

## Customer Success Story

# The Christ College Exceeds Enrollment Goals With Jenzabar's Recruitment Module and Jenzabar SONIS

## About The Christ College of Nursing and Health Sciences

Founded in 1902 and located in Cincinnati, Ohio, The Christ College of Nursing and Health Sciences has roughly 1,000 full-time students. It is affiliated with The Christ Hospital Health Network.

[thechristcollege.edu](http://thechristcollege.edu)

## Core Challenges

- ▶ Poor integrations between SIS (Jenzabar SONIS) and previous recruitment platform
- ▶ Lack of dedicated IT resources impacted operations and efficiency

## Project Outcomes

- ▶ Exceeded enrollment goals for past three years since implementing Jenzabar's Recruitment module
- ▶ Enabled seamless system integration by leveraging Jenzabar Recruitment module in tandem with Jenzabar SONIS
- ▶ Improved outreach performance due to detailed program insight provided by Jenzabar's Recruitment module
- ▶ Expanded outreach strategies and added text communication through Jenzabar's Recruitment module
- ▶ Consolidated vendor partnerships to reduce costs and complexity
- ▶ Improved and automated IT management by leveraging Jenzabar's support and services



The increasingly competitive higher education landscape has presented significant challenges for smaller institutions to keep their doors open, as they need to compete with other schools to recruit a decreasing number of prospective students. Fortunately for The Christ College of Nursing and Health Sciences, the use of Jenzabar SONIS integrated with Jenzabar's Recruitment module has made hitting and exceeding enrollment goals much more attainable.

The Christ College is a longtime user of Jenzabar SONIS. Since 2006, the college has leveraged Jenzabar SONIS as its student information system (SIS), utilizing Jenzabar services to address operational challenges and barriers brought about by its previous recruitment platform. In 2017, The Christ College implemented Jenzabar's Recruitment module to complement Jenzabar SONIS and address some of the challenges associated with operating systems from two different vendors. By leveraging Jenzabar SONIS and Jenzabar's Recruitment module in tandem, The Christ College has automated and improved how its recruitment software integrates with its SIS, which has resulted in a student body that grows larger every year.

## Enabling Flexible Communication Plans

Improving yield requires institutions to deliver concise, accurate messaging to the right prospective students. Using Jenzabar's Recruitment module, The Christ College was able to add text communications into its outreach strategy, allowing staff to deliver more personalized and timely messaging. Additionally, Jenzabar's Recruitment module provides insight into gaps where they are losing prospective students, enabling The Christ College to target specific touchpoints to address attrition and improve results.

Jenzabar's Recruitment module also enables The Christ College to complement its outreach initiatives by automatically engaging targeted audiences with relevant collateral and messaging. The automated capabilities within Jenzabar's Recruitment module empowers Christ College to connect with a large pool of prospects each day, even though the school has limited personnel. This has delivered substantial returns and has resulted in higher yields.



**I am extremely happy with the results of leveraging Jenzabar SONIS and Jenzabar's Recruitment module together. While our numbers speak for themselves, the efficiency and seamlessness on our end, in addition to the reliable and top-notch support we receive from Jenzabar, has validated our decision to upgrade to Jenzabar's Recruitment module.**

**Tim Ring**

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Using Jenzabar's Recruitment module to deliver targeted messaging to designated groups has allowed for a more personal and flexible communication strategy that can be modified on the fly. Since using Jenzabar SONIS and Jenzabar's Recruitment module together, The Christ College has exceeded its enrollment goals each year.

## Delivering Seamless Integration and Support

In addition to supporting its recruitment efforts, one of the primary reasons that The Christ College implemented Jenzabar's Recruitment module alongside Jenzabar SONIS was to improve integrations between the two platforms. Before leveraging Jenzabar's Recruitment module, The Christ College used a platform that functioned well but did not sync with Jenzabar SONIS, which resulted in redundant tasks and inefficient operations. Since Jenzabar SONIS and Jenzabar's Recruitment module are both part of the Jenzabar suite, they are integrated seamlessly. In addition to ease of use, The Christ College consolidated its vendor relationships and has been able to leverage broader Jenzabar services and resources from a single partner.

The Christ College also implemented Jenzabar's Recruitment module because the institution has minimal dedicated IT support. The institution relies heavily on IT support from its affiliate, The Christ Hospital Health Network. Through its partnership with Jenzabar, The Christ College now has dedicated, day-to-day resources to support ongoing IT operations.

By complementing its longtime and successful use of Jenzabar SONIS with Jenzabar's Recruitment module, The Christ College has been able to reduce pressure on internal staff and optimize its outreach strategies to target its best-fit students. This has resulted in higher enrollment numbers, improved retention rates, and increased satisfaction with how the institution engages with prospective and existing students.

