

Oklahoma Baptist University and DegreeSight Collaborate to Grow New-Student Enrollment



Located only 30-minutes east of Oklahoma City, Oklahoma Baptist University (OBU) has been known for its vibrant, Christ-centered community since 1911. Looking to grow their undergraduate population, OBU chose to partner with DegreeSight and their Transfer Credit Calculator (TraCC) product.

Prior to their adoption of TraCC, OBU processed transcript evaluations the traditional way, manually. Students either came to campus to get facetime with the registrar's office, or submitted documents to the university, creating a backlog of emails to be responded to.

The majority of those students were already accepted to OBU, and all of them were existing prospects. OBU wanted an approach that reached more students and answered their questions faster.

To address these potential areas of growth, OBU Vice President for Enrollment, Will Brantley explored several industry-standard solutions that would automate the transcript evaluation process. After partnering with DegreeSight, OBU saw **139 prospective students (83% transfer, 15% first year) use the product in less than six months. 41 of those (29.4%) were new to the funnel.**

DegreeSight helps colleges and universities attract and engage with prospective students in a personalized way through its branded, online, credit calculator offered on the institution's website.

139

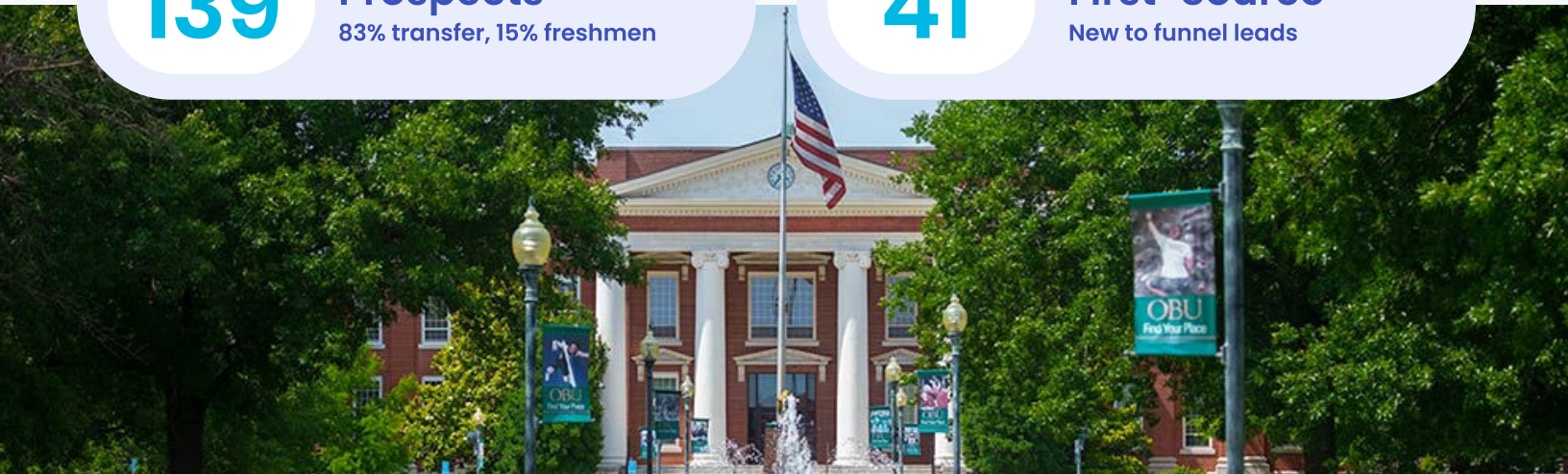
Prospects

83% transfer, 15% freshmen

41

First-Source

New to funnel leads



Changing the workflow from student-led to White Glove Support

One feature of DegreeSight's TraCC, is the ability to submit an evaluation on behalf of the student. This simple process allows OBU's staff to perform the same transcript evaluations as they have been, but with better speed and accuracy. Since releasing this feature, OBU is now processing twice as many requests, compared to when students were only entering their own data!

TraCC saves OBU's team even more time by automating the CRM data entry, workflow routing, communications with students, and the saving of new equivalencies as decisions are made.



DegreeSight created 344 new equivalencies to automate OBU's credit evaluation process without compromising its accuracy. This new process helps save time and money when compared to the previous way of evaluating transcripts.

Now, when a prospective student visits our website and wants to know how their college credits will transfer to OBU, they can find out instantly, our team knows they were there, and can reach out to offer any additional assistance. The great thing is that [DegreeSight] helps not only transfer students, but incoming freshmen as well, because many of them are coming to OBU with college credit from high school

Will Brantley
Vice President of Enrollment
Oklahoma Baptist University

With over **three-quarters of incoming freshmen having dual credit** or some other form of college courses under their belt, OBU is focusing on how to make the transfer evaluation process more transparent and efficient for all prospective students.

To schedule a demo, contact us at:

hello@degreesight.com