Collegis
EDUCATION

Optimizing Enrollment and Eliminating Barriers

SAINT LOUIS UNIVERSITY — EST. 1818 —

INSTITUTION TYPE:
Catholic, Jesuit university

LOCATION:
St. Louis, MO

TOTAL ENROLLMENT:
12,883

In an increasingly competitive online degree market, Saint Louis University's (SLU) School for Professional Studies (SPS) was looking for ways to stand out and drive enrollment. To meet these challenges, SLU worked to differentiate and enhance its programmatic suite and collaborated with Collegis Education to build a frictionless student enrollment experience.

KEY TAKEAWAYS

997%
increase in prospect inquiries

189%
increase in applications

145%
increase in
undergraduate enrollments

38%
increase in
graduate enrollments

CHALLENGES

▶ Increase the number of students moving from inquiry to application

▶ Ensure students have a seamless experience from marketing through enrollment

▶ Remove barriers to the admissions process

SOLUTIONS

▶ Business Process Optimization

▶ Student Engagement

▶ Admissions Support

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SITUATION

While the number of online students has increased over the past decade, so has the number of online programs offered by institutions, with mega-universities capturing significant market share. In order to address enrollment challenges and build a foundation for growth, SLU knew they had to have a multi-pronged approach, first making sure their program offerings were meeting the needs of the market to attract students while also working to eliminate roadblocks potential students faced when going through the admissions process.

During three years of collaborative partnership, Collegis and SLU worked side by side to improve the student inquiry-to-application journey. This gave students a more seamless experience from their first point-of-contact all the way through enrollment. By immersing themselves in SLU's historical practices and operations, and connecting data across systems, Collegis identified barriers to enrollment and then found solutions to overcome them.

> "Our partnership with Collegis allowed enrollees to move through the application processes with ease, reducing barriers and reducing the time between inquiry and enrollment."
>
> Troy Hargrove
> Associate Dean, School for Professional Studies
> Saint Louis University

RESULTS

Collegis audited SLU's enrollment process to make sure it wasn't an obstacle for prospective students and provided a positive experience. The audit recommendations resulted in the following:

▶ **Faster process:** By collecting transcripts on the students' behalf, SLU saved time and kept students better engaged in the admissions journey.

▶ **Focus on equity:** In the interest of furthering the school's diversity, equity and inclusion efforts, deposit and application fees were eliminated.

▶ **Improved data transfer:** To create consistency and a smooth data transfer between undergraduate and graduate programs that were previously in separate CRM systems, Collegis migrated SLU's programs to Salesforce.

▶ **Streamlined application process:** By shrinking the time from acceptance to registration, Collegis reduced administrative hours, moved students through the process faster and sped up enrollment.

▶ **Smarter handoffs:** A new automated scheduling system was implemented to make a simpler interview hand off from Collegis to SLU. This also made it easier for students to schedule interviews when it was convenient for them without needing an initial conversation.

Collegis Education has been invested in the success of our higher ed partners for over 20 years. Our services are informed by our first-hand experience as industry pioneers. With our help, schools leverage their data and technology to pursue strategic outcomes like enrollment growth; anytime, anywhere learning; and a sustainable future.

Find out how Collegis helped Collegis helped SLU reach record enrollments for their new micro-credential program.

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