

Eric Ruiz, University of St. Francis ([00:04](#)):

My name is Eric Ruiz and I'm the Vice President of Admissions & Enrollment Services at the University of St. Francis in Joliet, Illinois. And I've been there for 18 years. I've been in this role for about a year and a half, and just trying to find different strategies on how to grow enrollment in a challenging higher ed world. The Ardeo team has been great and responsive. It's really quite a bit of fun to work with them, really down to earth people, understand the role, understand enrollment, and it's great to be able to strategize with them and see what other partners have done and what's worked and hasn't worked. I definitely view the calling team as additional admission counselors. Those that we have counselors traveling during travel season or things like that, and we still have people that are calling on our behalf, which is phenomenal. That's what I love about it. Ardeo as a partner is really an extension of your admission office. The fact that I can have a call center that I've never met before and not have to train them and not have to worry about what they're saying. In this world of higher ed where you're looking for more time, Ardeo is there as an extension. So it's been great to use it that way.