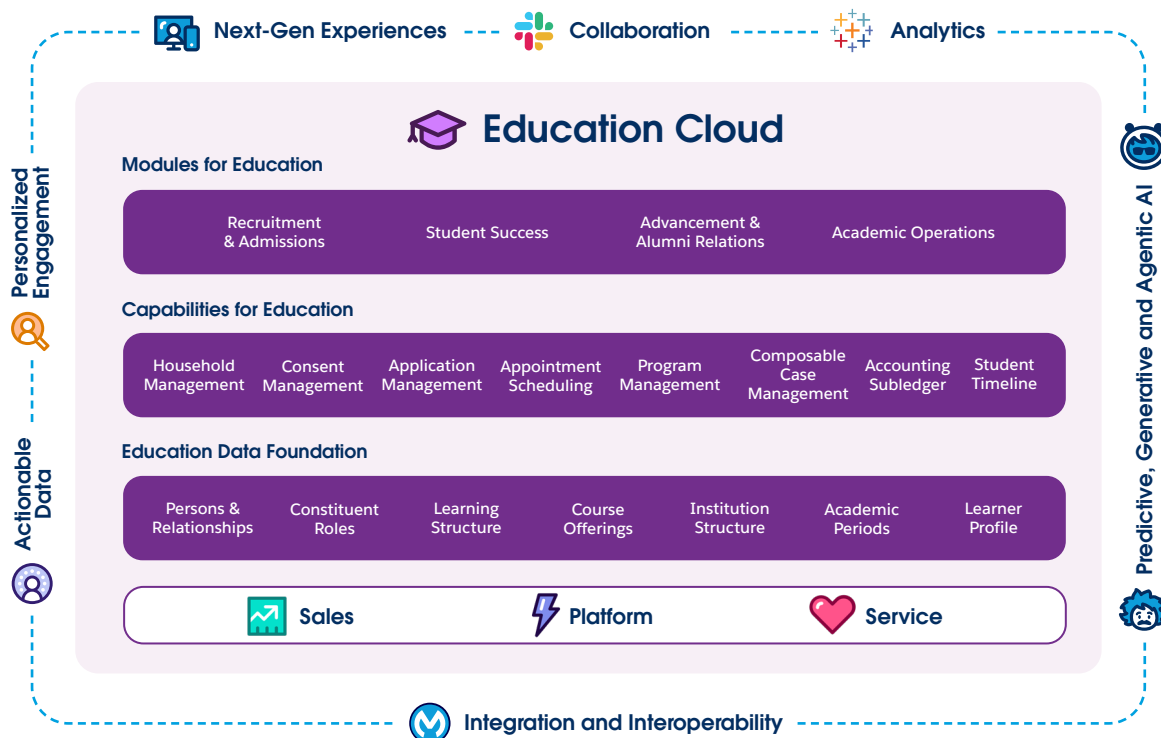
- 1 **Reach more students** more frequently with one place to manage the entire enrollment funnel.
- 2 **Drive prospective student engagement** with AI-powered automation that dynamically adapts to key behaviors.
- 3 **Seamlessly review applications** and supporting information from any source all in 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 (Beta)	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 View, Edit & Submit	Enable applicant to view and edit their application at any stage, and confirm submission.
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.

Continued on following page.

Education Cloud for Recruitment and Admissions (continued)



Capability	Description
Document Checklist	Streamline document tracking using checklists and real-time document uploading.
Document Generation	Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.
Dynamic Applications	Build applications faster with reusable components and easily see where applicants are getting stuck.
Interaction Summaries	Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.
OmniStudio	Drive engagement by easily designing personalized, guided form and application experiences.
Recommender Experience	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.
Recruitment Console	Manage your most important tasks for the day with one, actionable homepage.
Recruitment Inquiry and Opportunity Management	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.
Salesforce Scheduler	Simplify appointment and interview scheduling across devices.
Stage Management	Easily organize, visualize, and automate reviews by application stage.
Third Party Applications	Empower parents, guardians, and international agents to submit applications on behalf of one or more applicant.
Timeline View	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

