



Student Recruitment Beyond Boundaries: Seamlessly Gather Student Information and Drive Attention for Higher Education Enrolment



**Solutions for
Higher Education**

Summary

The pandemic era has been challenging for students and higher education institutions to say the least. Admissions have become complicated but if we reassess what was working before and reapply those aspects with a fresh approach to new target students, it may seem worth it. According to a Salesforce survey, during the pandemic 51% of students indicated a reconsideration of their education plans. One of the key factors in student retention during this pandemic era is an institution's response to it. 25% of students indicated that the primary reason for moving to a new institution was because of the way their former school handled the pandemic response. The forced changes brought about by lockdowns may help recruitment and admissions teams going forward, if we can look at new ways of working and learn from the past mistakes.

Interacting with prospective and new students is a period of hectic activity compressed over a short period.

GirikSMS is a native Salesforce app, and empowers your institution to engage in real-time conversations with students and parents via the world's most preferred communication channel - texting.



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Evolution of Higher Education Recruitment During the Pandemic

Forced restrictions on movement during the pandemic put a stop to campus visits. Consequently, most established admissions processes like tests and interviews were thrown out of gear. As the world wrangled with chaos and higher education institutions sent their students home, admissions departments across colleges and universities had to think out of the box. Thus came a paradigm shift to staff working from home, and a transition to virtual contact programs with students. It took a while to get used to working from home, using technology tools, while living in a period of uncertainty. And students had their own challenges too. They had to find the right schools and navigate their way through the new admission requirements.



Admissions departments across the world have been forced to look at more holistic methods of enrolling students. While some colleges and universities will continue to embrace this challenge and make students work harder to make it through pre-admission processes, most institutions have realized that the needs of students coupled with the health of their institution requires a new approach for evaluating applications. Uncertainty is now a given, warranting flexibility in recruitment strategies to be more productive. Though the worst seems to be over, future recruitment challenges will have to be handled with dexterity to meet the demands of changing demographics, international conditions, and program delivery. Integrating flexibility and adaptability into the recruitment and admissions processes allows staff to meet new challenges as and when they come. Digital tools and platforms are now a part of our everyday life, and they can help us devise improved virtual experiences for students and applicants alike. These tools will be even more critical to reach out to remote and diverse communities. Additionally, this new era of digital transformation will augment efforts to reach out to students and communities who were previously out of reach of traditional methods.

Personalization and Relationship-building

Compassion and understanding the needs of applicants has become the key factor post the pandemic. With digital transformation, it was evident that a student centric personal approach significantly boosted the chances of an applicant continuing through the whole admissions process. Having said that, a generic approach may not work. If applicants are not spoken to individually, they will look for another option. Traditional email communications, social media interactions and virtual sessions are critical channels for student interaction.

Technology now allows students and faculty to choose from multiple interaction options. It is therefore important to understand which social media platform or channel students prefer. Converging efforts on where you are most likely to find your prospective students can be the leverage you need to attract and enrol new students.

Developing original content and engaging in interactions that students enjoy will resonate with your audience. Explore all avenues, as students have a diverse taste in social media, and many students might actually prefer a one-on-one interaction. Digital marketing spends must be augmented to tap into current trends, and analysis of what's working and what's not holds the key to effective utilization of that budget. Limited budgets mean you need to spend smartly, and ensuring that the tools and channels you use are the most effective. A multi-channel interaction requires a more integrated approach to prospect communication right from the first interaction to eventual enrolment. Building a relationship with each individual student that is connected across departments requires a great deal of internal coordination. Admissions departments need to ensure they are flexible and sensitive to student needs during the application process to build deeper relationships with their prospects. Responsiveness to student needs and trends becomes a whole lot easier when recruitment and admissions departments are listening to what students need and understand their short and long-term aspirations.

What do you get with the GirikSMS APP?

- **Opt-in management** – With GirikSMS, parents can give their consent to receive text messages from your institution. GirikSMS allows students and parents to opt-in via secure links embedded in the texts.
- **Personalize** – With GirikSMS, you can create and launch personalized SMS campaigns based on parent type and student status. Send fee or dues reminders for admitted students, send important information for new incoming students, get multilingual support over text for international students, and much more. Create templates with just a few clicks and get up and running in no time.

- **2-Way conversations** – With GirikSMS, you can engage in 2-way text conversations with parents, so they can respond with questions and concerns. With GirikSMS, you can have real-time conversations with students and parents to address their issues quickly.
- **Auto-reminders** – With the GirikSMS app, you can easily configure reminders for key events and dates related to recruitment and admissions.
- **Track performance** – Now you can track campaign results to understand what's working and what's not. With intelligent insights, evolve your engagement strategy as you go. Measure responses, clicks, and other key performance metrics easily.

Preparing for the Future

As recruitment and admissions trends evolve, adopting the learnings from forced course corrections due to the pandemic can help institutions to firmly establish recruitment and admissions practices to boost enrolment during changing circumstances. Exploring new methods of reaching out to potential students early in the recruitment cycle can be productive, however it requires seamless coordination across all associated departments to attract the best students.



What can you do with GirikSMS to augment your recruitment efforts:

- **Personalize** all your conversations and focus on personalised relationship building to gain student confidence.
- **Segment** your prospects and diversify recruitment strategy for long-term growth.
- Provide consistent, SMS driven **student services** to build long-term relationships throughout the student journey to boost enrolment and retention.
- Limitless **flexibility** in your campaigns with templates, alerts, reminders, surveys and more.

Girikon Higher Education Solutions from Salesforce:

Augmenting recruitment by leveraging methods and processes that have evolved over the pandemic phase may hold the key and we need to embrace innovative solutions like GirikSMS to help us in adopting new marketing and communications techniques to adapt to the change in the higher education landscape leading into the future.

As a Gold Salesforce Partner, and having worked with several higher education institutions, we understand that effective personalised marketing holds the key to your long-term success as a higher education institution.

Join An Ecosystem of Innovation

Get creative with GirikSMS. Get in touch with our expert today.

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