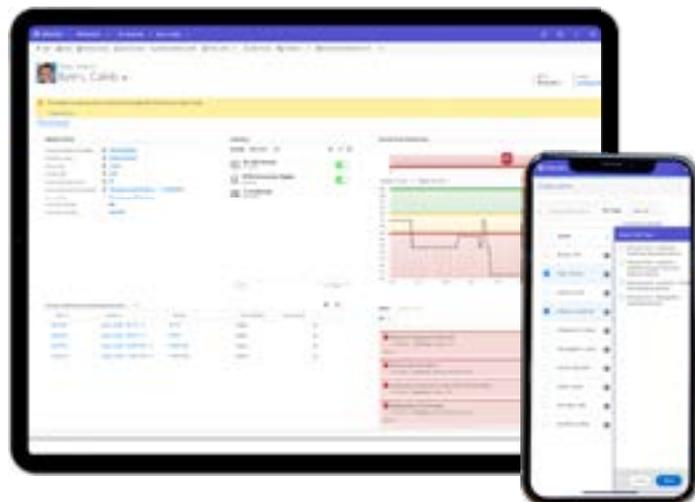# ellucian

Ellucian CRM Advise

Keep your students on track with personalized, proactive support

Whether your students are remote or on campus, it's more important than ever to keep them engaged with individualized support. With data-informed insights, you can tailor your outreach and communications to reach your students where they are. Ellucian CRM Advise gives you clear, role-based views of the information you need, helping you identify and assist at-risk students more effectively and efficiently using a variety of media.

* **Automated Student**
* **Information System,**
* **LMS, and degree audit integration**
* **Personalized, mobile engagement**
* **Predictive retention data with machine learning**
* **Holistic student view**

Today's students want to feel heard and understood, and they need coordinated, customized support. Meet and exceed those expectations with Ellucian CRM Advise.

Technology—and how it's used—can make all the difference for today's institutions and their students. With CRM Advise, you can identify students in need of support—or engage students who have self-identified a need, reach out promptly and coordinate care to get them back on track. This powerful solution helps you build real relationships with students to give them every opportunity to succeed through personalized engagement and a coordinated, institution-wide effort.

Colleges and universities are using Ellucian CRM Advise to:

Strengthen student success and retention strategies

- Configure alerts for students to self-identify challenges that align with basic needs
- Identify student risk against configurable success benchmarks
- Prioritize and automate outreach to prevent students from slipping through the cracks
- Track academic engagement through automated LMS integration

Individualize and measure communications and outreach

- Customize communication lists, plans, and workflows
- Tailor messages to help students feel more connected
- Save time with bulk email, texting, and chat capabilities
- Track engagement over time across multiple channels
- Set up dynamic or automated communication plans and nudges based on specific criteria

Track student performance

- Monitor key performance indicators that signal student engagement and success levels
- Detect when students need support through student self-reporting and/or faculty input
- Identify student challenges early and take swift action using automated tools
- View risk analysis, configurable dashboards, and workflows to streamline support

Coordinate holistic student support

- Track and manage interactions with students from multiple support offices
- Streamline case management and student outreach
- View real-time progress of students on support plans
- Provide unified views to improve team integration

Measure performance and results

- Customize with fully configurable retention factors, scoring algorithms, communication plans, performance indicators, dashboards, and reporting
- Track key performance indicators signaling student engagement and success levels
- View trends and progress over time
- Monitor and manage high-priority issues, progress of student cases, and communication across student success teams

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