



University of East Anglia

Information Services Directorate

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[REDACTED]

14 March 2016

Dear [REDACTED]

**Freedom of Information Act 2000 – Information request (ref: FOI\_16-061)**

We have now considered your request of 24 February 2016 for information regarding our use of use of CRM systems for university student recruitment and admissions. Our response is on page 2 of this letter, together with a copy of your request, and we hope this will meet your requirements.

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You have the right of appeal against this response. If you wish to appeal, please set out in writing your reasons for appealing and send to the above address. You must appeal within 60 calendar days of the date of this letter. Any appeal received after that date will not be considered nor acknowledged. This policy has been reviewed and approved by the Information Commissioner's Office.

You also have a subsequent right of appeal to the Information Commissioner's Office. Further information is available on their website:

[https://ico.org.uk/Global/contact\\_us](https://ico.org.uk/Global/contact_us), or by telephone on 0303 123 1113.

Please quote our reference given at the head of this letter in all correspondence.

Yours sincerely

Dave Palmer  
Information Policy and Compliance Manager  
University of East Anglia

## Response to Freedom of Information Act 2000 request (FOI\_16-061)

*These questions are in relation to student recruitment and admissions in regards to enquiries and applicants, for any level of study and for any fee status. If you have a CRM system that is used for current students, alumni, staff or B2B the below FOI request does not cover this.*

*If you answer Yes to Q1 I do not expect an answer to Q2. If you answer No to Q1 and Q2 I do not expect an answer to Q3, Q4 or Q5.*

1) *Do you currently use a CRM system for university student recruitment and admissions?*

Yes, we currently use a CRM system for university admissions.

a) *If so what company do you use?*

Hobsons.

b) *Is this built on a Microsoft Dynamics Platform?*

No.

2) *If not are you considering purchasing one / building one in house in the next 24 months?*

Not applicable – see response to question (1).

3) *If you have purchased one / are considering purchasing one what procurement route did you, or will you, use to buy (i.e. under £164K so internal procedures, Framework, or OJEU for example)?*

We would either use the procurement framework or OJEU.

4) *If you are considering purchasing a system would you consider a provider who did not have UK HEI experience (but had HEI experience in other countries)?*

Yes.

5) *If you are considering purchasing a system would you consider a provider who did not have UK HEI experience (but had UK FE experience)?*

Yes.

6) *What is the name of your student records system i.e. Tribal SITS or Ellucian Banner for example?*

The name of our student records system is Tribal SITS.