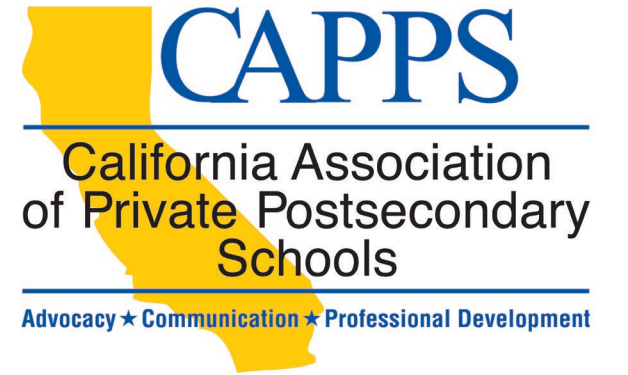


CAPPS Coffee Chat: Marketing, CRM, Admissions, Oh My



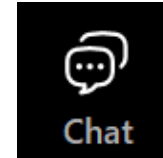
Presented by:



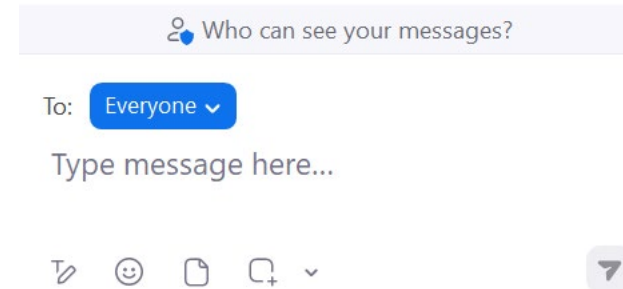
HOW TO ASK QUESTIONS



- Click the Chat icon at the bottom of the screen.



- Type your message and press the arrow.



CAPPS Coffee Chat: Marketing, CRM, Admissions, Oh My Presenters



Sarah Holmes

Senior Account Executive & Admissions Trainer
Advance Education

Sarah Holmes has over 12 years of experience as a former Executive Director of Admissions & Marketing with one of the highest conversion rates in the industry. She uses her sales techniques and expertise to help schools grow their population. She's been consulting with vocational schools for the past five years and, most recently, joined Advance Education to help show schools that the power of more enrollments is the perfect mix of digital marketing and admissions.



Joe Fisher

Senior Vice President, Marketing
Student First

Joe Fisher joined Student First with over 25 years of experience in higher education. More than 20 of those years were focused exclusively on student information systems. As an implementation consultant, project manager, manager, and sales executive, Joe has helped clients find solutions to higher education business challenges. He brings his collaborative, problem-solving skills to Student First to help colleges and universities of all sizes achieve their mission through modern technology.

Admissions Strategy



ADVANCE
EDUCATION

We solve enrollment marketing and business challenges in the dynamic environment in which educational institutions compete.

Tailored marketing approach with a reputable company who understands admissions and what it takes to enroll, graduate and place a student



Built-in CRM

- Multi-channel communications
- Automate staff task assignment
- No-code workflow engine



Leads who enroll



ADVANCE
EDUCATION

We solve enrollment marketing and business challenges in the dynamic environment in which educational institutions compete.

Quality vs. Quantity

Do you know who your best fit students are?





Easy Reporting

- Charts on the fly
- Save and share views
- Actionable lists
- One-touch export to Excel



Dashboards



ADVANCE
EDUCATION

We solve enrollment marketing and business challenges in the dynamic environment in which educational institutions compete.

ADVANCEEDUCATION.COM

How do we measure success and replicate it?



 **ADVANCE** EDUCATION



Complete Reporting

- Federal Regulatory
- Drag & Drop
- Charts on the Fly
- Dashboard reporting
- All low/no-code

The screenshot displays the Student First reporting interface. On the left is a navigation menu for 'Global University' with options like Home, Students, Student Enrollments, Groups, Interactions, Documentation Requests, Batch Status Change, Holds, Admissions, Aid Tracking, Housing, Student Accounts, Academics, Career Services, Reporting Tools, Data Management, and Settings. The main area shows a 'Chart View' of a pie chart representing enrollment data across four programs: Economics BA (66), Accounting (16), Business Administration (9), and Class A Commercial Driver's License (CDL) (2). Below the chart is a table with columns for Name, Student Number, Student Status, Campus, Program, Academic Stan..., SAP Status, and Start Term. The table is filtered for the 'Accounting' program and lists five students: Francisco Laria (Application In Progress), Courtney Brown (Completed), Tracy Ballard (Enrolled), Matt Sayers (Enrolled), and Bobbie Houser (Enrolled).

Program	Count
Economics BA	66
Accounting	16
Business Administration	9
Class A Commercial Driver's License (CDL)	2

Program	Name	Student Number	Student Status	Campus	Program	Academic Stan...	SAP Status	Start Term
Accounting	Francisco Laria	LF05430043	Application In Progress	West Campus	Accounting			
Accounting	Courtney Brown	CB051846426	Completed	West Campus	Accounting			Fall 2022
Accounting	Tracy Ballard	TB051846430	Enrolled	West Campus	Accounting			Fall 2022
Accounting	Matt Sayers	MS051846430	Enrolled	West Campus	Accounting			Fall 2022
Accounting	Bobbie Houser	HB15430010	Enrolled	West Campus	Accounting			

Admissions Training



ADVANCE
EDUCATION

We solve enrollment marketing and business challenges in the dynamic environment in which educational institutions compete.

