



PRIVATE UNIVERSITY

CAMPO COMPRIDO

**27 UNDERGRADUATE
PROGRAMS**

25,000+ STUDENTS

POSITIVO UNIVERSITY 2017 EXCELLENCE AWARD FOR STRATEGIC VISION

INSTITUTION ANTICIPATES AND MEETS GROWING DEMAND

Established more than three decades ago in the State of Paraná, Brazil, Universidade Positivo (Positivo University) has been recognized for its ability to anticipate and address change through evolving academic models, student engagement methodologies, employee development, and retention practices.

Recognizing that a country-wide downturn in the economy was coming, and that funding for students was being severely cut, the institution worked to align strategies for sustainable growth in student enrollment, reduced operational costs, and excellence in engaging the university's candidates and students. To execute on this strategy, they decided to implement CampusNexus® CRM.

As a result of the implementation, the institution was able to restructure and automate email communications to reach 26,000 leads and increase enrollment by 6.7 percent as part of its marketing campaign for undergraduate programs.



About Campus Management Corp.

We have a saying at Campus Management: "Every line of code we write should solve a higher ed challenge." As a partner to your institution, we share your passion for transforming communities, nations, and lives. Our CampusNexus solutions built on Microsoft enable you to serve a wide diversity of students and empower them with the knowledge and skills they need to succeed. With our singular focus on delivering higher education innovation and services in the cloud, you can optimize resources around your mission and transform challenges into opportunities for your institution and students.

The marketing campaign for post-graduate programs resulted in 25,000 leads contacted and a 7 percent increase in subscriptions, as well as a 3.7 percent increase in enrollment. What's more, the campaign presented a big differential on the development and use of a strong content marketing strategy. This institution also took the opportunity to define and measure multiple, new KPIs throughout the process. Even with the severe downturn in the economy, Positivo University grew by 25 percent in its first year after implementing CampusNexus CRM.

For the institution's ability to foresee the economic and education trends, and put a plan in place to achieve growth and engagement around those challenges, Campus Management congratulates Positivo University on winning the 2017 Excellence Award for Strategic Vision.

About Positivo University

Established in 1988, Positivo University (Universidade Positivo) is a private higher education institution located in the state of Paraná, Brazil. With more than 25,000 students today, the university offers undergraduate, post graduate, master and PhD programs, as well as MBAs and life-long learning programs.

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