

CT State CRM Recruit

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# CT State: One College Application Overview

**CT STATE**  
COMMUNITY COLLEGE

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Facilitators:

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Operations & Processing*

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# CRM Recruit & the Student Facing Experience

- *CRM is a Customer Relationship Manager*
- Allows us to build an application and all supporting pieces (supplemental items to complete an application)
- Provides a student facing portal for the student to create an account, submit the application for admission, and securely upload documents to support/complete the application
- Application information integrates directly into Banner
- Any data points collected can be used to target audiences and build communications to assist in moving a student through the admissions funnels from Inquiry through the point of Enrollment

# Application Processing & Evaluation

- Application processing in CT State will be done by Application Processors, Selective Admission Specialists and International Coordinators; all according to student needs with support from Transcript Credit Evaluators
- For general admission, applicants are evaluated and admitted in CT State within 2 business days of a completed application
- Selective Admission (Nursing & Health Careers) will be processed according to common timelines to support student decision making and academic program enrollment goals
- All “tasks” or actionable items are in a dashboard view for users

# Communications to Prospective Students

**Communication Plans are built to address the needs of the student at each funnel stage via emails, text messages, and phone calls**

- Inquiry
- Application Started
- Application Submitted, Missing Items
- Application Complete, Ready for Review
- Application Decisions – Admit, Conditional Admit, Waitlist, Ineligible
- Yield

# CT State: One College Application Demo

## Student Facing Application Portal – the “CX” or Constituent Experience

<https://ctstatetest.elluciancrmrecruit.com/Apply>

- Create Account
- Application Submission
- Upload of Supplemental Items
- For Selective Admission, Decision Letters and Admit Packets are posted on the Application portal
- Events

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**Questions?**

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