Ellucian Recruiter 2.0 Implementation

Objectives

Implement Ellucian Recruiter 2.0 recruitment and enrollment management software for the Undergraduate Admissions offices at all three campuses. Recruiter 2.0 supports personalized communication to prospective undergraduate students throughout the recruitment and admissions cycle. It also provides an online platform to improve recruitment campaign workflows, and supports detailed and high-level reviews of recruitment and enrollment efforts. Recruiter 2.0 will replace existing software that is being retired by its publisher.

Deliverables:
- Document the functional requirements of UW undergraduate admissions offices related to their use of the existing recruitment management software, Recruitment PLUS (R+).
- Document technical requirements needed to support Recruiter 2.0 (e.g., authentication, authorization, etc.).
- Implement Recruiter 2.0 based on functional and technical requirements.
- Identify and procure support/resources for Recruiter 2.0 service.
- Migrate data into Recruiter 2.0.
- Implement processes to import select CollegeNet application and supplemental data into Recruiter 2.0.
- Develop documentation and training materials.
- Retire R+ and decommission associated legacy technology.

Strategic Context

The current software used by UW undergraduate admissions offices for prospect management, Recruitment Plus (R+), is being retired by its publisher and must be replaced.

Ellucian Recruiter 2.0 will replace R+ and a handful of other unintegrated recruitment tools with a comprehensive recruiting and admissions package that will make it easier for undergraduate admissions staff to strategically manage enrollment for the University.

Recruiter 2.0 has been identified by admissions sponsors from Seattle, Bothell, and Tacoma as their preferred software package. It is built on the Microsoft Dynamics Customer Relationship Management (CRM) 2011 platform and is specialized for higher education. It has been adopted widely by other institutions migrating from R+.

Timeline & Budget

Implementation: August 1, 2012 – August 31, 2013

Budget – 5-Year

Description	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Implementation	$931,214	$220,484				$1,151,698
Ongoing*	0	$136,373	$136,373	$136,373	$136,373	$545,492
Total:	$931,214	$356,857	$136,373	$136,373	$136,373	$1,697,190

*Ongoing costs are likely to rise as Ellucian increases its maintenance fees by about five percent annually.

Likelihood of Success

- **Implementation Risk:**
  - This project has both dedicated and shared UW-IT resources. There have been conflicts involving the shared resources—with other student information system modernization efforts, for example—and further conflicts are possible.
  - This project is dependent on an outside vendor, Ellucian. Due to limited consulting resources, lack of flexibility, inefficiencies due to a recent corporate merger, and a highly "non-standard" Recruiter deployment for the UW there is risk that the vendor will not be able to deliver fully within the project timeline.
  - This project is dependent on the varying availability and technical expertise of Seattle, Tacoma, and Bothell undergraduate admissions departments. There is risk that campus teams will not be able to perform their necessary work within the project timeline.
  - Work related to data integration, configuration, and workflows involves a great deal of discovery. This type of effort often results in unanticipated new work. There is risk that these work items could extend the project timeline.

- **Implementation Cost:** This project is funded from the Provost's Information Technology Project Support Reserve, with contributed effort from UW-IT.

- **Financial Sustainability:** Funding for ongoing support has not been identified.

- **Technical Sustainability:** The project is consistent with the strategy for modernizing the UW's student information systems.