

The Basics of Ellucian CRM Recruit

Leah Glasby

Associate Director, Recruitment & Admission Systems

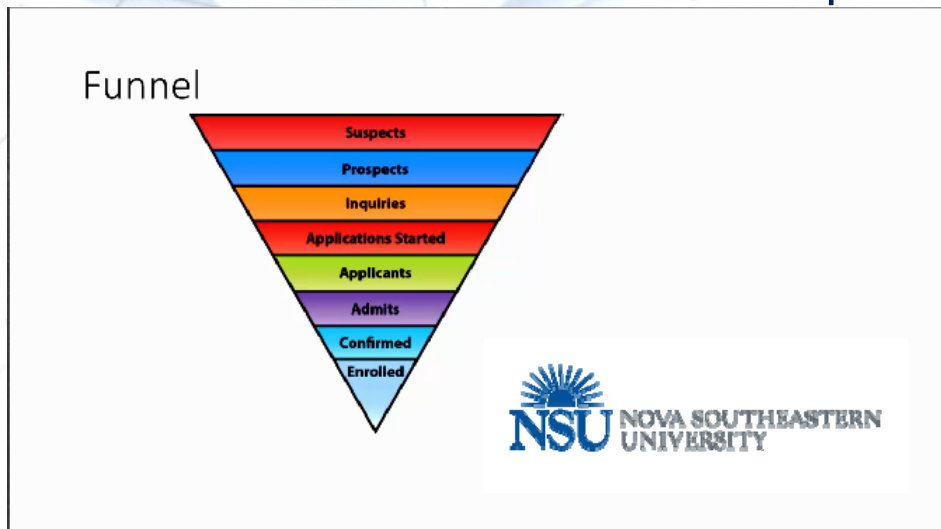
Agenda

- Terminology
- Integration Overview
- Front End
- Back End
- Requesting Access
- Training
- CRM Recruit 4x
- Questions



Terminology

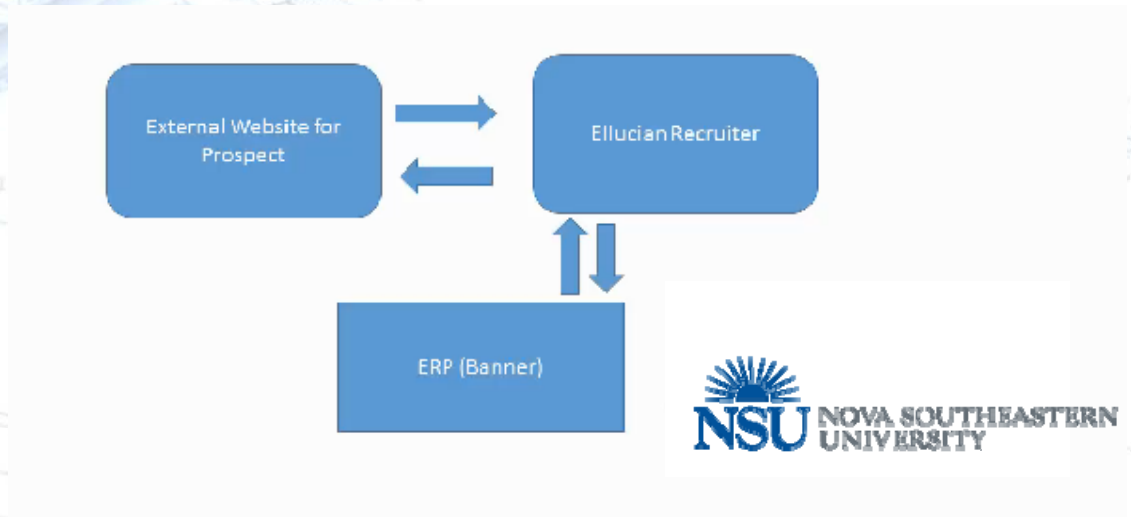
- Ellucian Recruit CRM is a web-based recruiting tool.
- Replaces Web for Recruitment/Web for Admissions
 - Built on a Customer Relationship Management (CRM) Platform
 - Uses Microsoft Dynamics CRM
 - Passes the data to the Enterprise Resource Planning System (Banner)



- Suspect
- Prospect
- Inquiry
- Applicant
 - Admits
 - Confirmed
 - Enrolled

Integration Overview

- Prospect Data does not move into Banner
 - External Website (create account)
 - Test Score Imports
 - GRE
 - GMAT
 - TOEFL
 - ACT/SAT
 - Prospect Lists
 - Recruit Cards
 - Event Attendance



