



Fireworks CRM: Features & Functionality Fact Sheet

A Recruitment and Admissions CRM.

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Features & Functionality

Fireworks® was created for community colleges, four-year colleges, graduate schools, law schools, independent schools, medical schools, seminary schools, Catholic schools – and any other school that recruits students.

Scroll down for a list of the features and functionality included in Fireworks.

User Experience

- **No technical knowledge required:** Administer and utilize Fireworks without any coding or technical expertise.
- **Consumer-like user experience:** Provides a simple, intuitive, consumer-software-like experience (think Apple® and Google®).
- **Built for admissions:** Fireworks was built from the ground up by Fire Engine RED. It's not a corporate sales tool (think Microsoft Dynamics®/Salesforce®/Zoho®) that has been jerry-rigged for admissions.
- **Uses admissions terminology:** Everything looks familiar and makes sense from the start.
- **Responsively designed:** Designed to adapt dynamically to your smartphone, tablet, or computer. No need to use an app when you're on the go.
- **Designed for accessibility:** Accessible to people with low vision, corrective lenses, and color blindness.

Technology

- **Powered by modern tools & technology:** Uses tools, coding languages, and software engines that power some of today's most innovative technology companies, including Airbnb®, Amazon®, Net ix®, and Zillow® .
- **A hosted solution:** Hosted on Amazon Web Services® (AWS), the leading cloud platform. Works in any major browser and is available anywhere you can connect to the internet.
- **No third-party purchases or support required:** All tools, including email and texting, are provided through Fireworks, which makes for a seamless user experience.

Integrations

- **API integrations (coming soon):** Provides API integration with Ellucian Colleague® and Ellucian Banner®.
- **Bi-directional integrations:** Provides bi-directional integrations with ACES2 , Banner, CAMS , Colleague, Jenzabar, PeopleSoft, PowerCampus, and other systems.
- **Standard integrations:** Provides integrations with testing providers such as ACT, AP, GMAT, GRE, LSAT, SAT, and TOEFL, and others.
- **Online payment processing:** Integrates with many payment gateways, including TouchNet, Authorize.net, NelNet, Nova Info/Elavon, and Paypal/PayFlowPro.

Security

- **Data encryption:** Data is transmitted over a secure, encrypted channel, using https, and encrypted both at rest and in transit.
- **Backup and disaster recovery:** Full system backups are performed weekly, incremental backups are performed nightly, and transaction-log backups are performed hourly.

User Permissions

- **Unlimited users:** Includes unlimited user licenses.
- **Simple set-up:** No technical experience required.
- **Granular permission groups:** Customize permissions at the field level for each user.

Records

- **A home for all your data:** Collect and store all of your admissions-related data.
- **Create & store records:** Create and store records for People (e.g., student, counselors, parents) and Organizations (e.g., high schools, colleges, employers).
- **Assign multiple roles:** Assign multiple roles to people, such as “parent” and “alum”.
- **Associate and store unlimited data:** Associate and store unlimited mailing addresses, email addresses, phone numbers, applications, interests, sources, etc., with each record.
- **Track admissions status:** Track students through the recruitment funnel (e.g., inquiry, applicant complete, admit).

- **Manage interactions:** Track, view, and edit all interactions (e.g., email, text, campus visit, college fair) with students on a single screen.
- **Create unlimited custom fields:** Create all the custom fields and values you need.
- **Archive & report on historical records:** Search and report on archived records.
- **Document storage (coming soon):** Attach one or more documents to a record.

Relationships (A Fireworks exclusive)

- **Create & associate relationship records:** Create and associate one or more relationships (e.g., parent, high school, sibling, counselor) with a student record, manually or upon import.
- **Measure the value of each relationship:** Focus on the people, organizations, and places that matter most. For example, run a report that tells you how many of your applicants attended a high school that offers 10+ AP courses.
- **Communicate with relationships:** Communicate with a student's relationships. For example, send communications to school counselors whose students were accepted for the fall.

Search

- **Powerful search capability:** Provides a powerful Google-like search experience enabling you to find records quickly and easily.
- **Search on every data field within a *single* search:** Define and build search parameters using all fields and conditions. No need to do multiple searches to get your results.
- **Build complex searches:** No coding or technical expertise required.

