

# CASE STUDY

How ARI Athletics Enhances Recruiting and Management of NCAA Division III Student-Athletes through Intuitive Technology and Integration with Slate



**MACALESTER**



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# OVERVIEW

Macalester College, a highly regarded NCAA Division III institution, is committed to recruiting student-athletes who excel both academically and athletically. However, like many Division III programs, Macalester faced significant challenges in coordinating efforts between Athletics and Admissions, managing recruit data efficiently, and ensuring seamless communication throughout the recruiting process. Without a centralized system, coaches and admissions teams struggled to share key information, leading to missed opportunities and inefficiencies in tracking prospective student-athletes.



To address these issues, Macalester partnered with ARI Athletics, implementing ARI's advanced Athletic Recruiting and Athlete Management CRM designed to create a more streamlined, collaborative, and data-driven recruiting approach. By integrating ARI's cutting-edge tools with their Admissions CRM, Slate, Macalester successfully aligned Admissions and Athletics, leading to increased recruiting efficiency, better communication, and improved decision-making.

# THE CHALLENGE

Before adopting ARI, Macalester relied on disconnected systems that made recruiting a time-consuming and fragmented process. Coaches and admissions staff often operated in silos, making it difficult to track recruits in real time and follow up strategically. Information was not easily visible across departments, and recruiting progress was difficult to measure in a centralized, actionable way.

Without a unified system, coaches had to manually track interactions with recruits, leading to inefficiencies, delays, and a lack of real-time insights. The need for a solution that could automate processes, enhance communication, and integrate seamlessly with Slate became increasingly apparent.

**Ross Bronfenbrenner, Senior Associate Director of Admissions and Liaison to Athletics**, explains the struggle: *“Before we implemented ARI, our integration with Slate was often inconsistent and I would regularly hear from coaches who had trouble seeing the most up-to-date information. Now, with the ARI/Slate integration in place, coaches have immediate access to the information they need in real time and are able to proactively communicate effectively with recruits and their families.”*



# THE SOLUTION

Macalester implemented ARI's Athletic Recruiting and Athlete Management CRM, which has transformed their recruiting operations by providing a centralized platform for managing recruitment efforts across departments. One of the most significant advantages is ARI's seamless, real time, bi-directional API integration with Slate, allowing coaches and Admissions to access and update recruit data in real time. This direct connection between ARI and Slate eliminates data silos, ensuring that both departments are always working with accurate and up-to-date information.

**Mary Johnston, Head Volleyball Coach,**

emphasized the impact of this integration: *“With ARI’s integration into Slate, we now have instant access to crucial information. It allows our coaches to see where recruits are in the admissions process, so we can follow up strategically and ensure a smooth transition.”*



Beyond integration, ARI also automates messaging and communication, allowing coaches to send personalized outreach to recruits and track engagement. The platform's customizable views provide clear visibility into recruiting progress, helping both Athletics and Admissions track admitted students, funnel trends, and enrollment projections.

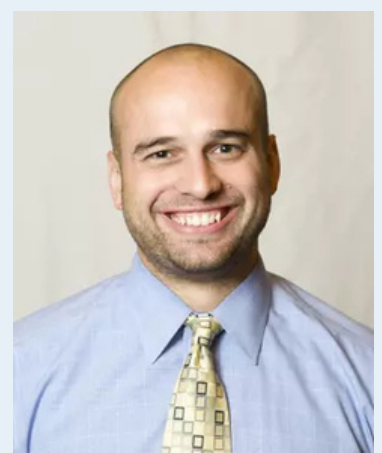
Additionally, ARI's mobile app allows coaches to update evaluations, interest levels, and contact history on the go, ensuring that recruiting efforts are efficient and adaptable.

# THE RESULTS

The adoption of ARI has produced immediate and noticeable improvements for Macalester's recruiting process. One of the most significant benefits is the enhanced collaboration between Athletics and Admissions, as both teams can now track and manage recruiting data in a unified system. Real time updates mean that coaches and admissions professionals can work together more effectively, improving communication and ensuring that no promising recruits slip through the cracks.

In addition to improved collaboration, ARI's automation tools save coaches hours of administrative work, allowing them to focus on building relationships with student-athletes rather than manually tracking recruitment data. With better data tracking and reporting capabilities, Macalester is able to monitor the status of prospective student-athletes and forecast recruiting outcomes with greater accuracy.

**Steve Murray, Associate Director of Athletics,** described the transformation: *"ARI has truly revolutionized how we track and manage our recruiting funnel. We're now able to monitor recruits' application statuses, track commitments, and evaluate our pipeline with a level of detail we didn't have before."*



# CONCLUSION

Macalester College's partnership with ARI Athletics demonstrates how technology-driven solutions can revolutionize Division III recruiting. By integrating ARI with Slate, Macalester has bridged the gap between Athletics and Admissions, improving communication, and streamlining recruiting workflows.

*"We've been impressed with ARI's commitment to supporting our coaches. Whether it was during the initial implementation or when a new coach comes on board, ARI's team has been there every step of the way, offering personalized, one-on-one guidance to ensure everyone knows how to use the system effectively,"* says **Steve Murray**.

**Paul Raymond, Director of Enrollment Systems** added, *"From a Slate perspective, ARI's integration was very easy to set up, and their team's deep understanding of Slate has been a real differentiator. This would be especially valuable for schools that may not have a Slate expert on staff or are still getting familiar with the system."*



# Ready to Elevate Your Athletic Recruiting?

ARI is committed to providing each and every client with the most comprehensive and caring customer service. *“Our goal at ARI is to provide the right mix of people, processes and technology through hands-on, consultative customer support as the backbone of our innovative software”*, says **Jim Slavin, CEO of ARI Athletics**. *“We listen carefully to our clients and use their feedback to continually enhance and add new features to our solutions.”*

**Contact us today** to learn how the ARI Athletics Recruiting and Athlete Management CRM combined with our real-time Slate integration can revolutionize your recruitment of prospective student-athletes and drive better results! Our system also provides tools to administer NCAA Compliance and manage student-athletes throughout their lifecycle from Recruit to Alumni.

**[ARIATHLETICS.COM/CONTACT-US/](https://ARIATHLETICS.COM/CONTACT-US/)**

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**ARI Athletics**