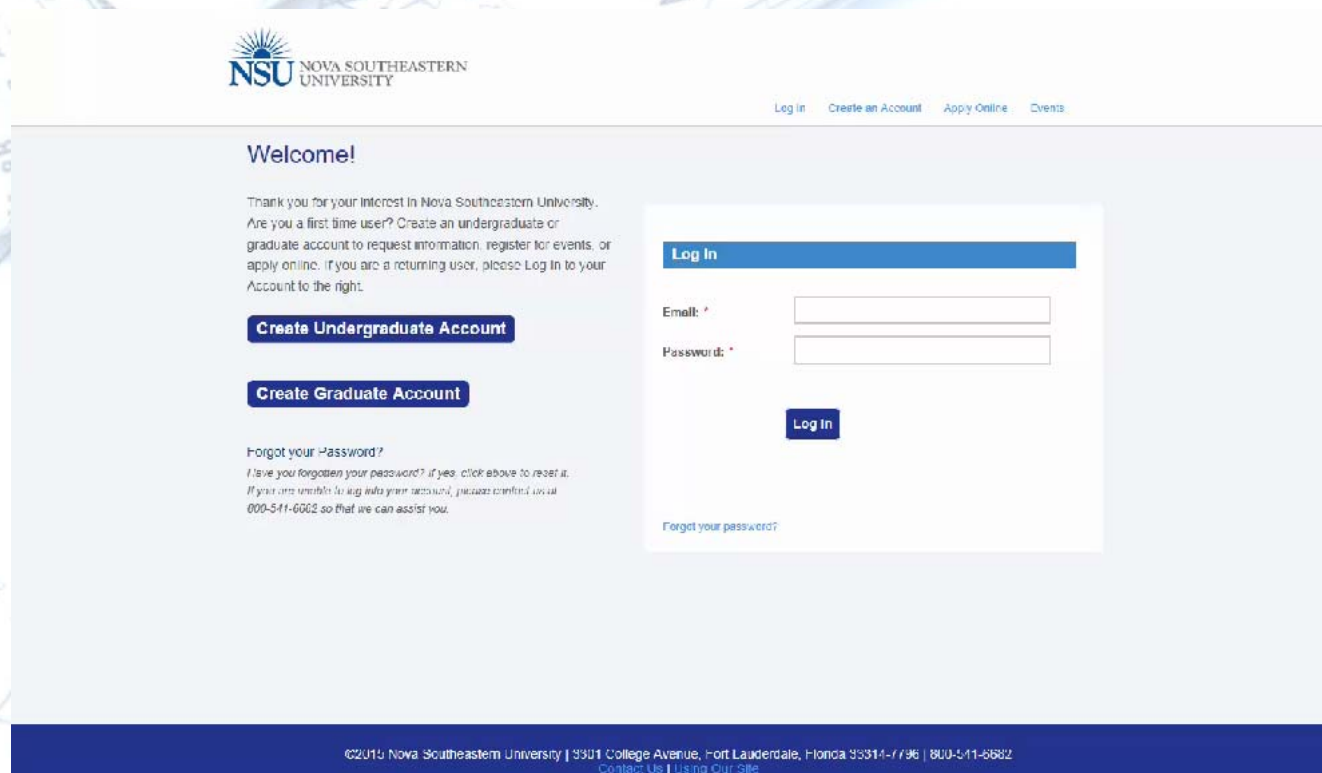
Integration Overview

- Applicant Data moves into Banner from CRM Recruit
 - Data loads team matches suspended records
 - Decision Codes entered in Banner move to CRM Recruit
 - Enrolled information moves to CRM Recruit
 - Based on Primary Recruitment Path



Front End (Student Perspective)

- Web Front End URL: <https://apply.nova.edu>



The screenshot displays the NSU application portal. At the top left is the NSU logo. To the right are links for 'Log In', 'Create an Account', 'Apply Online', and 'Events'. The main content area is titled 'Welcome!' and includes a paragraph of text: 'Thank you for your interest in Nova Southeastern University. Are you a first time user? Create an undergraduate or graduate account to request information, register for events, or apply online. If you are a returning user, please Log In to your Account to the right.' Below this text are two buttons: 'Create Undergraduate Account' and 'Create Graduate Account'. To the right of the text is a 'Log In' form with fields for 'Email' and 'Password', and a 'Log In' button. Below the form is a link for 'Forgot your password?'. At the bottom of the page is a footer with contact information: '©2015 Nova Southeastern University | 3301 College Avenue, Fort Lauderdale, Florida 33314-7796 | 800-511-6682' and links for 'Contact Us' and 'Using Our Site'.

NSU NOVA SOUTHEASTERN UNIVERSITY

Log In Create an Account Apply Online Events

Welcome!