Import & Export

- **No technical expertise required:** Build, run, and schedule import/export packages.
- **Convert complex data:** Automatically convert complex data values (e.g., ethnicity, majors, race, state abbreviations) from external sources (e.g., campus-wide system, test sources, search lists) to internal values.
- **Utilize standard import packages:** Provides standard import packages for frequently used data sources (e.g., ACT, Common Application, LSAT, NRCCUA, SAT).
- **Create custom import/export packages:** Build import/export packages based on your school's needs.
- **Save & schedule import/export packages:** Makes repeated imports/exports to the same source much more efficient.

Duplicate Management

- **20+ robust matching rules:** All incoming records are checked against a set of 20+ sophisticated matching rules to determine if it's a new or duplicate record.
- **Resolve possible duplicates:** You have the option of creating a new record or merging the potential duplicate with an existing record.

Work flow

- **Create tasks:** Assign tasks (e.g., call students, review applications, schedule events) to yourself or other staff members.
- **Manage tasks:** Categorize tasks (e.g., communications, applicants, events) for better organization.
- **Set priority levels:** Prioritize individual tasks (e.g., high, medium, low).
- **Set deadlines & track progress:** Set task deadlines and monitor staff progress (e.g., complete, in progress, not started).

Lead Generation (Community Colleges only)

- Receive access to hundreds of new leads from a national test-based service at no additional cost.

Broadcast Email

- **Choose your audience:** Send unlimited messages to any individual or group, including purchased lists.
- **Segment by field:** Segment by any field or combination of fields (e.g., location, major, term).
- **Automate communications:** Automatically send communications based on actions taken by People/Organizations. For example, set up a series of follow-up email messages to go to any student who opens an email.
- **Powerful design features:** Create and modify responsively designed messages and templates using our HTML “What You See Is What You Get” (WYSIWYG) editor.
- **Preview messages in 30+ email clients:** Automatically see how messages will display in popular email readers (e.g., Gmail, Apple Mail, Outlook) and on mobile devices (e.g., iPhone 11, Samsung Note 10).
- **Spam testing:** Automatically identify words, phrases, and other items that are likely to trigger spam filters.
- **HTML/URL validation:** Test messages using HTML/URL validation.

- **Schedule sends:** Launch a campaign immediately, or schedule it for a future date or time.
- **View email communications plan:** View your communications plan in a calendar or list format.
- **Track results in real time:** Track and measure your campaign results, including delivery rate, bounces, opens, clicks, delivery rate, unsubscribes, etc.

Texts

- **Choose your audience:** Send text messages to any individual or group.
- **Segment by field:** Segment messages by any field or combination of fields (e.g., location, major, term).
- **Schedule sends:** Send texts immediately or schedule them for a future date or time.
- **Send reminders:** Send reminders (e.g., event invitations, deadline notifications) based on specific dates and times.
- **Build relationships:** Have two-way text conversations with students at all stages in the admissions funnel.
- **Automatically manage opt-outs:** Enable recipients to automatically opt-out of texts.
- **View text communications plan:** View your communications plan in a calendar or list format.

Print

- **Create letters, postcards, & labels:** Access standard templates or create your own using our “What You See Is What You Get” (WYSIWYG) editor.
- **Schedule sends:** Schedule print jobs immediately or schedule them for a future date or time.
- **View print communications plan:** View your communications plan in a calendar or list format.

Forms

- **Create unlimited forms:** Create unlimited forms
- **Apply your branding:** Customize the look and feel of your forms and confirmation screens/messages.
- **Mobile-first design:** Enable viewing and form submissions from a mobile device.
- **Pre-populate fields:** Pre-populate the information you already know.
- **Utilize conditional logic:** Introduce or hide questions based on the student’s prior answers.

Applications

- **Apply your branding:** Customize the look and feel of your applications and application-related email messages.
- **Mobile-first design:** Enable viewing and application submissions from a mobile device.
- **Pre-populate fields:** Pre-populate the information you already know.
- **Utilize conditional logic:** Introduce or hide questions based on the student's prior answers.
- **Save progress:** Allow students to save their application and complete it over multiple sessions.
- **Track progress:** See which students have started but not yet completed your application.
- **Request documentation:** Allow students to request and track online recommendations from teachers, coaches, etc.
- **Upload documentation:** Upload documents such as essays, personal statements, and résumés.
- **Accept online payments:** Integrate with your payment gateway (e.g., TouchNet, Authorize.net, NelNet, Nova Info/Elavon, Paypal/PayFlowPro).
- **Waive fees:** Waive your application fee for all, or select, students.
- **Print completed applications:** Print custom PDFs of completed applications one-by-one or in batches.
- **Store multiple applications:** Store unlimited applications including those provided by third-party vendors (e.g., Common Application, LSAC, state-wide applications).