ADVANCEEDUCATION.COM

**Implement your marketing strategy and then train your team.
Does your team know the difference between a
PPC lead and a social lead?**



 **ADVANCE** EDUCATION

Faster Learning & Onboarding

- Contextual Help files
- Online learning/help videos
- Open help desk tickets directly from solution
- Learning Paths (planned)





ADVANCE
EDUCATION

We solve enrollment marketing and business challenges in the dynamic environment in which educational institutions compete.

ADVANCEEDUCATION.COM

Top 2 reasons to work with me

- Tailored approach to finding leads that convert
- Ongoing Admissions training and support



Sarah Holmes

Senior Account Executive

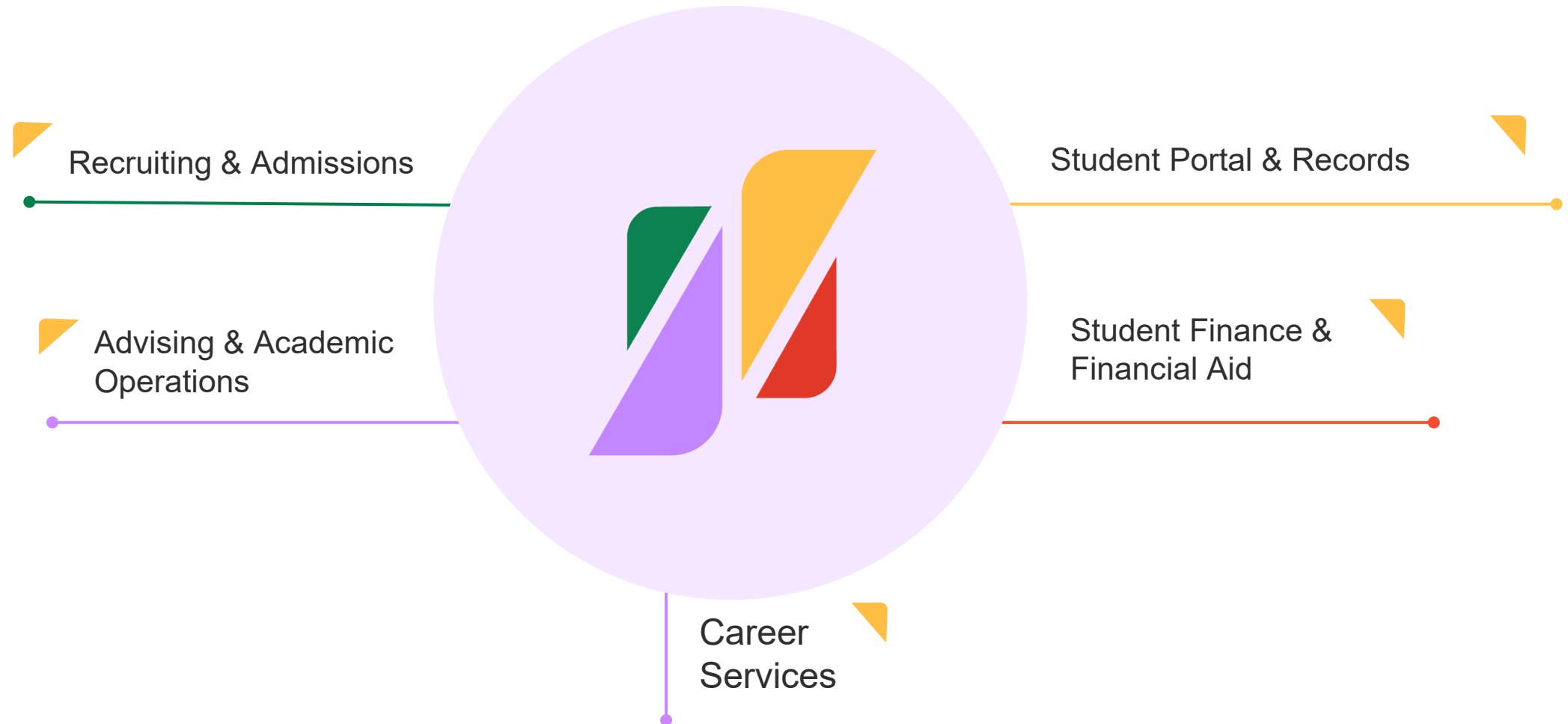
p. (760) 687-6733

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w: advanceeducation.com

 **ADVANCE** EDUCATION

We streamline your operations to help you deliver an exceptional student experience.





Thank You

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Joe Fisher

Senior Vice President, Marketing

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- Slides will be provided to all attendees via email.
- Questions: info@cappsonline.com or 916.447.5500

