



Your All-Encompassing

Admissions and Enrollment Platform to
Support Your University's Business Model



Introduction

This is an uncertain yet exciting time for colleges and universities. As your mission evolves and educational strategies transform to fit the needs of the modern student, your business model might also be changing. Admissions and enrollment teams aren't just being relied upon to assess and support potential students, but also to enable their schools' institutional missions.

As part of your school's growth, you might be considering adopting a software-as-a-service (SaaS) admissions and enrollment platform to handle operations such as recruitment, admissions, and enrollment management—or maybe you're looking to replace or supplement your current system with a SaaS solution. This upgrade can offer many benefits for managing the admissions journey from end to end, so choosing the best, all-encompassing platform for your business model's needs is crucial.



Big Shifts in the Higher Ed Sector



Increased Competition

The size of the sector has increased; the number of European universities has grown from 40 in the 1400s to 150 in the early 20th century. In the mid-1980s, there were 500 universities in Europe, and this number continues to grow.



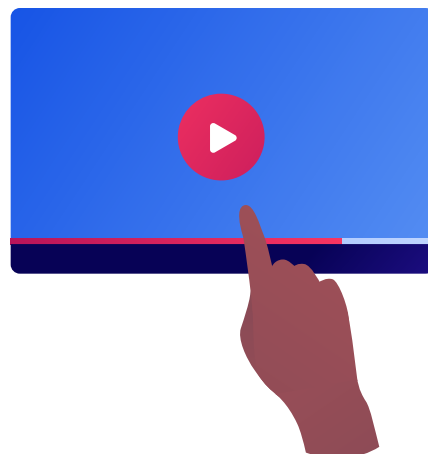
Digital Is Key, and It Starts with the Admissions Process

As institutions begin to realize that digital experience extends well beyond offering online classes, we're starting to see the same focus today on providing enhanced digital environments as there was on developing better physical spaces for education a decade ago. Digital is changing everything from pre-admissions to the experience in the classroom.



Changing Student Demographics and Expectations

Universities have among the most demanding customers in the world: students. As digital natives, their expectations are set by the digital experiences they get every day. To meet those expectations, universities need to ensure that they can deliver a compelling and immersive digital experience. That starts from before students apply; digital marketing is now a crucially important route for attracting potential students.





Transformative Technologies

The tipping point for institutional leaders—the point where taking action is critical—will occur when the inability to meet the digital expectations of today's education customers impacts the quantity and quality of students enrolling in their universities.

To stand out among such a large pool of competitors and meet today's student expectations, it has become increasingly critical for colleges and universities to differentiate themselves by providing a superior admissions and enrollment experience.

Many universities rely on a dispersed set of tools to manage the admissions and enrollment process, which results in lower conversion rates and ultimately lower enrollments and missed revenue. Bouncing from platform to platform simply to connect with prospects or pull data is not only inefficient, but it also risks losing applicants' attention and enthusiasm. Choose a SaaS solution that centralizes every action, communication, and workflow into one convenient interface. Automate processes to trigger the next step of the student journey, and easily find and execute manual actions as needed.



Benefits of an Integrated Admissions and Enrollment Solution

1 **Pipeline Visibility**

Good pipeline visibility improves both forecast accuracy and the ability to properly manage the pipeline.

2 **Higher Productivity**

The less time your admissions team is spending on administrative work, the more time they have to focus on the right candidates. Your revenue will increase proportionally.

3 **Better Student Experience**

It's much easier to provide a better student experience when you know a lot about your candidates and provide a personalized experience at every step of the journey.

4 **Track Key Performance Indicators (KPIs)**

An integrated admissions and enrollment solution allows you to track conversions at every step of the student journey, including from lead to started application, started to submitted application, and admitted to enrolled student.

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Key Requirements to Look for in a SaaS Platform

The following checklist offers a good start on what functional requirements are essential when considering a SaaS solution for supporting your university's admissions and enrollment department:



Admissions Portal

Attracting more prospects and driving more admissions are essential to the continued success for your institution. An admissions portal provides you with more than just an application form; it allows you to customise the applicant experience based on where they are on the admissions journey.



Communications

Communicating with hundreds or thousands of applicants can overwhelm an admissions department trying to do everything by hand. The best platforms offer email campaigns, nurture workflows, and personalized communications so that the right interactions are efficiently and automatically sent to contacts at the right time.



Landing Pages

Easily attract more leads and capture visitor information. Build engaging landing pages that help you convert your website visitors and social media followers into engaged candidates.



Events

Events such as open houses, webinars, college fairs, and info sessions offer a terrific opportunity. Promote and manage these events—and capture prospect data from them—with a comprehensive SaaS platform.