Thank you for your interest in Nova Southeastern University. Are you a first time user? Create an undergraduate or graduate account to request information, register for events, or apply online. If you are a returning user, please Log In to your Account to the right.

Create Undergraduate Account

Create Graduate Account

Log In

Email: *

Password: *

Log In

[Forgot your password?](#)

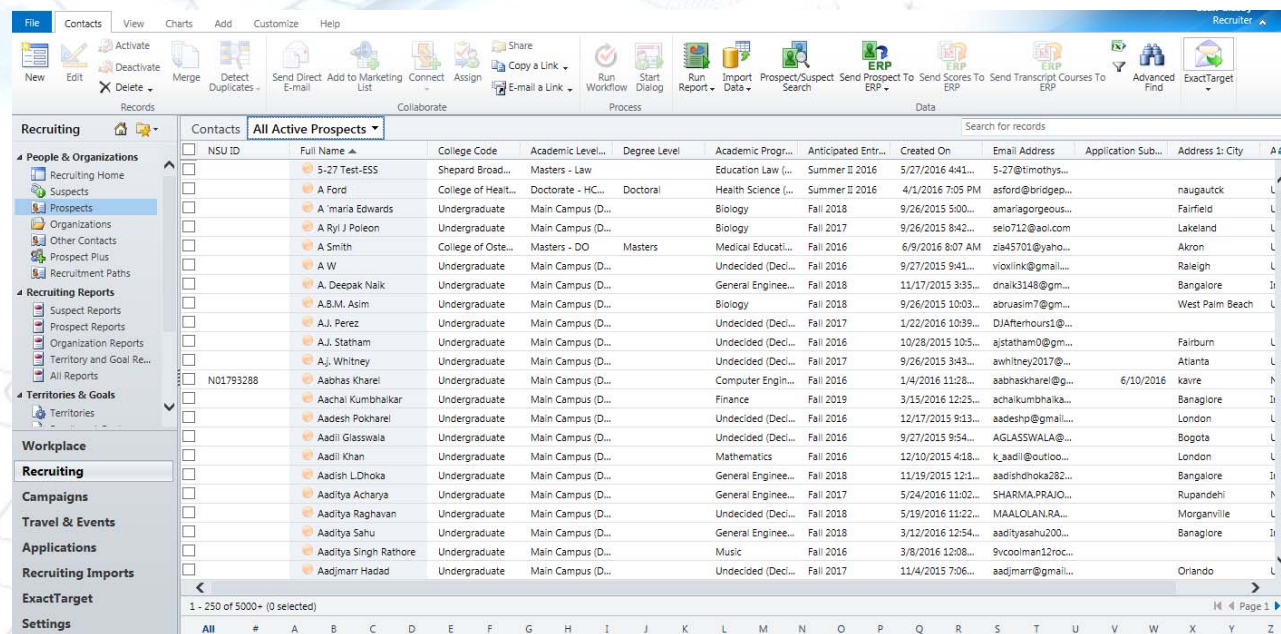
Have you forgotten your password? If yes, click above to reset it. If you are unable to sign into your account, please contact us at 800-511-6682 so that we can assist you.

©2015 Nova Southeastern University | 3301 College Avenue, Fort Lauderdale, Florida 33314-7796 | 800-511-6682
Contact Us | Using Our Site



Back End (Staff Perspective)

- Back End (Production) URL: <https://recruiter.nova.edu>
- Back End (Training) URL: <https://recruiteradmintest.nova.edu/Training/main.aspx>



The screenshot displays the 'Recruiter' application interface. The top menu bar includes 'File', 'Contacts', 'View', 'Charts', 'Add', 'Customize', and 'Help'. Below the menu is a toolbar with various icons for actions like 'New', 'Edit', 'Delete', 'Merge', 'Detect Duplicates', 'Send Direct E-mail', 'Add to Marketing List', 'Connect', 'Assign', 'Share', 'Copy a Link', 'E-mail a Link', 'Run Workflow', 'Start Dialog', 'Run Report', 'Import Data', 'Prospect/Suspect Search', 'Send Prospect To ERP', 'Send Scores To ERP', 'Send Transcript Courses To ERP', 'Advanced Find', and 'ExactTarget'.

The main window is titled 'Recruiting' and shows a list of 'All Active Prospects'. The table has columns for NSU ID, Full Name, College Code, Academic Level, Degree Level, Academic Program, Anticipated Entry, Created On, Email Address, Application Sub, and Address 1: City. The table lists 25 prospects, including details like '5-27 Test-ESS', 'A Ford', 'A Maria Edwards', 'A Ryl J Poleon', 'A Smith', 'A W', 'A Deepak Naik', 'A.B.M. Asim', 'A.J. Perez', 'A.J. Statham', 'A.J. Whitney', 'Aabhas Kharel', 'Aachai Kumbhaikar', 'Aadesh Pokharel', 'Aadi Glasswala', 'Aadi Khan', 'Aadish LDhoka', 'Aaditya Acharya', 'Aaditya Raghavan', 'Aaditya Sahu', 'Aaditya Singh Rathore', and 'Aadimarr Hadad'.

