# Reach
by Anthology

# Empower the full student and constituent lifecycle with an AI-powered CRM

Deliver transformative experiences with AI and connected insights in Anthology® Reach—a purpose-built constituent relationship management (CRM) solution for higher education. Improve enrollment, retention, and institutional advancement with data-informed strategies to drive measurable success across the student lifecycle.

## Boost student enrollment

Transform your enrollment and marketing strategy with targeted communications and personalized outreach. Anthology Reach streamlines admissions management while giving you insight into every stage of the enrollment funnel.

- Prospective student management
- Applicant online portal
- Applicant scoring models
- Admissions management
- Anthology Enrollment Management service

## Elevate student success

Proactively identify at-risk students, remove barriers to persistence, and drive measurable achievement. Empower advisors with academic engagement insights from Anthology® Blackboard learning management system (LMS) powered by AI.

- Student management
- Advising portal
- Student scoring models
- Student and faculty surveys
- Retention management
- Blackboard LMS insights
- Anthology Chatbot service

*The integration of Blackboard with Reach has enabled us to incorporate real-time LMS data into the CRM, enabling personalized advising informed with students' academic engagement data. This integration resolves our need to streamline workflows with our student success stakeholders by providing a comprehensive overview of a student's progress."*

**—Dolf Jordaan,** Deputy Director, Support Services, University of Pretoria

## Increase alumni and constituent engagement

Empower institutional advancement with a state-of-the-art CRM, integrated online giving, and engagement tools. Streamline alumni and constituent interactions with actionable insights, personalized communications, and process automation, strengthening connections and driving more effective outreach.

- Alumni and constituent relationship management
- Online giving platform
- Email marketing automation
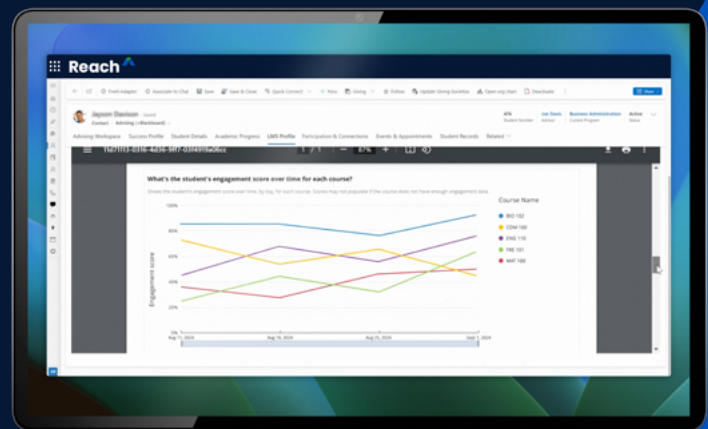- Event and content management system

## Leverage a flexible, scalable, AI-powered CRM for higher education

Our modular solution built on Microsoft Dynamics 365 lets institutions choose what they need—marketing and admissions, student support, or advancement—while seamlessly integrating AI and productivity tools to streamline processes, centralize data, and boost efficiency across teams.

- Email/SMS automation with real-time journeys
- Microsoft® Copilot (AI assistant)
- Microsoft productivity and collaboration tools
- Anthology advanced CRM training and adoption service
- Anthology managed CRM service

## The only CRM with AI-powered academic engagement insights from Blackboard

Empower advisors with leading indicators and predictive AI to identify students at academic risk earlier and prompt effective, timely support interventions.

Experience the Power of Together™ with Reach and Blackboard—see the **LMS Trends Report** in action.

Explore everything Anthology Reach has to offer at **anthology.com/reach**

Anthology
power of together

DatasheetV1-Dec2024