



Part of Anthology® Reach

Intelligent recruitment and admissions for your staff and students

Deliver a streamlined experience from lead to enrollment to help your team convert applicants into students. Make your process simpler, faster, and smarter.



One stop to drive engagement across the funnel

From handling questions to managing appointments, reviewing applications, and delivering heightened first-year experiences, this intelligent hub will allow you to manage every aspect of university admissions.



Interaction overview and inbound interests



Appointment, event, and travel management



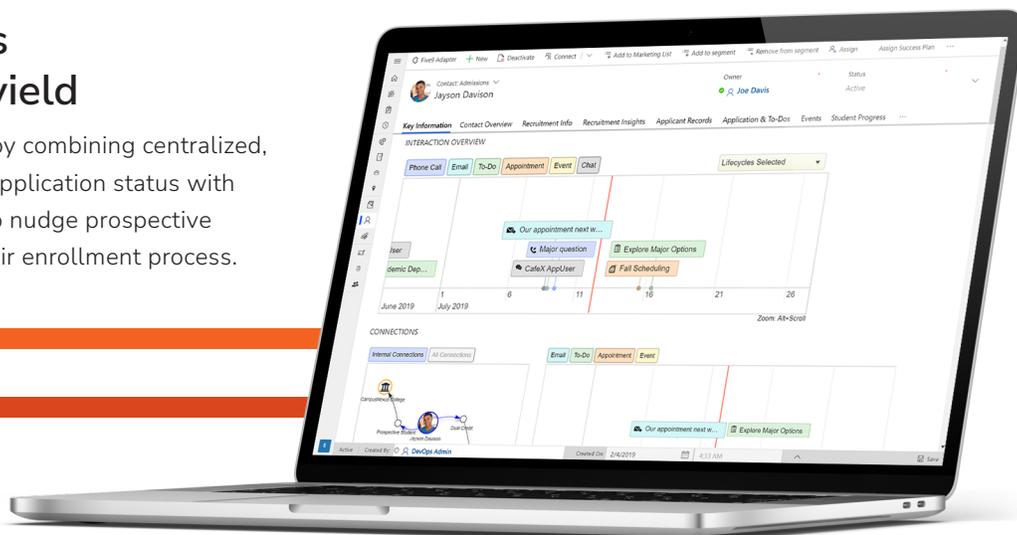
Application portal



Application lifecycle

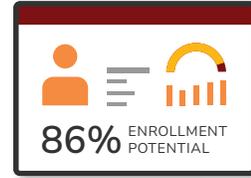
Actionable insights and tools to drive yield

Improve chances for enrollment by combining centralized, real-time information about the application status with advanced communication tools to nudge prospective students into the next step of their enrollment process.



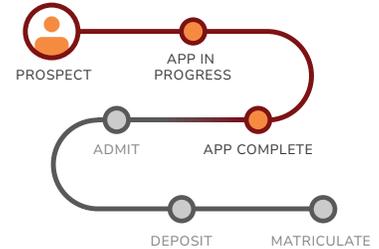
Exceed your enrollment targets

Prioritize where to spend your time and efforts by engaging prospective students more likely to enroll with personalized communications and behavior-based journeys based on their interests and previous interactions.



Streamlined application lifecycle

Track prospective students as they move through their application process and coordinate teams across campus in one platform with a streamlined workflow to expedite application reviews, student selection, and offers of admission.



Unlock the power of Microsoft Dynamics 365

Make the most of your investments and expertise in Microsoft with a lifecycle engagement solution that fits your Microsoft ecosystem to help your team drive admissions using the tools they are familiar with — from Outlook to PowerBI.



The power of Microsoft Dynamics and the ability provided by Content Blocks in Reach has let us create modified and personalized journeys. Content Blocks enables us to upload content — videos, images, and text — and then pull this content through so it can be used to personalize messages at a much deeper and more exciting level.”

Dr. Ahmed El-Haggan

VP of IT & IA, CIO and Professor of Computer Science | Coppin State University



- Reach your next class today. Get in touch with us at anthology.com/connect

