

# **Post Implementation Evaluation Report**

## **Student Recruitment System – Kansas State University**

Project Dates: 6/2005 through 7/2006

Project Cost: \$371,284

### Project Objectives

The key project objectives include the following:

- 1) Move recruitment activities away from the mainframe computer system
- 2) Personalized prospect communications
- 3) Automation – increase efficiency
- 4) Analytics—effectiveness of events; enrollment vs. test scores
- 5) Ease of use

The successful implementation of the Talisma CRM solution has allowed us to meet these objectives.