At the bottom of the table, it shows '1 - 250 of 5000+ (0 selected)' and a search bar. The status bar at the bottom indicates 'H 4 Page 1'.

Requesting Access

- OIIT Blackboard Course Certification
 - URL: <https://sharklearn.nova.edu>
 - Log into Blackboard with NSU username and password
 - Click on **Courses** Tab at the top
 - On the left, under **Course Search** type **Recruiter** Search for **Recruiter**
 - Click the drop-down that says **Enroll** when you highlight the **Train_Ellucian-Recruiter-Resources** title
 - Click **Submit**
 - Click **OK** to be taken directly to the course
 - Complete the **Basic Recruiter Access** Training Module
 - Complete the **Application Processing** in Recruiter Training Module (if applicable)
- Notify Super User when Course Certification is Complete
- Super User Requests New User Access via **NSU Service Manager**



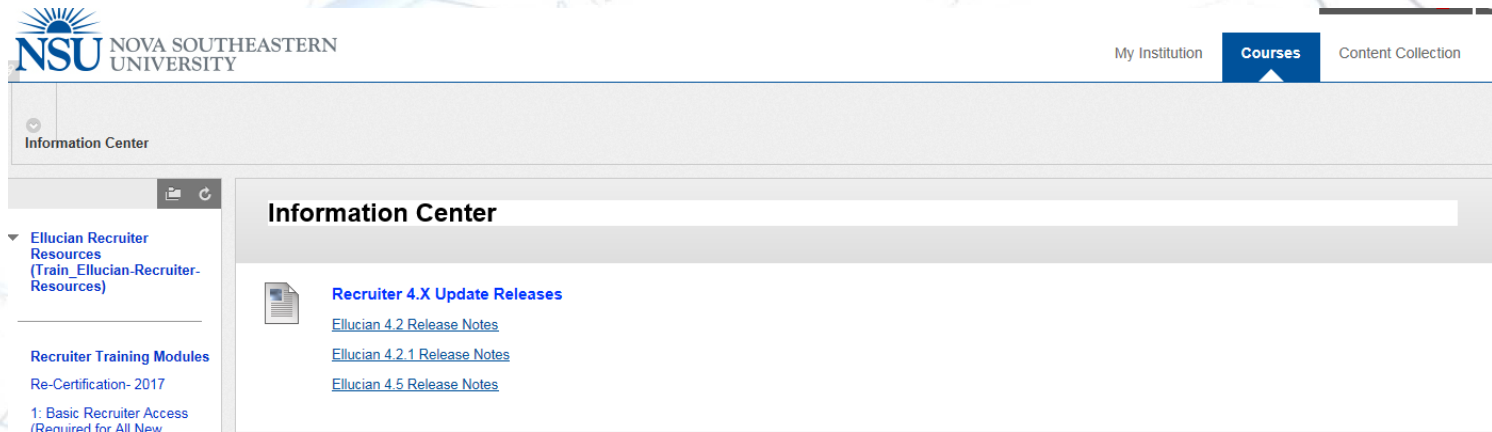
Training Opportunities

- OIIT Blackboard Resources
 - <https://sharklearn.nova.edu>
 - Search for **Recruiter**
 - Register for course
- Ellucian Portal (Education Services)
 - <https://ellucian.okta.com>
 - Click on **Education Services** icon
 - Must have a user account – notify super user



CRM Recruit 4x

- Projected Go Live: March 2018
- Blackboard Resources
 - <https://sharklearn.nova.edu>
 - Go to **Ellucian Recruiter Resources** course
 - Click on **Information Center**



Questions?

- Additional questions – contact our team:

- Leah Glasby, Associate Director

- *gleah@nova.edu*

- (954) 262-2876

- Gerry Lopez, Associate Director

- *gerardo@nova.edu*

- (954) 262-7416

- Kelly Sanchez, Assistant Director

- *ticlavil@nova.edu*

- (954) 262-7238



The background of the slide features a light blue, semi-transparent image of architectural blueprints. A rolled-up blueprint is visible in the upper left corner, showing a grid and some text. The main body of the image is filled with various blueprint lines, including walls, doors, and dimensions, creating a technical and creative atmosphere.

**Don't settle for what life gives
you; make life better and
build something.**

Ashton Kutcher

