RSU'S Transfer Enrollment Soars Over 20%: Overcoming Challenges with Tech and Training

Executive Summary

Challenges

RSU faced challenges in optimizing recruitment, integrating technology, and streamlining workflows. Discrepancies in equivalency data and pending cases required improved automation and oversight. Implementing OCR technology posed questions about enabling it for students. Efficiently managing the transfer queue and workload required better filters and system rules. Overall, RSU needed to refine processes, balance automation with manual oversight, and enhance team training for smoother operations.

Solution

RSU addressed these challenges by enhancing training, refining automation, and improving system integration. They scheduled training on DegreeSight, OCR technology, and Jenzabar to ensure better user proficiency. To resolve data discrepancies, they planned rule updates and faster processing of pending cases. Enabling OCR for students was set for discussion after training, while lead monitoring and outreach strategies were refined.

ROGERS STATE UNIVERSITY

CASE STUDY

Rogers State University

- Claremore, OK
- +3200 Students
- Public

Product: Inbound

Results

Automation: 66 % automation rate at launch

Lead Generation: Averaging 35 leads/week

Time Savings: Immediate effect for counselors to focus on recruitment, not administrative tasks .

Immediate Success: RSU saw immediate success with DegreeSight, boosting enrollment and streamlining recruitment processes.

Fred Dietz
- Director of Admissions

"DegreeSight has revolutionized our recruitment process, streamlining transfer evaluations and automating decisions to enhance both efficiency and accuracy.

By integrating advanced technologies like OCR and targeted outreach, we've made connecting with prospective students seamless and impactful."

20% Uplift Increase to Transfer Enrollment

453 Leads During the 2024-2025 cycle

DegreeSight helps colleges and universities attract and engage with prospective students in a personalized way through its branded, online, credit calculator offered on the institution's website. For more info email hello@degreesight.com / www.degreesight.com