

# CASE STUDY

How ARI Athletics Enhances Athletic Recruiting through Innovative Technology, Strategic Communication and Streamlined Processes



**McPherson**  
COLLEGE



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# OVERVIEW

ARI has developed a new approach to recruiting student-athletes and enhancing collaboration between Admissions and Athletics, while providing coaches and administrators the tools needed to be successful in their unique positions!

McPherson College, a forward-thinking liberal arts institution, with athletic teams competing in the NAIA, has long recognized the importance of fostering strong athletic programs as a key pillar of its vibrant campus life. However, McPherson was not happy with its previous athletic recruiting solution and began looking for a new system that would allow them to more efficiently recruit student-athletes who excel both on the field and in the classroom.

McPherson also faced challenges in aligning efforts between Athletics and Admissions. By partnering with ARI Athletics and integrating ARI's solutions with their existing Admissions CRM, Slate, McPherson has achieved a more seamless recruiting process that prioritizes collaboration and efficiency.



# THE CHALLENGE

The primary challenge for McPherson was giving each athletic team the tools they needed to efficiently manage recruiting in a consistent but customizable way, while ensuring that Athletics and Admissions worked in lockstep to identify and recruit the right student-athletes. Coaches and athletic administrators realized that athletic teams were not using unified processes and systems to ensure success in recruiting. Admissions needed real-time insights into who coaches were recruiting to ensure timely follow-ups, appropriate distribution of funds, and a highly personalized recruitment experience. Tracking and reporting on athletic recruiting effectively across different teams was impossible without a unified system for data collection and analysis.

*“We decided to move away from our previous solution because it wasn’t meeting our needs and we weren’t getting the support we needed to be successful,”* explained **Ed Loeb, Assistant Athletic Director at McPherson College.** *“Moving to ARI has enhanced our ability to ensure that we are effectively getting our message out and efficiently managing our communication with prospective student-athletes.”*



# THE SOLUTION

By implementing ARI's Athletic Recruiting and Athlete Management CRM, McPherson has streamlined its student-athlete recruiting process and enhanced their communication and data-sharing between Athletics and Admissions.

## STRATEGY

ARI's recruiting solution is intuitive to use in a consistent way across teams, while also being highly customizable to allow each team to recruit in a way that makes sense for the unique needs of their sport. ARI's one-of-a-kind, real time, bi-directional integration with Slate enables coaches, admissions counselors, and administrators to access a centralized database of prospective student-athletes, simplifying workflows, enhancing transparency, and streamlining team-by-team data collection and reporting.

*"ARI's integration with Slate has been a game-changer for us,"* said **Matt Pfannenstiel, Associate Vice President of Enrollment.** *"It allows our coaches to seamlessly connect student data across systems and provides real-time updates on each student's status, ensuring both Athletics and Admissions stay aligned throughout the recruitment process."*



# THE SOLUTION

ARI's tools also provide advanced analytics, helping McPherson identify student-athletes who are not only a good fit athletically, but also academically and socially. This ensures a higher likelihood of long-term success and retention.

*“ARI has been a tremendous asset in our reporting efforts,”* explains **Matt Pfannenstiel**. *“It has been especially helpful in tracking and communicating our inquiry numbers through weekly reports to our cabinet and coaches. The real game-changer, however, is ARI’s ability to help us monitor who our offers are going out to, enabling us to better track and project each sport’s recruitment funnel.”*

*“This has been a game-changer for our Financial Aid Office as well,”* said **Sara Brubaker, Director of Admissions Operations**.

**Ed Loeb** added, *“One of the most valuable additions this year has been the ability to include a dedicated column in our recruit lists for scholarship offers. This feature allows us to easily track the status of offers and see exactly how much financial aid we have committed to each prospective student-athlete.”*



# THE RESULT

Both Admissions and Athletics report feeling more empowered to focus on relationship-building rather than administrative tasks.

The partnership with ARI has yielded immediate and noticeable improvements for McPherson. Improved communication and efficiencies between Athletics and Admissions allow for a more cohesive recruitment strategy. Prospective student-athletes receive timely and consistent messaging, leading to a stronger connection to the institution.

*“ARI has been instrumental in fostering collaboration between Athletics and Admissions,”* said **Ed Loeb**. *“It ensures our coaches stay on track with their recruitment goals and gives Admissions visibility into where Athletics stands and what support might be needed—whether it’s assistance from admissions counselors or targeted efforts from individual coaches. This has allowed us to effectively communicate about our current progress, future needs, historical trends, and overall recruitment outcomes.”*



# CONCLUSION

McPherson's collaboration with ARI demonstrates the value of deploying innovative technology, strategic communication and streamlined processes to drive athletic recruiting. By aligning the efforts of Athletics and Admissions and leveraging the integration with Slate, the college has established a sustainable model for identifying and recruiting the right student-athletes.

*“Key coaches have led the way in our transition to ARI by working with ARI’s implementation and support team to learn how to maximize ARI’s intuitive functionality,”* said **Ed Loeb, Assistant Athletic Director.** *“We have greatly appreciated how hands-on ARI’s team has been in helping us get up and running quickly and efficiently.”*



# CONCLUSION

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.”*

*“The customer service that we’ve received from ARI is outstanding. ARI has been the easiest 3rd party partner I have worked with in the 20 years that I’ve been in higher education”,* explained **Matt Pfannenstiel**.



*“ARI’s model, with staff who speak the language of Admissions and staff who understand and can relate with coaches has been invaluable to our success”,* says **Sara Brubaker**.



# Ready to Elevate Your Athletic Recruiting?

**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!

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**ARI Athletics**

