Dr. Thomas Canepa, Associate VP of Enrollment Management (EM) Admissions

Welcome to the Prospective Students and Applicants Relationship Management (some of you will know this as a CRM) training session for UC’s new Student Information System – Catalyst. Training sessions have been designed to help users better understand the functionality of Radius, a software product from Hobsons that we’ll be using in our recruitment processes for prospective UC students. Radius will be used for recruitment and yield communications, events management, application and admissions processes, and ultimately orientation registration. It will also serve as the transition mechanism to migrate prospective students into Catalyst at the point of their application to the university.

It is important to understand that training sessions have been designed to provide users with an explanation of specific functions they will use regularly, as well as an overview of how additional elements of the system will work. This will help all users more fully understand how the elements of Radius tie together and how one person’s actions impact their colleagues. However, because of the complexity and power of the system, not all users will have access to every function. We’ve decided to implement carefully, limiting access to functions that could cause unintended or even catastrophic consequences. For example, consider the mass edit and mass delete functions – you can imagine the impact a user could have thinking they’re deleting 50 records but accidentally deleting 50,000!

For those of you involved in undergraduate recruitment, our initial focus will be to build a centralized structure that forms the backbone of a comprehensive, integrated communication plan that the colleges will be asked to supplement. We expect this to better serve prospective students by offering consistent, pertinent messages without overwhelming them with too many potentially overlapping communications. We’ll be very deliberate in this part of our implementation.

For those of your working in graduate recruitment, this will be your first experience with a university-wide applicant relationship management system. This new functionality will be a great asset in marketing graduate programs and tracking communications with your prospects.

As we move forward, we’ll assess how users can potentially expand their security permissions as we collectively continue to learn. Thank you for your patience as we implement these new functionalities.