

Workday Student Recruiting

It costs hundreds—even thousands—of dollars to recruit an individual student into higher education. And every year, more and more students are leaving their first-choice schools before graduating or not finishing their program of study at all. So how can institutions find students that will embrace the culture, values, and expectations of the institution and stay through completion?

Without the right tools, many institutions struggle to find best-fit students and/or miss the mark with enrollment goals, which impacts both student success and the institution's bottom line. To address this issue, Workday has teamed with nine universities of all sizes and segments to develop Workday Student, the only higher-education-focused application designed for today's mobile generation. Workday Student Recruiting is the first component of this end-to-end student and faculty lifecycle application.

Workday Student Recruiting enables colleges and universities to attract and manage prospective students to better meet their specific admissions and enrollment objectives. With Workday Student Recruiting, institutions can:

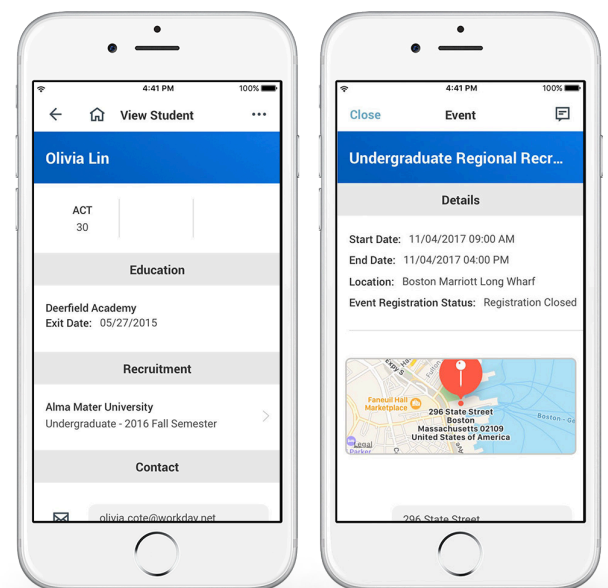
- Use Workday Cloud Connect search service integrations to import large volumes of prospects
- Maximize recruiter efficiency with mobile on-the-go capabilities
- Manage prospect records to ensure movement through the admissions process, including mobile record entry for both recruiter and prospective students
- Manage recruiters and recruiter assignment of prospects and define geographic regions
- Manage campaigns and events—communications, personnel, and other resources—to locate and attract key student prospects
- Track spend against budget for campaigns and events using worktags
- Evaluate campaigns through dashboards and reports to determine success toward recruitment goals, effectiveness of events, and net yield of prospects and applicants

Key Benefits

- Locate and attract ideal student prospects through targeted campaign and event management analysis
- Increase engagement and adoption with self-service and mobile capabilities for recruiters, prospective students, and applicants
- Enhance communication and standardize processes with seamless workflows
- Get real-time, actionable analytics from a single system that encompasses all phases of the student lifecycle

Workday Student Deliverables

- Student Recruiting
- Admissions
- Curriculum Management
- Student Records
- Academic Advising
- Financial Aid
- Student Financials



Establish Recruiting Goals

To meet enrollment objectives, it is critical to understand the types of students who are most likely to show interest in, apply to, and enroll at an institution, as well as complete the program requirements.

Setting recruiting goals helps focus efforts on specific profiles of students who are considered the best fit for an institution's unique culture and brand. By using big data repositories and predictive modeling, institutions will be able to conduct deep research in support of specific goals and objectives. These goals can be defined by analyzing a strategic selection of historically successful student profiles to determine the attributes of a "best fit." Data can also be used to determine criteria that would help fill new or emerging programs of study.

Manage Campaigns and Events

Campaign and event management is the engine of student recruitment. Once institutional goals and recruitment plans have been established, Workday Student Recruiting organizes personnel, activities, and resources to locate and attract key student prospects. Careful coordination of recruiters, engagement, and event scheduling within a concentrated time period is critical to ensuring exposure to as many target students as possible. Marketing messages and materials are delivered through defined communication cycles to draw prospects into the application process.

Empower Your Recruiters

Recruiters typically plan and promote their own events, often juggling prospect calls, high-school visits, and administrative paperwork at the same time. Add travel time, college and career fairs, evening sessions, and the need to have all pertinent data at their fingertips and anyone can see just how difficult recruiting can be. Workday Student Recruiting enables institutions to define recruiting territories and manage recruiter assignments,

providing a 360-degree view of all recruitment activities and communications. It also gives recruiters on-the-go access to important information—event schedules, maps, key prospects, and school data—via a smartphone or tablet.

Manage Prospect Records

The careful management of prospect records is vital for both a smooth, swift progression through the admissions process and the measurement of the overall effectiveness of the recruiting campaign. With Workday Student Recruiting, prospect records can be entered and managed using a variety of methods, from self-reported information and field entry at recruiting events to data sets from third-party sources. Mobile prospect record entry is a core component of Workday Student Recruiting and is available for both the recruiter (with advanced capabilities) and prospective students (with restricted capabilities). Workday Student Recruiting handles the complex issues associated with combining data from multiple sources by providing a utility for identifying and merging duplicate records.

Evaluate Your Successes

Workday Student Recruiting includes a series of dashboards and reports that enable everyone involved in recruiting to see the progress and success of campaigns, events, and other recruitment activities, including the vice president of enrollment, director of admissions, and recruiters. These dashboards and reports can be configured based on unique roles within the institution. The built-in reporting offers deeper insight into a variety of information, including:

- Admissions funnel, including stage conversion rates and percentiles
- Email analytics to understand total delivered, open rates, and click rates
- Cost per prospect
- Top yielding regions and events and other sources
- Expenses compared to budget for specific events
- Progression toward recruitment/enrollment goals



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