



Education Cloud for Recruitment and Admissions

Deliver a connected journey for prospective students and families.

Explore the key features for Recruitment and Admissions.

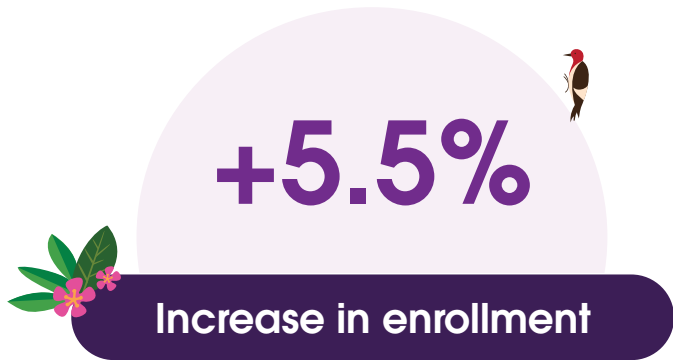
Powered by the #1 CRM, Education Cloud accelerates time to value for institutions of **all sizes** and makes it easier to create **personalized** recruitment and admissions experiences.

1 Personalized Prospect Engagement
Automation and intelligence help build trusted relationships from the first interaction.

2 Pre-Built Templates and Workflows
Get started fast with out-of-the-box capabilities for recruitment and admissions.

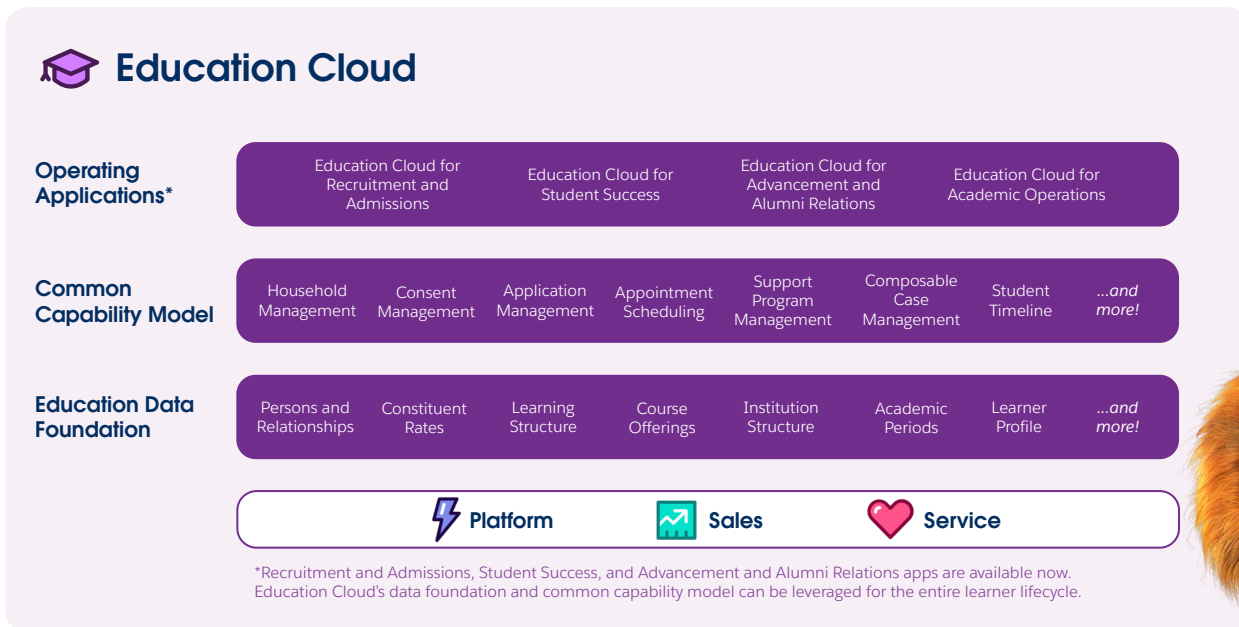
3 Single View of Prospective Student Data and Insights
Take action in one place with purpose-built workspaces for recruiters, admissions officers, and leaders.

4 Modern User Experiences
Simplify requests for information, applications, and appointment scheduling across devices.



Source: 2023 Total Economic Impact™ of Salesforce for Education

How Education Cloud Works





Education Cloud for Recruitment and Admissions

Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides a set of core capabilities for use across departments as well as a purpose-built app for recruitment and admissions with key features to support prospective students, applicants, and staff.

Capability	Description
Actionable Lists	Easily segment prospects for target campaigns and call downs with advanced list building.
Admissions Console	Manage key tasks and keep track of applicant activity all on one, actionable homepage.
Alert Framework	Ensure prospective students never miss an update or deadline with triggered notifications and reminders.
Applicant Portal	Create a seamless applicant experience fast with tailored portals - including mobile - deployable with clicks, not code.
Application Review	Save time by quickly processing and reviewing applications from a single system.
Business Rules Engine	Reduce time spent on manual lookups and calculations by designing complex business rules with automated workflows.
Care Plans	Proactively prevent summer melt with tailored care plans for every admitted student.
Case Management	Centralize prospective student support across channels and interactions.
Data Importer for Common App	Import Common App first-year suspect, prospect, application, and recommender records into Education Cloud entities with ease.
Document Checklist	Streamline document tracking using checklists and real-time document uploading.
Document Generation	Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.
Dynamic Applications	Build applications faster with reusable components and easily see where applicants are getting stuck.
Interaction Summaries	Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.
Recruitment Console	Manage your most important tasks for the day with one, actionable homepage.
OmniStudio	Drive engagement by easily designing personalized, guided form and application experiences.
Salesforce Scheduler	Simplify appointment and interview scheduling across devices.
Third Party Applications	Empower parents, guardians, and international agents to submit applications on behalf of one or more applicant.
Timeline View	Allow applicants and staff to reference applications and past interactions to evaluate progress.

Sign up for a free trial of Education Cloud at bit.ly/EducationCloudTrial

