

CASE STUDY

**CENTRAL CAROLINA**
TECHNICAL COLLEGE

Tearing Down Paper Barriers: TargetX Drives 30+% Increase in Conversion Rate

**TARGET** 
by LIAISON 

Founded in 1962 as the Sumter Area Technical Education Center, CC Tech in South Carolina is a comprehensive community college providing associates degrees that include transfer programs in 13 different fields.

As the school continued to grow, tracking applications became an issue. CC Tech admissions leaders were able to finally solve it with the help of TargetX.

When CC Tech's Director for Admissions Alberta "Sierra" Neal, Ph.D., and Vice President of Student Affairs Lisa Bracken reminisce about their pre-CRM admissions system, it's clear that many things were challenging.

"Our biggest problem was that we didn't have a consistent way to track our applications," explained Bracken. "We took some applications online and some on paper and we'd frequently lose paperwork," she confided.

From there, the problems compounded. "Once the person applied, how long was it taking us to accept them?" Neal asked rhetorically. "Nothing we tried to reduce the amount of paper we were receiving worked! And we weren't really communicating with students."

Neal and Bracken can now joke about their earlier challenges. "Our conversion rates looked great because we only tracked the applicants in our ERP..." she shared. "Nobody knew what was in the file cabinet," Bracken added with a laugh.

“Lost paperwork created numerous problems,” Bracken shared. “A prospect might start a paper application in one office and complete it in another, inadvertently creating duplicates. Then we would end up with duplicate IDs in our ERP system, which was a huge issue for Student Records too.”

We didn't realize how much this was impacting the services we were providing to our students, and why enrollment was down,” Neal added.”

“Our team had to prove that this tool was valuable and that our conversion rates would increase. And they have, significantly, by 30+%. ”



LISA BRACKEN
Vice President
Student Affairs
Central Carolina Tech

Big changes with a longer view to enable success

Bracken and Neal knew they needed a better campus-wide online application system and effective admissions tools. After evaluating several CRMs, CC Tech chose Liaison's TargetX Recruiting and Retention suites — not only to address their immediate issues, but to provide scalability for future needs. They saw immediate results in:

- The admissions process
- Student communications
- Back-office operations and efficiency

A new admissions process...and a better story

Neal and Bracken's new approach with TargetX is proactive and strategic, delivering admissions accountability for CC Tech.

“It forced us to tell our story better. Our team had to prove that this tool was valuable and that our conversion rates would increase. And they have, significantly, by 30+%. Our president is impressed, our commission is impressed, and that is a huge outcome.”

The benefits for students are also clear. Communications have improved and the overall application experience is more positive. The school's mission statement focuses on accessibility, which Bracken and Neal feel is directly supported by TargetX. Today, most applicants apply online, rather than coming to campus and waiting up to three hours to complete the process. “The centralized online application gives people much more accessibility to us,” Bracken said. In addition, the TargetX portal removes barriers to applying by only requiring a smartphone.

Another benefit? CC Tech's back-office experience is much more pleasant now with admissions counselors using two consolidated screens to enter information rather than the previous more labor-intensive process.

Robust resources to empower bigger goals

With the Recruitment Suite providing a state-of-the-art admissions experience for all stakeholders, CC Tech is now working with TargetX to roll out their Retention package and see what's possible.

Looking ahead, Neal knows that their new data insights will be instrumental for shaping their longer-term direction. “TargetX is going to be a big player in the information that we'll be using for our strategic enrollment management plan,” she shared. ■

Click here to schedule a demo or for more information on how TargetX can improve your admissions process.

