

Skyline Education Series



Helping adult and continuing education leaders improve student experiences and simplify operations – all directly through Microsoft's Outlook.

SES Supports:

- Adult Education
- Executive Education
- Continuing Education

SES Simplifies:

- Contact Management
- Guided Dialogs
- Marketing
- Lead and Opportunity Management
- Admissions Management
- Email Marketing
- Alumni Tracking
- Contracts
- Role-based dashboards
- Easy, ad-hoc reporting
- Your own nomenclature

SES Connects:

- Social Media Dashboard
- Student Online Portal
- Document libraries through SharePoint
- Outlook integration



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Skyline Education Series

Cost effective and easy to implement, the Skyline Education Series (SES) allows continuing and adult education teams to share information centralized through Microsoft Outlook or via the web. Students receive controlled, organized information that gives them confidence in your institution's quality and attention to detail.

Build Connections with Student Relationship Management



When a prospective business or student shows interest in your institution, you will be able to make them feel welcome and informed with SES Contact Management.

Marketing — Create multi-channel marketing campaigns to reach your targeted constituent and build communications plans based on historical interactions, personal preferences or specific areas of interest.

Leads — Enter and track student leads from initial inquiry via Social Marketing to application processing, final acceptance and follow up communications.

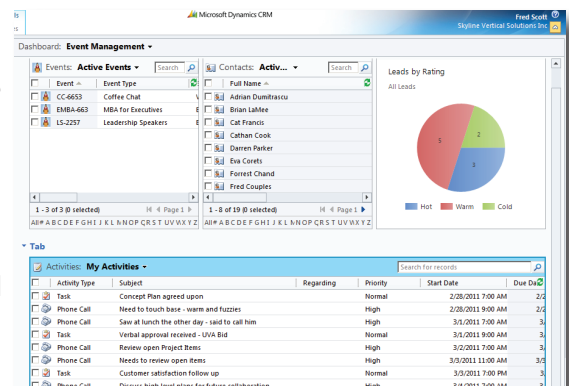
Student Information — Turn prospective students entered as leads into active records with all background and relevant information updated automatically.

Dashboards — Setup user-defined Dashboards to manage your day to day processes completely within inside Microsoft Outlook with full drill down capability.

Reporting — Use the graphical Report Builder Wizard to easily develop the reports you need.

Workflow — Use Microsoft's Workflow engine to set up automatic processes and activity updates that run in the background.

Guided Dialogs — Build interactive forms that guide users to ask specific questions ensuring standard procedures and practices are followed.



Role-based dashboards monitor activity.

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Admission, Class and Alumni Management supports processes as unique as your organization



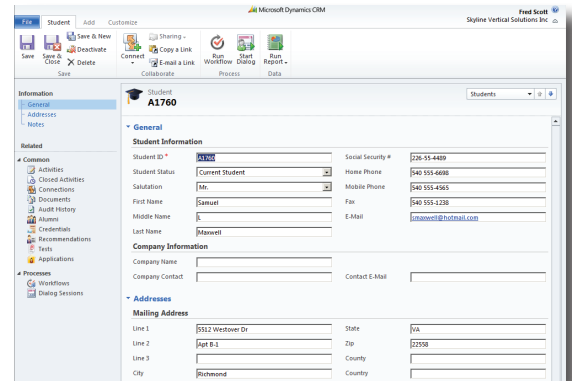
Your educational institution is unique with business processes that allow you to provide experiences for your students and alumni that set you apart from other schools. Skyline Education Series is built to serve your processes, not the other way around.

Student Information — Manage all student data including classes attended, previous education transcripts, relevant demographic, and personal information. Track student communications and activities using Microsoft Outlook.

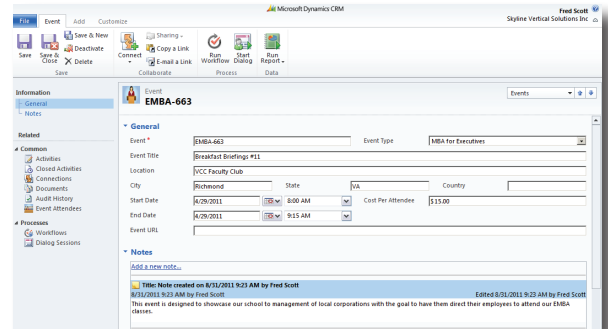
Web Registration — Allow students to enroll and enter class registration information with automatic follow ups, notifications, and user defined dialog processes.

Class Management — Set up class records to track dates and class descriptions with class documents linked to SharePoint libraries. Manage student attendance, grades and progress reports.

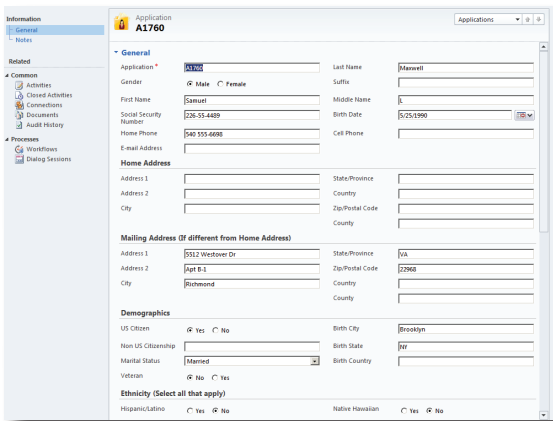
Contracts — Set up and manage corporate and institutional contracts including legal and financial information with attached documents linked to SharePoint libraries. Track and report on attendance, pricing, follow up activities and communications.



Centralized student information.



Event management for meetings, seminars and celebrations.

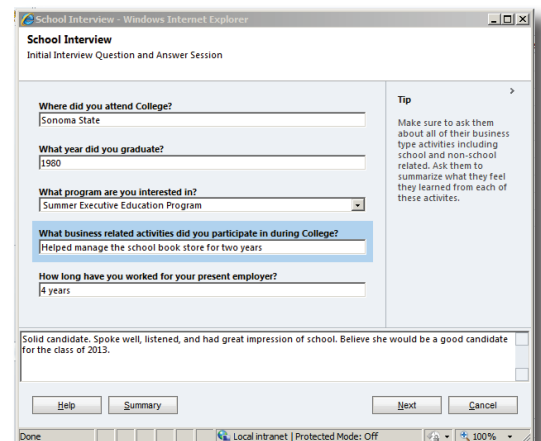


Access application - and all information - directly through Outlook to answer questions quickly.

Events — Use a Web-based portal to allow students and alumni to sign up and track events with automatically generated follow up processes and survey information.

Alumni Management — Communicate with your Alumni to keep them engaged and coming back with marketing campaigns that keep them informed. Setup Alumni web portals for direct, and secured access, to their relevant records.

Guided Dialogs allow you to structure question line ensuring no missed opportunities and consistent service.



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