Events

- **Create unlimited registration forms:** Create forms for your on- and off-campus, interviews, and recurring events.
- **Apply your branding:** Customize the look and feel of your registration forms and confirmation messages.
- **Flexible format:** Present your events in a list or calendar.
- **Mobile-first design:** Enable sign-up from a mobile device.
- **Manage events:** Set guest limits and registration deadlines, track attendance, and create customized itineraries.
- **Create surveys:** Automatically send a post-event survey to attendees.
- **Accept online payments:** Integrate with your payment gateway (e.g., TouchNet, Authorize.net, NelNet, Nova Info/Elavon, Paypal/PayFlowPro).

- **Manage special requests:** Automate internal emails for special requests (e.g., wheelchair accessibility, faculty appointment, visit with coaches).
- **Send confirmation messages:** Automatically send confirmation messages and reminders.

Email Response

- **Answer incoming emails quickly:** Respond to incoming email messages in a quick, customized, consistent way – most messages answered in less than one minute.
- **Sort & route emails:** Automatically sort and route messages to the appropriate staff member to answer.

Reporting & Analytics

- **Best reporting & analytics:** Provides best real-time reports (e.g., Year-over-Year, Funnel, and ROI) of ANY admissions CRM.
- **No technical knowledge required:** Generate reports without any coding or technical expertise.
- **Utilize predefined reports:** Access standard reports to quickly view and analyze your recruitment and admissions data.
- **Visualize data:** View data in a variety of ways, including bar, line, pie charts, and more.
- **Build custom reports:** Create custom reports using any combination of data fields.
- **Utilize formulas:** Utilize admissions-relevant formulas (e.g., applicant rate, admit rate, yield rate) in any report.
- **Create personalized dashboards:** Build dynamic dashboards with the reports you frequently access.
- **Download reports:** Export reports in a CSV, Excel, or PDF format.

Implementation

- **Start when you're ready:** Begin the implementation process on your timeline.
- **Fully managed process:** You'll be assigned a dedicated implementation specialist, who previously worked in admissions. They'll guide you through the process -- from end to end -- and do the “heavy lifting” for you.

Additional Services (Included with subscription)

- **Consulting on best practices:** We'll share CRM best practices and help you implement them.
- **Email templates:** We'll create up to (3) email templates for you.
- **Communications strategy:** We'll evaluate your communications plan and help you build a communications strategy to maximize your results.
- **Reports & analytics:** We'll create actionable, custom reports for you that will help you make better, data-driven decisions.

Training & Support

- **Minimal training required:** We'll provide you with unlimited, live, online training customized to your needs. Because Fireworks is intuitive, simple to use, and delivers a consumer-software-like experience, minimal training is required.
- **Unlimited, live support:** Our legendary Client Care team is available to you, your entire sta , AND the students you serve 365 days a year. Our Client Care team provides you with “knock-your-(RED)-socks-o ” care and clearly they're doing just that. See what our clients are saying.

Ready to learn more?

Let's Talk →

Scroll down for additional resources.

Additional Resources

Be sure to check out these resources for more information on how to choose a recruitment and admissions CRM.

Blog Posts

- [Three Binge-worthy Admissions Recruitment CRM Blog Posts](#)
- [The Top Five Reasons Why the CRM RFP Process Often Fails](#)
- [The Advantages of Using an RFI Instead of an RFP](#)
- [Six Tips to Help You Avoid the Pitfalls & Unpleasant Surprises Often Associated With RFPs \(Assuming You're Required to Use One\)](#)

Resources

- [Master List of RFP Requirements for a Recruitment and Admissions CRM](#)
- [21 Crucial Questions to Ask in Your Recruitment and Admissions CRM RFI](#)
- [What Your Admissions CRM Demo Should Include](#)