

+ADDS Recruitment Tracker™ provides immediate institutional access to analytical information and real-time notification whenever a PDF brochure (e.g. Viewbook, College/ Departmental brochure, Admissions recruitment material, etc.) is Opened, Closed or Printed by each of your selected prospective students. The +ADDS Recruitment Tracker™ is fully hosted by Avow and accessible online through security controlled sign-on that requires NO central IT support for either set-up, maintenance or the easy four step process to carry out a “Recruitment Campaign” (see reverse side).

Features :

- Text / email notifications of Audit Activities on Recruitment Literature PDF's (Open / Print / Close)
- Allows each campus Admissions or Enrollment Management Team to select notification settings
- Audit Log Visibility Tables with download capabilities to CRM and SIS
- Overlay Audit Activities onto Map
- Analytical Metrics on Audit Activity Locations

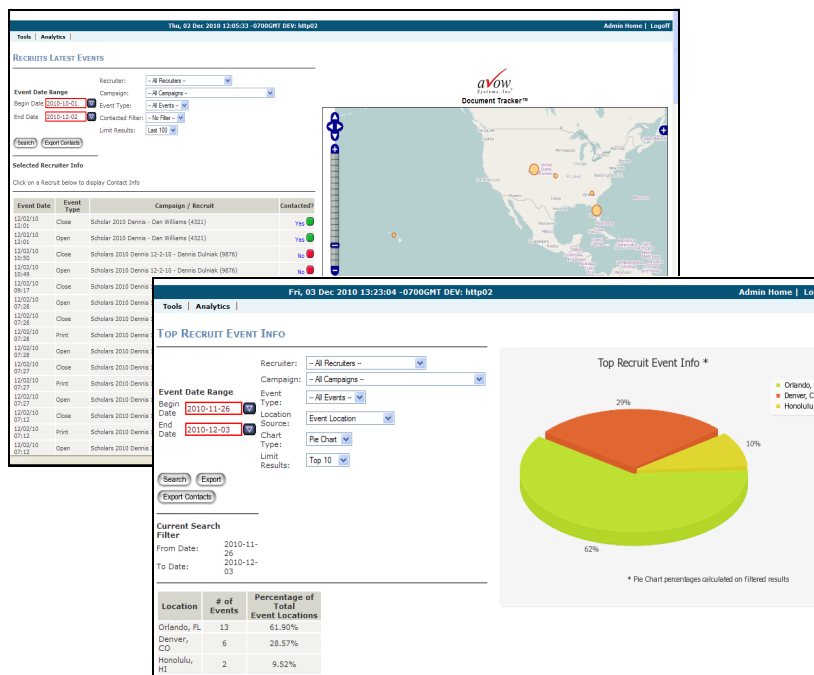
Benefits :

For Admissions and Enrollment Management Team

- Know when recruitment materials are receiving attention through real-time updates as they are accessed by prospective students
- Real-time indication of the geographic location and access frequency of the recruitment materials
- Allows for quicker follow-up with “hot” prospective students who Open and Print the recruitment materials
- Provides integral and timely information to increase yield, improve efficiencies and reduce resources
- Meets “Green” initiatives

For Recruits

- Provides the opportunity for real-time communication with Admissions Counselors as material is being reviewed



Easy Four Step Process for
LOADING, CREATING, APPROVING and EXECUTING
an email "Recruitment Campaign"

(NO IT Involvement Required!)



Thu, 02 Dec 2010 12:26:07 -0700GMT DEV: http01

Tools | Analytics |

Welcome to +ADDS™ Recruitment Tracker!

There Are Four Steps To Executing A Campaign:

STEP 1: Upload Template File and Recruit List
STEP 2: Create the Campaign
STEP 3: Approve the Campaign details
STEP 4: Execute the Campaign

* Each step may be done independently of the others

Status:

Information & Errors will be displayed here as necessary.

STEP 1: Upload Files

Recruit List : (CSV Format)
Name :

Template File : (PDF Format)
Name :

STEP 2: Create Campaign

Recruit List : Scholar 2010(1).csv -> 2010-12-02 07:21:
Template File : Scholar 1 -> 2010-10-22 07:55:50
E-Mail Template : Default E-Mail Template
Campaign Name :

STEP 3: Approve Campaign

Select Campaign : Approved: Avow Demo Load - Tue Oct 1!

a. [View PDF Template with 1st Record in List](#) (done)
b. [Review Recruit List](#) (optional)
c. Send Test E-Mail with Attachment to:
 (optional)
d. I have verified the Template File and Recruit List are complete. (done)

STEP 4: Execute Campaign

Select Campaign : Approved: Avow Demo Load - Tue Oct 1!

Choose a Date & Time to Schedule the Campaign

Date :
Time : MST

