

ENROLLMENT, RETENTION & ADVANCEMENT

ERA Diagnostic Engagement

Your Systems Work, But Are They Helping You Achieve Your Goals?

At Jenzabar we know that the success of your institution depends on far more than just the successful operation of your software. As a partner committed to your institutional success, we are dedicated to supporting your mission and helping you achieve your institutional goals—and that's why we want to make sure you get the most out of your technology investment.

Keeping the Focus on Your Goals

Anyone who has been through a system conversion or introduced new technology knows the effort and commitment it takes. Whether the immediate goal is to upgrade an existing Enterprise Resource Planning (ERP) system, implement a new ERP system, or implement new technologies (e.g., a document management system, or imaging and workflow), more often than not the original institutional goals get lost in the process. Too easily your focus can become “just make sure it works”—and even after that objective is achieved, your original focus on software as a solution, or a tool to help you achieve your goals, may be forgotten.

This loss of focus can have serious consequences. To maximize the value of your technology, it is vital to ensure that it supports the three core aspects of your institutional goals—enrollment, retention, and advancement, or ERA.

Is Your Technology Working for You?

How can you be sure that your technology solution supports your institutional goals? If you can answer Yes to all of these questions, you are making the most of your technology investment:

- Are you satisfied with the number and the profile of your new students?

- Are you satisfied with the number and the profile of your returning students?
- Are you satisfied with your current graduation rates?
- Are you satisfied with your operational turnaround and processes in key service areas?
- Are you satisfied with the involvement and contributions of your alumni?
- Do you know if your portal is successful or not?
- Does your institution successfully promote campus-wide use of the portal?

The ERA Diagnostic Engagement

If you answered No to any (or all) of these questions, Jenzabar can help. As the latest example of Jenzabar's commitment to Total Campus Management, our ERA Diagnostic Engagement is designed to help you maximize your current technology in support of institutional goals and objectives related to enrollment, retention and advancement.

During an ERA Diagnostic Engagement, a Jenzabar Industry Consultant takes a strategic look at your operations and processes to answer the key question: How can technology help you achieve your ERA goals? To help answer that question, our Industry Consultant spends up to a day and a half on campus for each area (enrollment, retention, and/or advancement), interviewing users

and examining how well your campus uses technology to support institutional goals in the designated areas.

Offices and users that may be interviewed during an ERA Diagnostic Engagement include:

- Information Technology
- Marketing and Communications
- Admissions
- Registrar
- Bursar
- Institutional Advancement, Alumni Relations and Development
- Faculty
- Students
- Other areas such as Student Affairs, Residence Life, Health Services, and Athletics

Jenzabar's ERA Diagnostic Engagement can help you make sure your technology investment conveys all the benefits it is meant to deliver to your institution.



ERA: Your Key to Institutional Success

Your institution is only as strong as your community. For most institutions

of higher education, there are three keys to building a strong campus community and a vital institution: Enrollment, Retention, and Advancement (ERA). Jenzabar's industry-leading software, strategies, and services help you engage all of your constituents throughout the student lifecycle—from prospects, parents, and students to alumni, donors, and friends—and foster lifelong relationships. In today's competitive world, Jenzabar solutions deliver the advantage you need to achieve your enrollment, retention, and advancement goals and further your mission. That's ERA success.

The Jenzabar® Advantage

In today's competitive world, institutions of higher education need every advantage to achieve their mission and goals—from innovative software to strategic expertise and client-tailored services. Find it all in one place, delivered by a strong technology partner dedicated to your success: that's the Jenzabar advantage. Our family of fully integrated products includes:

- ▷ Award-winning, proven ERP systems
- ▷ Constituent relationship modules & award-winning campus portal
- ▷ Learning management system
- ▷ Retention management solution
- ▷ Institutional intelligence solutions
- ▷ Continuing education systems

Count on Jenzabar for comprehensive solutions that help you manage data throughout the student lifecycle and across the campus. From Admissions to Advancement, we're with you all the way to maximum success.

Jenzabar, Inc.

Jenzabar, Inc. is a leading provider of enterprise software and services developed exclusively for higher education. With more than 35 years of combined experience offering technology solutions to colleges and universities, Jenzabar is the trusted partner of choice to 700 campuses worldwide, including private liberal arts, state, and community colleges and business, medical, law and other graduate schools.