Velocify™

WALSH'S SCHOOL FOR PROFESSIONAL STUDIES
Ensures Seamless Enrollment Management with Velocify

School for Professional Studies

INDUSTRY
- Independent, coeducational Catholic, liberal arts and sciences institution

PROFILE
- Based in North Canton, Ohio
- Walsh University's School for Professional Studies (SPS) is a degree completion program designed for working adults.

CHALLENGES
- Admissions staff relied heavily on paper-based checklists to manually prioritize inquiries
- Existing solution was limited and could not be configured to support their key processes

SOLUTION
- Walsh University SPS implemented Velocify's Enrollment Management solution - Advanced edition

BENEFITS
- Empowers admissions personnel to effectively serve more students
- Gain greater response rates
- Reduce response time
- Increase volume of student prospects and recruitment numbers

BUSINESS CHALLENGE

Walsh University's School for Professional Studies (SPS) admissions staff heavily relied on manual, paper-based checklists and struggled with an existing enrollment management solution that was constrained by inadequate functionality and a rigid, non-configurable enrollment process workflow. SPS quickly realized their existing solution could not support their expanding enrollment goals.

SOLUTION

Walsh University SPS made the switch to Velocify's Enrollment Management solution – Advanced edition. By upgrading to Velocify's Advanced edition, SPS utilizes seamless automation with key capabilities including integration of multiple inquiry sources, inquiry distribution to the right enrollment counselors, guided inquiry management, admissions' activity prioritization, and enrollment funnel insights.

BENEFITS

Walsh University SPS empowers its admissions personnel to serve more students more effectively and enable them to significantly improve communications with student prospects. The Velocify solution helps to eliminate paperwork, increase inquiry response rates, reduce inquiry response time, and create a more seamless enrollment process for the admissions team. Through Velocify's dashboard and reporting, administrators gain greater insights and monitor daily admissions team performance.

> "Velocify is aiding us in increasing enrollment, and I don't know how the admissions team at the School for Professional Studies would be successful without it."
>
> **Jean Barbato, Intake Enrollment Manager**
> **Walsh University School of Professional Studies**

GREATER SYSTEM FLEXIBILITY

Once SPS determined they needed a better solution to support their admissions process, they decided to upgrade to Velocify's Enrollment Management - Advanced edition for better inquiry and enrollment management system flexibility. Velocify's Advanced edition provides pre-configured guided inquiry management workflows that are based on industry best practices.

The solution automatically prioritizes admissions teams' daily activity in real-time for follow-up of higher priority student inquiries that are based on multiple characteristics, including demographic, geographic location, inquiry source, and time elapsed since the last activity occurrence. This seamless automation helps to maximize enrollment managers' time, ultimately making them more successful at identifying and enrolling the right students for SPS.

SEAMLESS COMMUNICATION THROUGHOUT ENROLLMENT FUNNEL

Velocify's Advanced edition supports unique inquiry management workflows that generate customized emails for each person on the admissions team enabling better communication with student prospects. These personalized emails are automatically sent based on the status of the prospective student within the enrollment funnel. The system automatically sends appointment reminder emails to student prospects and if a prospect cancels an appointment, the system automatically sends the student an email asking them to reschedule. Student prospects who are not contacted by an enrollment manager are flagged for follow-up discussions between management and enrollment managers.

Velocify has dramatically helped increase prospect response to emails sent from SPS admissions teams. Jean Barbato, Intake Enrollment Manager, attributes the customizable email templates of informal messaging as the main reason for the greater response rates by prospective students. In fact, if a personalized email is sent, Barbato oftentimes receives a call from a prospect even before she has had a chance to make an introductory call into them.

The volume of student prospects in the enrollment funnel and recruitment numbers overall have increased since SPS upgraded to Velocify's Advanced edition. According to Barbato, "Velocify is aiding us in increasing enrollment." Velocify's flexible solution provides room for growth as the school's needs evolve. The Advanced edition includes such innovations as automated emails, bi-directional text messaging and mobile communication to inquiries via iPhone app that enables enrollment counselors to communicate with student prospects anytime, from anywhere.

ABOUT WALSH UNIVERSITY

Walsh University is an independent, coeducational Catholic liberal arts and sciences institution located in North Canton, Ohio with four satellite campuses. The University's School for Professional Studies is a completion degree program designed for busy working adults.