✓ **Selection and Review**

The best admissions and enrollment platforms allow you to holistically and fairly select the best candidates that fit your institutional criteria. The process is made more efficient without taking the human element out of the decisions.

✓ **Financial Aid Management**

Use a SaaS admissions and enrollment platform to track scholarship applications and awards, grants and loans, and other financial aid. This insight helps you better connect with potential students and find them the monetary help they need to enroll.

✓ **Enrollment Management**

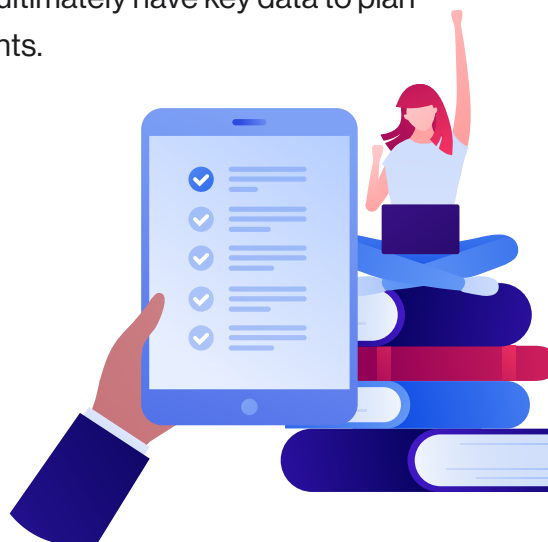
Admission doesn't always lead to enrollment, but good management along the student lifecycle can give you an extra edge. Pick a platform that can track offers, gather data on retention, and continue the nurturing of admitted applicants.

✓ **Payments**

Make life easier for families and internal departments by choosing a solution that enables and integrates online payments. Instead of scrambling between different systems to check payment status, everything—from application fees to deposits, tuition, and housing payments—can be viewed in one convenient place.

✓ **Reports and Dashboards**

These will help admissions managers track conversion levels, monitor enrollments per program/intake, track marketing ROI, and ultimately have key data to plan effective strategies that will increase enrollments.



Additional Features to Look for in a SaaS Platform

The following requirements of an admissions and enrollment are highly recommended if you want to take your operations to the next level:



Flexibility

To keep up with the changes higher education is experiencing—accelerated by the COVID-19 pandemic—your institution requires a SaaS platform that is customizable, adjustable, and scalable for whatever the future brings. This flexibility should also include the ability for you to make changes as needed and not rely on (and pay) the provider for every little update.



Compatibility

Your current constituent relationship management (CRM) or admissions platform might suit most of your needs, and you just need another solution to fill the gap. The best higher education SaaS platforms seamlessly integrate with your existing systems, working together instead of against each other. You can confidently add the module you need and boost—not slow down—your processes.



✓ **Ease of Use**

A CRM or other management platform that is difficult to use generally *isn't* used to its fullest capabilities. Top-notch solutions emphasize the user experience, both for your team and the prospects and students interacting with the platform. The best systems also are easy to implement, without advanced technical requirements or the need to get IT involved. When a platform is intuitive and feature-rich—without being complex—people enjoy using it, which boosts ROI even more.

✓ **White-Label Capabilities**

Applicants and students will trust the forms they fill out and the communications they receive when they know the interactions are coming from your branded technology. Pick a platform that allows you to white-label the solution with your institution's brand. In this way, the experience becomes more personal and more direct for users.

✓ **Industry Expertise**

As previously stated, there are plenty of generic CRM, email, and marketing software options that colleges and universities use. Don't settle for a solution that doesn't understand higher education—choose a platform designed by experts in the industry, specifically for the needs of the industry. The best providers are uniquely attuned to the trends and best practices in higher education and innovate their solutions to meet your evolving requirements.

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The Full Fabric Difference

With the higher education model continually evolving, you need a SaaS solution that not only evolves with it, but also transforms your business and your brand. Full Fabric makes the enrollment experience seamless for students and staff while driving efficiency and informing strategy.

Through our [Foundation](#) CRM and [Origin](#), our admission and enrollment solution, schools have enjoyed a wide range of benefits, including:

- ***Greater transparency into the student lifecycle***
- ***A better applicant experience***
- ***Stronger institutional brand***
- ***Increased efficiency for admissions teams***
- ***Increased team morale***
- ***Streamlined communication workflows***
- ***A more informed review and selection process***
- ***Increased applications and enrollments***
- ***Increased tuition fee revenue***



Book a demo to learn more about how Full Fabric
can help your university recruit, admit, and enroll students at scale.

Book a Demo