

Element451 AI Platform and CRM

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Solution: Element451 AI Agent Platform and CRM

Provider: [Element451, Inc.](#)

Element451 is a modern, AI-enhanced student engagement and enrollment CRM built specifically for higher education. Its core strength is unifying all recruitment, admissions, and communication workflows into a single, intelligent platform. Institutions use it to manage the entire prospective-student lifecycle—from first inquiry through application, review, decision, and yield—while leveraging automation to reduce repetitive work. At its center is “Element Core,” a data and integration layer that consolidates student records, behaviors, and communications so teams can act on a complete, real-time view of each prospect.

A major differentiator of Element451 is its deep use of embedded AI. The platform includes conversational agents for recruiting and admissions advising, an Application Reader Agent to speed up file review, fraud-detection tools, personalization engines for email/SMS/website experiences, and Bolt (AI-powered site search). These tools help institutions scale meaningful, human-like engagement without adding staff, while improving both speed to decision and the quality of student experience. The platform also emphasizes design simplicity—clean interfaces, drag-and-drop workflows, and a flexible communications suite—so enrollment teams can execute campaigns, events, journeys, and application processes with significantly less technical effort.

Beyond admissions, Element451 increasingly positions itself as the institution’s digital front door for student engagement. Its event modules, chat tools, appointment scheduling, campaigns, and customizable portals extend well into yield and onboarding, reinforcing continuity between marketing, recruitment, and student services. Together, these capabilities make Element451 appealing to institutions seeking an integrated, AI-powered enrollment engine that is evolved beyond traditional CRMs and built around speed, personalization, and end-to-end efficiency.

Contract Highlights

#	Offerings
1	Element Admissions Supports recruitment, application management, and enrollment workflows. Includes embedded AI agents such as the Recruiter Agent, Admissions Advisor Agent, Application Fraud Detector Agent, and Application Reader Agent. Features include dynamic applications, file review tools, appointment scheduling, event management, campaigns, and student journey tracking. Powered by Element Core for data unification, security, and integration.
2	Element Engagement Designed to serve as the digital front line for institutions. Includes live chat, the Chatbot Agent, Bolt Discovery (AI website search), and no-code landing page tools. Enables instant support and multi-channel communication across departments. Includes Element Core for SIS/LMS integration, role-based permissions, and student record management.

#	Offerings
3	<p>Element Marketing</p> <p>Enables intelligent, automated, and scalable marketing across channels. Includes AI-powered agents for lead generation, campaign creation, and copywriting. Institutions can launch personalized campaigns, build branded microsites, and leverage packs of proven content and workflows. Backed by Element Core for contact management, data privacy, and insights.</p>
4	<p>Element Success</p> <p>Drives proactive student support and retention. Includes the StudentHub portal and embedded AI agents (e.g., Academic Advisor Agent, Financial Aid Advisor Agent, Peer Advisor Agent). Offers nudging, appointment scheduling, alerts, and early intervention based on engagement scoring and risk modeling. Element Core ensures FERPA compliance, centralized data, and secure collaboration across teams.</p>
5	<p>Element One</p> <p>Full access to the Element451 AI-first platform, including all four offerings: Admissions, Engagement, Marketing, and Success. Element One provides a unified digital workforce for the entire student lifecycle—allowing institutions to reduce manual work, personalize engagement at scale, and integrate seamlessly with systems like institutions' SISs and major LMSs. Includes full use of Element Core for enterprise-grade security, automation-ready workflows, and centralized student data.</p>

#	Offerings
6	<p>Optional Services + Add-Ons</p> <p>These services can be purchased in addition to any Element451 offering:</p> <ul style="list-style-type: none"> • Snowflake Data Sharing (Reader) – Secure, real-time access to Element451 data from your Snowflake instance using the reader account model. • Snowflake Data Sharing (Full Sharing) – Enables your institution to directly integrate with Element451 data via Snowflake sharing features. • Managed Integrations – Integrations managed by the Element451 team to ensure seamless, secure, and reliable data exchange across systems. Element451 provides direct support for integration with Ellucian Colleague and Banner (via Ethos), Workday, Anthology, Populi, and batch file-based systems. These integrations are implemented and maintained by Element451, minimizing the lift for institutional IT teams and ensuring ongoing data accuracy across platforms. • Additional Instance Purchase – For institutions requiring a separate instance (e.g., for CE/Workforce, international units, or sandbox use). • Dedicated Support – Depending on offering(s) purchased - additional live support seats (max 5), professional service credits (max 5), set number of hours of implementation support (max 10), quarterly check in meetings with a Dedicated Account Manager, monthly support office hours, and Engage Summit passes (max 2) • Premium Support – Depending on offering(s) purchased - includes all Dedicated Support features plus additional live support seats (max 10), larger amount of professional service credits (max 10), additional implementation hours (max 20), monthly check-in meetings with a Dedicated Account Manager, monthly support office hours, and additional Engage Summit passes (max 4) • Professional Services – Includes training, strategic consulting, implementation optimization, and custom workflows.

To Inquire

For more information, contact: edgemarket@njedge.net

Method of Procurement

- Competitive procurement (RFP) under [EdgeMarket](#)

Bid, Award and Contract Documents

- [Bid and Award Documents](#)
- [Access EdgeMarket Contracts](#) (A Member-Only login is required to access contracts. Learn how to [create](#) one.)

