

A CRM Upgrade Automates Enrollment Work

Case Study with a Large Community College

BACKGROUND

Ashgrove Community College (ACC),* which serves 20,000+ students in the eastern United States, receives about 12,000 applications each fall. ACC is focused on improving the path from application to enrollment and creating a coordinated, student-centered experience.



Impact Highlights

13 percentage-points

Increase in application-to-enrollment yield across three years

10%

Portion of staff time saved with Navigate360 automations—a half day each week

OPPORTUNITY

Inconsistent processes and limited staff capacity, exacerbated by a wrong-fit CRM, led prospects to stall out before enrolling

ACC faced a critical enrollment challenge: Despite a high number of applicants, too few went on to enroll. Their prior enrollment CRM, which was not built for higher ed, didn't meet their needs. Staff were bogged down by manual workflows, and users found data in the CRM unreliable—forcing them to operate on instinct rather than insight. Without a powerful CRM to support their efforts, ACC struggled with several barriers to hitting their enrollment goals:

- Enrollment practices varied across campuses, creating inconsistent experiences for prospects
- Prospective students lacked clear, step-by-step guidance and often stalled when trying to complete requirements
- Staff relied on manual outreach and processes that their prior CRM couldn't automate, making it difficult to manage communications at scale

As a result, staff had limited visibility into prospects' progress and insufficient tools to provide coordinated support throughout the enrollment process.

SOLUTION

Navigate360 saves staff time and helps ensure prospects receive the support they need to complete the enrollment process

Constrained by limited staff resources, ACC sought a CRM with automation and campaign capabilities that would allow staff to engage their applicant pool at scale. Ashgrove implemented EAB's Navigate360 Enrollment CRM while also making comprehensive updates to their enrollment processes, focusing on clarity, coordination, and prospective student support.

IMPACT

Application-to-enrollment yield is on the rise

Navigate360 significantly strengthened ACC's capabilities compared to its prior CRM. Through strategic use of Navigate360, removal of enrollment barriers, and other process improvements, they achieved a 13-percentage-point increase in yield across three years.

*Ashgrove Community College is a pseudonym.



Why ACC Embraced Navigate360

A Trusted, Purpose-Built CRM That Ensures an Easier Path to Enrollment

Where Previous CRM Fell Short	What Navigate360 Delivered
 Built for sales/marketing workflows, not higher ed, with terminology and navigation that were not intuitive for community colleges	 Higher ed-first workflows designed for enrollment and student success
 Static enrollment workflow tools caused more time-consuming manual effort for staff	 User-friendly automated campaigns save staff significant time and help mitigate barriers to enrollment for students
 Frequent data inaccuracy issues	 Reliable data to guide staff decision-making
 Poor configuration contributed to inconsistent use across teams and disjointed handoffs between enrollment and student success	 ACC relies on Navigate360 for both enrollment and student success, fostering a seamless and consistent experience for staff and students

Process and Technology Improvements Drive Enrollment Growth

Strategic Practices That Work Thanks to Time-Saving Tech



Structured Guidance

ACC’s enhanced website and Navigate360 application system provide step-by-step guidance, helping students understand and complete the enrollment process.



High-Impact Events

In-person and virtual events walk prospects through the steps to fully enroll. Staff use Navigate360 to manage registration, track attendance, and maintain consistent communication.



Dedicated Support

Enrollment staff focused on specific populations—such as adult learners, military, and dual enrollment—use Navigate360 to track prospect progress and provide personal support at scale.



Automated Campaigns

Navigate360 automated campaigns guide students through enrollment, with multimodal messages sent based on application status and prospect needs.



Centralized Reporting

AI-powered dashboards help staff track interactions and monitor application activity, gaining visibility into the effectiveness of their efforts and reducing reliance on manual reporting.

Learn how Navigate360 can help you recruit, engage, and enroll more students:

eab.com/Navigate360-CC-Enrollment

