

SLATE TRANSITION @ FSU

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Graduate Admissions:
Emerging Approaches

2010-2014

We had a home-grown application and no scheduled communication tool.

2014-2017

We added Oracle Constituent Relationship Management (CRM) software for in-progress applicant messaging

August 2017-present

We implemented Slate for all of our application and CRM marketing communications

Slate

What is Slate, and why the change?

We looked at the our current system, and wanted more functionality.

We wanted to give our applicants and ourselves the tools needed to apply, communicate, and review applications in a more efficient manner

So, what does Slate offer?

A consolidation of systems with increased efficiencies (application, document image management, CRM, applicant status check)



Slate

Slate improves efficiency

Gives department reps flexibility

Allows you to set up email campaigns and business rules so you can concentrate more on marketing your programs

Advanced info at your fingertips

Slate has a robust reporting component that allows you to look at data such as click data and device usage. In one area you can see all of the interactions with an applicant (including applications and supporting documents)

Slate make the faculty experience easier

Has online viewing of the application and allows for collaborative review

Prospecting

- Get everyone on the same page for web inquiry forms, customize forms if you need to for Colleges/Departments
- Encourage the use of all interactions with the prospect in the system so every communication can be tracked
- Allows you to have an **integrated marketing campaign that flows through the entire funnel**
- Allows for **very specific email marketing based on how that prospect came into the funnel**

What we learned & **positives gained**

Application Management

- Consolidate applications down to a common denominator and make the department specific requirements part of a custom checklist
 - Students can apply quicker**
 - Less technical development needed on new term set-up**
- We streamlined our application review process by creating custom review bins for review committees**



Benefits of centralized Enrollment Team

Baseline Standards | Maximization of Effort |
Uniform Training | Bandwidth | Quicker Flow of
Info

The Team

Brian (Assoc. Dean)
Team Lead

Marketing

Enrollment Specialists

Courtney
(Senior)

Michael

Summer
(Assistant
Director)

Sam

Kari

Mallory

- They have been successful because they give the departments the tools they need for the departments to be successful through meetings, workshops, constant communication, and trainings



New Marketing Approaches

- Individualized marketing based on how we know the applicant and what they are interested in
- Meeting the applicant at where they are at in the funnel and providing the point in time info they are looking for at that moment
- Designing business process around applicant needs



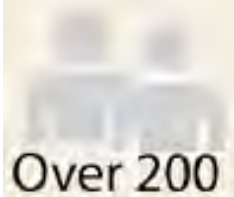
Some numbers



Number of email messages sent by Graduate School to applicants.



2,000 pounds or 250,000 pieces of paper saved by online application review.



Over 200 trainings were administered by the Graduate School in the first 6 months of Slate Implementation.



Question?

What unique strategies are you using to promote the adoption/use of CRM on your campus and what have been the main challenges?