

## Prospect

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### Advanced Recruiting and Relationship Management

Prospect is the all-in-one self-service recruitment and communication management system that makes it easy to target, engage and stay connected with your prospects and students. The system gives you a fully integrated suite of SaaS solutions, including prospect mapping, automated email, communication campaign management, customized reporting, task assignment and yield management tools.

Built on CollegeNET's exclusive Admit technology, Prospect is fully integrated with the *ApplyWeb*<sup>®</sup> admissions processing system and configurable to your current admissions process.

#### Features:

- Detailed student and communication tracking, from first point of contact through matriculation
- Powerful communication tools, including an HTML email editor and stored contact history
- Robust event management system for scheduling, registration, check-in and more
- *GeoViews*<sup>®</sup> mapping, which allows you to geographically target, email and track any specified group of applicants in any designated area
- Robust Report Builder
- Real-time funnel reporting
- Customizable dashboard to fit your specific needs
- Layout configuration tools for more efficient data entry and contact management
- Data pre-population feature for better completion of application forms
- Profiles created and updated from prospect interaction with your ApplyWeb forms
- Single sign-on, which gives you direct access to Prospect through your SIS login
- Individualized and automated campaign management, including email and task and yield management
- Customizable rules for duplicate management, including record merging
- Automated workflow, including emails and other activity in response to prospects' activity or changes in their status

#### Benefits:

- Centralize the recruitment process even in a decentralized environment
- Integrate with your institution's inquiry forms
- Import data from multiple sources
- Construct multiple simultaneous tracks of scheduled communications and automatically assign/unassign communication plans to prospects
- Geographically map any specified group for targeted customized communication

- Store and access communication and contact history for each prospect
- Take action immediately when a prospect's status changes
- Have a complete profile that moves with each student from inquiry through matriculation
- Control viewer access with granular permission options
- Manage your data display based on end user needs without CollegeNET involvement
- Manage each record in multiple pools simultaneously and customize how data is displayed in each pool as needed
- Manage duplicate records with customizable automatic merging or deletion rules
- Score prospects based on customized criteria to maximize follow-up efforts
- Build workflow to automatically route inquiries to the appropriate department or group on your campus
- Create customized reports with simple or complex searches, and export results
- Keep all prospect data in a single location
- Track conversion ratios through recruitment and focus on high-value recruiting methods
- Schedule and manage interviews and other events
- Improve efficiency, reduce costs

**For More Information:**

Please contact us at 503.973.5200 or [sales@collegenet.com](mailto:sales@collegenet.com).

