



Built on the Award Winning GoldMine CRM, AdmitGold is the ideal, affordable solution for all your college/university enrollment needs.



Powerful  
Prospecting



Increased  
Inquiry Yield



Improved  
Engagement Rates



Automated  
Communication



Application  
Processing



Maximized  
Enrollment

## Features & Benefits

- ✓ Built on a true CRM foundation.
- ✓ Over 20yrs of best-practice design.
- ✓ Detailed constituent & communication tracking.
- ✓ Admissions funnel tracking & reporting.
- ✓ Duplicate management and data validation.
- ✓ Source management & business intelligence.
- ✓ Multi-channel marketing campaigns.
- ✓ Configurable business rules, workflows and triggers.
- ✓ Interest-specific communication and event invitations.
- ✓ Powerful importing & exporting tools.
- ✓ Integration and synchronization with backend systems.

Proven and easy to use, GoldMine allows you to focus on building long lasting relationships.

- ✓ Multi-platform access
- ✓ Microsoft SQL database engine
- ✓ Robust searching capabilities
- ✓ Social media links

- ✓ Constant Contact & web form integration
- ✓ Daily activity management
- ✓ Customizable dashboards and reports
- ✓ Microsoft Outlook & Office integration

### System Requirements

- Windows Server 2012 or 2008
- Windows 10, 8, 7, and Vista
- SQL Server 2014, 2012 or 2008
- Optional Mobile licensing for smartphone access requires IIS 7 or 8
- Other requirements available upon request

### Contact Information

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Chino, CA 91710

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(909)740-3886

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www.180DegreeSolutions.com

**GoldMine**



**180°  
solutions**

Business Solutions People Want To Use



With AdmitGold's well organized and easy to navigate admissions template, you'll have all the information you need right at your fingertips. Contact information, admissions status, and complete application tracking is available quickly and easily. Marketing campaigns can be triggered and managed based on values such as Entry Term, Student Status, Major, and more. All the data needed for management reporting is just a click away.



## Testimonials:

We have been using AdmitGold for almost 20 years at Mississippi College. This software has allowed our counselors to interact with our prospective students at an optimal level in terms of communication and best practices. This personalization has led to greater yield and many enrollment records in our undergraduate and graduate numbers. Presently, we have the most new students as well as returning students in both undergraduate and graduate, the most residential students, the largest FTE and the highest ACT average for freshmen than at any time in our institution's history. Much of these results can be attributed to AdmitGold and our ability to navigate this user friendly CRM software.

**Mark Hughes,**

Associate Vice President and Dean of Enrollment,  
Mississippi College

The 180 Degree Solutions team has brought invaluable service to our implementation and utilization of AdmitGold. This is our Admissions department's first CRM, and while the technical transition has been a stretch for our team, 180 has provided the patient, competent technical support needed to help us make this transition, and strategic counsel to help us begin to take advantage of AdmitGold's many features.

**Lee Bouldin,**

Marketing Manager,  
College of Biblical Studies - Houston

By using AdmitGold we were able to track students better, communicate with students more efficiently, follow up with prospects quickly, and keep our team accountable to how many students they are to in process with. Since installing and incorporating AdmitGold, our new students numbers have gone from 72 in Fall of 2013 to 124 in the Fall of 2015. We are looking forward to Fall 2016, as we are on track for 150 new students to our campus. That means we have doubled the number of our incoming new students in just 3 years. A 100% increase. Thank you AdmitGold for the part you played to help make this happen.

**Nate Harmon,**

VP of Student Affairs,  
Baptist Bible College

It has been a pleasure to work with the team at 180 Degree Solutions. AdmitGold has been a serious upgrade to our previous GoldMine experience. We are blessed to have Steve Henderson, and Albert Diaz looking after our interests. They know their stuff and I trust them and their team. I would highly recommend the AdmitGold product.

**Kent Claggett,**

Associate Vice President and Dean of Marketing,  
Oklahoma Wesleyan University

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