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## RCSI University of Medicine and Health Sciences

Medical school improves recruitment visibility and student engagement across global campuses with Anthology.

# Ireland's Largest Medical School Transforms Recruitment Processes Amid Pandemic

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Founded in 1784 to train surgeons, RCSI University of Medicine and Health Sciences is Ireland's largest medical school and one of the most international medical schools in the world, with over 3,000 students from 60 countries. Based in Dublin, RCSI has separate programs and campuses in Bahrain and Dubai. Without a unifying system for contacts and engagement, however, recruitment processes and data had become siloed within each office. That made it difficult to coordinate or measure the ROI of recruiting campaigns. "Recruitment at RCSI is all about finding quality students on an international scale, but we had limited visibility into what campaigns were working," said RCSI's IT Project Manager, Ann Grennan.



## RCSI selects CampusNexus Engage

In 2019, RCSI's Chief Information Officer, Justin Ralph and his team, began looking at a number of digital recruitment solutions. The initiative was part of a broader digital strategy to transform RCSI across six pillars: student learning experience, growth and expansion, digital engagement, transformational research, organisation capability and a future-proofed digital ecosystem. After inviting a number of solution providers to demo their products, RCSI selected Anthology (a merger of Campus Labs, Campus Management, iModules) and its engagement platform, CampusNexus Engage. "With CampusNexus Engage, it came down to three deciding factors," said Justin. "Engage is a digital solution that is highly adaptive to our business processes across the University; the solution is built on Microsoft technologies, which means I can push it out to other departments as an institution-wide CRM and easily integrate with other compatible solutions; and we were able to integrate the solution seamlessly into our ecosystem. We now have one source of the truth."

## Implementation and go-live amid the pandemic

Major transformations and implementations are a complex undertaking. Integrations, configurations and training require close collaboration across teams. But not long after the implementation began in January 2020, the coronavirus took hold. RCSI and the rest of the world had to embrace the new normal: social distancing and travel restrictions. With this, RCSI and the Anthology team quickly pivoted to remote collaboration through Microsoft Teams. Through a committed team effort under challenging circumstances, RCSI went live on CampusNexus Engage on June 29, 2020. "I was always happy with the interaction between RCSI and Anthology throughout the implementation, despite the challenging circumstances," said Justin. "We are delighted with our relationship with Anthology. It is a true partnership."



“Anthology team members were great communicators throughout the entire implementation, in spite of the pandemic and the limitations.”

Ann Grennan | IT project manager, RCSI

### **Digitising and Automating Recruitment Processes**

To unite and automate recruitment offices, all processes and decision flows had to be mapped first. “That’s where Anthology helped a lot,” said Ann. “They were able to identify where improvements could be made and automate new processes in CampusNexus Engage. We started with three large Visio diagrams to plot out what happens to a lead—when they go to an event or when they fill out a form on the website, for example—and the Anthology team was very helpful with this.” Anthology automated roughly 300 individual stages and processes for student recruitment across three distinct recruitment teams: Dublin Undergraduate, Bahrain and the Institute of Leadership both in Dublin and Dubai. The process eliminated the need for three separate marketing and recruitment tools that were in use prior to CampusNexus Engage. What’s more, Anthology configured the solution for four non-recruitment teams, including RCSI’s Reputation Team, which needs to monitor, assess and build the colleges reputation throughout the world. To bring all recruitment processes under one umbrella, Anthology also integrated CampusNexus Engage with RCSI’s student records system and website, where web forms capture enquiries and other data from prospects and applicants.

### **Expert Training**

Anthology provided training on CampusNexus Engage for every department and location—all remotely. “Anthology team members were great communicators throughout the entire implementation, in spite of the pandemic and the limitations,” said Ann. “They offered around 60 different courses, all live and online. If we had a question on a particular topic, they would call up the product, share their screen and walk us through it.”

## Results

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### More responsive to students

“Before CampusNexus Engage, our record of communication with prospective students went into a spreadsheet, and they may have gotten an email a week later,” said Ann. “We can now respond quickly and dynamically. Whether it’s a welcome email or an invite to a campus tour, all those processes and decision flows are mapped out and automated in CampusNexus Engage.” In the past, the recruitment offices had to log in to the student records system to see if a prospect filled out an application. Now application files and data are automatically integrated with CampusNexus Engage every night. “We can now capture relationships and create highly targeted recruiting campaigns across our locations in Dublin, Bahrain and Dubai,” said Justin. “Without all the manual processes and siloed systems, we are able to focus more on student engagement and success. Also, when I look at the roadmap for Microsoft and CampusNexus Engage, I know our technology investment is future-proofed.”

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Campus Labs, Campus Management and iModules have joined to form Anthology. We exist to help higher education advance and thrive. Through a connected data experience that creates efficiencies and provides intelligence, Anthology inspires constituents to reach their full potential using technology insights in admission and enrollment management; student success and retention; institutional and learning effectiveness; alumni and advancement; and enterprise applications and infrastructure. Anthology partners with more than 2,100 colleges and universities in over 30 countries to drive innovation across higher education.

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