# Education Cloud for Recruitment and Admissions

Provide 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.

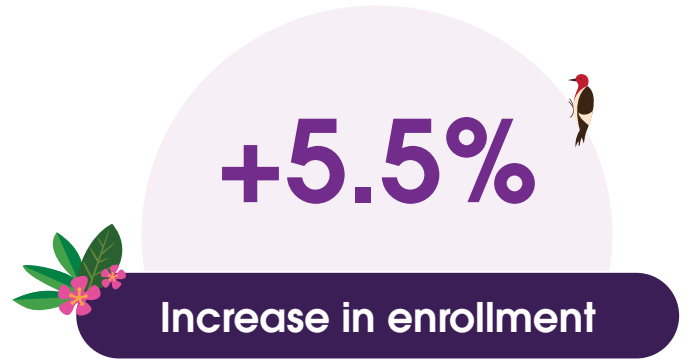**2** **Pre-Built Templates and Workflows**
Get started fast with out-of-the-box capabilities for recruitment and admissions.

**3** **Single View of Prospective Student Data and Insights**
Take action in one place with purpose-built workspaces for recruiters, admissions officers, and leaders.
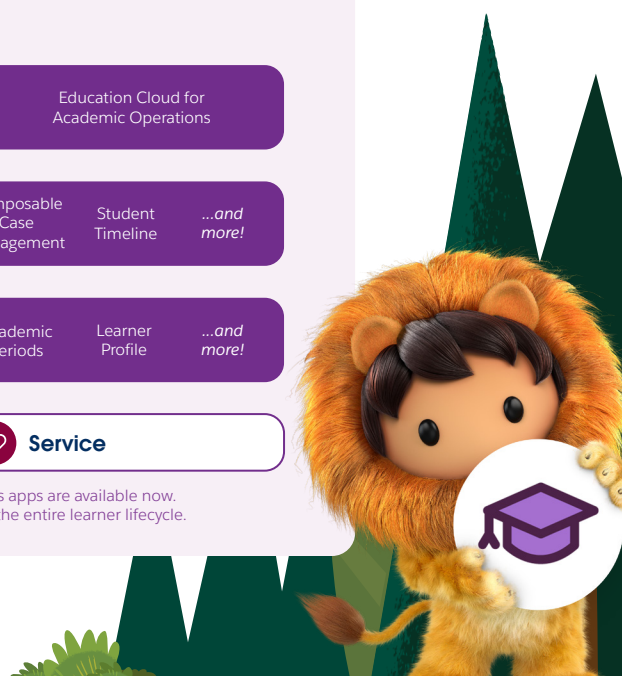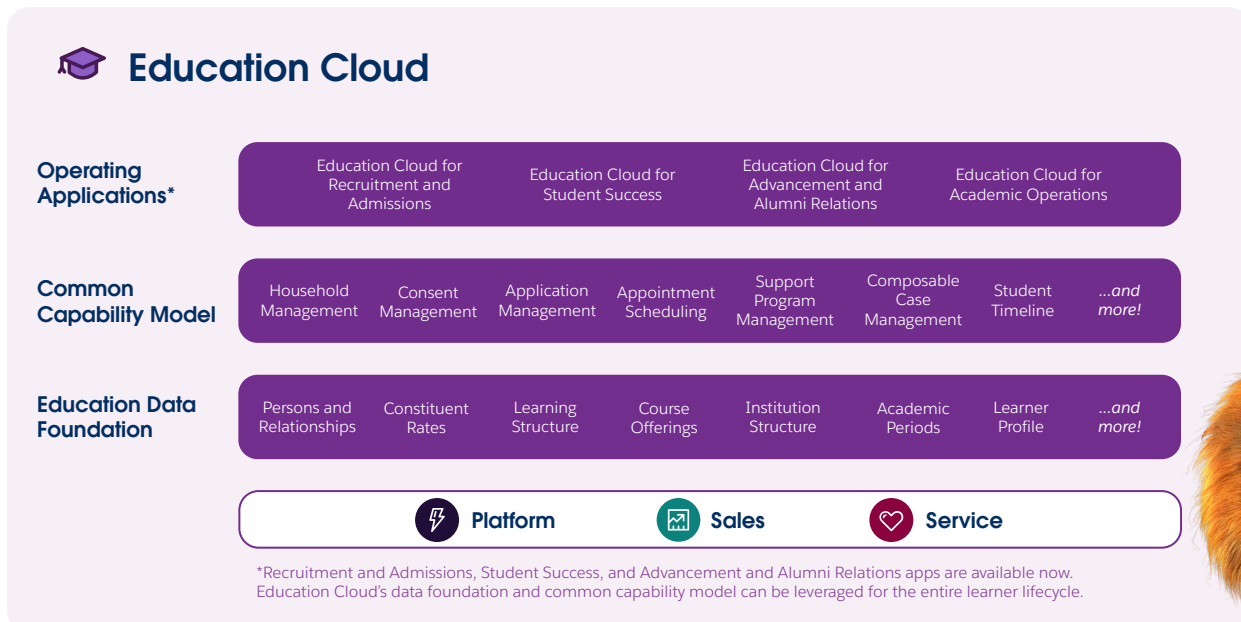
**4** **Modern User Experiences**
Simplify requests for information, applications, and appointment scheduling across devices.

### +5.5%

**Increase in enrollment**

Source: 2023 Total Economic Impact™ of Salesforce for Education

## How Education Cloud Works

### Education Cloud

| Operating Applications* | Education Cloud for Recruitment and Admissions | Education Cloud for Student Success | Education Cloud for Advancement and Alumni Relations | Education Cloud for Academic Operations | | | |
|---|---|---|---|---|---|---|---|
| **Common Capability Model** | Household Management | Consent Management | Application Management | Appointment Scheduling | Support Program Management | Composable Case Management | Student Timeline | ...and more! |
| **Education Data Foundation** | Persons and Relationships | Constituent Rates | Learning Structure | Course Offerings | Institution Structure | Academic Periods | Learner Profile | ...and more! |

⚡ **Platform**     📊 **Sales**     💗 **Service**

*Recruitment and Admissions, Student Success, and Advancement and Alumni Relations apps are available now. Education Cloud's data foundation and common capability model can be leveraged for the entire learner lifecycle.

# Education Cloud for Recruitment and Admissions

We've designed Education Cloud with the flexibility needed to meet evolving constituent needs, fast. Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides a set of core capabilities alongside an app for recruitment and admissions.

| Capability | Description |
|---|---|
| Actionanable 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. |
| 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**