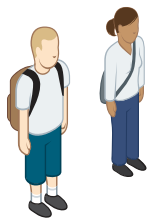


ADMISSIONS



Embark understands your recruitment and admissions needs. Embark's Admissions Solutions have been designed in cooperation with enrollment management professionals

from around the world to increase your outreach capabilities, enhance your recruitment efforts, expand your customer service offerings, and improve your yield results.

Embark allows your admissions staff to do what they do best – spend more quality time on more qualified candidates – and bring in the class you need to meet your institution's enrollment goals.

Embark's Admissions Solutions help you automate repetitive tasks, reduce dependencies on paper processes, increase productivity, streamline workflows, and track, measure, and report on your progress. Embark provides the high quality customer relationship management tools you need to deliver effective, targeted, and customized marketing communications and to achieve truly comprehensive, integrated, and personalized customer service.



EMBARK CORPORATION
San Francisco, CA | 1.415.615.1800
solutions@embark.com | corp.embark.com



ADMISSIONS SOLUTIONS



MANAGE CANDIDATE RECORDS FROM INQUIRY TO ENROLLEE

- Upload complete prospect profiles and/or partial record updates from any number of sources including search lists or standardized test scores
- Input individual new prospect or applicant records as data is collected on paper, on the phone, or in person – through easy to use web forms
- Find, view, maintain, and update candidate profiles quickly and easily with an intuitive, web browser interface and simple navigation
- Integrate all inquiry, event, and applicant data – including internal comments, automated signatures and system date stamps, phone and in person contacts, print correspondences, emails, event registrations, interviews, application status, supporting materials, and other custom information defined by your institution – all in one easy to access view
- Preserve data integrity and grant individual and/or role-based system administrative access with granular permission settings for viewing or updating selected groups of candidates or specified sets of data fields
- Generate statistics, reports, and custom queries – in real time, any time – for online review or to download or export your custom format files

INTEGRATE MARKETING CAMPAIGNS AND COMMUNICATIONS

- Create HTML-enhanced emails with images and links – quickly and easily
- Send automated email campaigns to tens of thousands of prospects or individual ad hoc emails – directly through Embark without IT support
- Manage and produce custom-tailored phone and print mailing lists
- Target your messages to select candidates per your specific criteria
- Personalize your messages using multiple candidate record merge fields
- Track open, bounce, and click-thru rates on email campaigns
- Customize automated electronic communications triggered by candidate actions such as registering for an open house, submitting an inquiry, or initiating or submitting an application for admission

GIVE STUDENTS 24 X 7 ACCESS TO SELF-SERVICE TOOLS

- Inquire or apply online with their own personal session-based logins
- Start, stop, and return to complete applications at their own convenience or generate PDFs of their works in progress anytime

- Upload personal statements, essays, resumes, and portfolios
- Request recommendations – from guidance counselors, teachers, coaches, or former employers – with system generated email invites and reminders sent to their recommenders
- Pay application fees or enrollment deposits – safely and securely – via PCI compliant electronic funds transfer or credit card processing
- Track the status of their application and confirm receipt of standardized test scores, recommendations, and other supporting materials
- Register to attend onsite or offsite events, schedule a personal interview, participate in surveys, or complete any form—online, on their own
- Receive timely, relevant, personalized messages – system generated confirmations, reminders, and follow-up emails – with hyperlinks to the exact information they need, exactly when they need it

EMBARK WORKS WITH YOU TO MEET YOUR GOALS

We know that your challenges and objectives are unique to your institution. All of our system modules, forms, and views are configured to match your exact specifications. Embark provides you with the flexibility to select a solution for your most immediate needs or to choose a completely integrated, end-to-end solution for your entire marketing, recruitment, and admission funnel.