



### About

**Indian River State College (IRSC)**, a public comprehensive college serving Florida's Research Coast, has earned a statewide and national reputation for quality, affordability, innovation, and responsiveness to community needs, inspiring more than 32,000 people to enroll in courses each year. IRSC offers over 150 programs, including two- and four-year degrees, vocational career training, GED/Adult High School, English as a Second Language, and other continuing education opportunities.

*Thanks to our partnership with Sierra-Cedar, our implementation was a huge success! Their knowledge of higher education and ongoing support ensured a smooth deployment. Now, personnel at all levels across the institution can see relevant, real-time information about the new incoming class of IRSC students. We're very excited for the future of recruitment here at IRSC and look forward to continuing our partnership with Sierra-Cedar.*

**Dr. Meredith Coughlin**  
Director of Workday Student System

### Location:

Fort Pierce, Florida  
[www.irsc.edu](http://www.irsc.edu)

### Technology:

Workday Student Recruiting & Admissions

### About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.  
[www.Sierra-Cedar.com](http://www.Sierra-Cedar.com)

### Background

Indian River State College went live with Workday HCM, Payroll and Financials in July of 2015, followed by HCM Recruiting in January of 2016. Indian River State College is the first institution in the United States to go live with Workday's student technology outside of the original Design Partner group, with Student Recruiting going live in April of 2016 and Student Admissions in June of 2016. Sierra-Cedar is the primary implementer for all facets of IRSC's Workday deployments and continues to work with the College to implement the entire Workday Student suite.

### Challenges

- No college-wide system to integrate student recruitment efforts with admissions activity, resulting in duplicated efforts and missed opportunities.
- No college-wide coordination of recruiting events. No automated way to send event invitations based on prospects' defined interests. Paper forms were being used at recruiting events to track and store information about prospects.
- Recruiter assignments were being handled manually.
- Remote access to the recruiting system was not available.
- Recruiting emails were being sent manually through Outlook, requiring significant upkeep of recipient lists.

### Solution

#### After Implementing Workday Recruiting:

- **Integrated.** Prospects and applicants are finally together in one place. IRSC has been able to centralize its recruitment efforts across the college.
- **Streamlined.** With just a few clicks, IRSC can now send and track mass communications directly from Workday using pre-configured prospect criteria.
- **Automated**
  - IRSC invites prospects to recruiting events based on college-defined criteria.
  - IRSC sends prospects to an external prospect inquiry web form, which transforms inquiries into actionable Workday prospect records.
  - IRSC recruiters are assigned to prospects immediately after prospect records are created in Workday based on preferred location, zip code, programs of study, etc.
- **Mobile-Friendly.** Student recruiters can enter and manage prospects on-the-go using Workday's mobile-friendly apps for iPhone and Android.

