



Become a Connected Campus

Connect with Constituents in a Whole New Way

The social and mobile era has fundamentally changed the way higher education institutions interact with their constituents. With 4.5 billion social media users and more than 5 billion smartphones in circulation expected by 2017, successful schools must deliver the anytime, anywhere, collaborative experience today's constituents expect.

Higher education is in a state of transformation - driving a need for universities and colleges to evolve into Connected Campuses. By leveraging social, mobile, and cloud technologies, Connected Campuses are revolutionizing how they connect with their prospects, students, alumni, faculty, staff, and corporations - leading to enduring relationships and increased performance.

Today, people are connected through a host of different devices. Connected Campuses are ensuring their staff in recruiting and admissions, student affairs and services, advancement, and marketing can access a single view of the student. With this single view, faculty and staff can deliver amazing experiences to students on the next generation of devices - smartphones, tablets, and wearables.

Introducing **salesforce** | Higher Ed

Salesforce1 for Higher Ed is a set of end-to-end solutions that allow you to connect with constituents in new ways using social, mobile, and cloud technologies. Built for the social and mobile era, Salesforce1 for Higher Ed enables you to become a Connected Campus, place students at the center of everything you do, and achieve breakthrough performance across the student lifecycle. Leverage Salesforce for recruiting, student success, advancement, marketing, and community engagement.

Salesforce1 for Higher Ed is a roadmap for how to become a Connected Campus. It levels the playing field by providing access to the world's leading cloud and CRM technology, no matter your school size. We empower you to transform and execute on your mission of education like never before possible.



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Recruit the Right Students

It's not just about increasing applications – it's about increasing yield. Salesforce for Recruiting helps you find the right prospects, learn what's important to them, and engage them across multiple channels of their choice so they ultimately enroll. Boost recruiter productivity and performance by automating recruitment processes and optimizing interactions with accurate data. Gain complete insight with powerful analytics and make smarter decisions about where to invest and show the impact of your recruitment effort.



The College of William & Mary streamlined their data load process for prospect records using Salesforce, increasing the number of records its admissions team can manage annually by 50%. Using Salesforce, the school has become proactive in targeting suspects and has identified 142,000 new suspects – 6,000 of which have become either prospects or applicants.



Support and Engage Students Everywhere

Making students successful is what a university or college's mission is all about. Get a complete 360° view of each student with Salesforce for Student Success and place the student at the center of everything you do. Create a one-stop-shop for students to easily find answers and empower students to help themselves anytime, anywhere. Identify at-risk students and proactively engage them, interacting with personalized and relevant communications. Cultivate a strong student community and encourage collaboration on academic endeavors.



Wayne State University created a one-stop Student Service Center to service students across channels – reducing answer shopping by sharing student's interactions with all advisors. The consistent and available information led to a 10% decrease in inquiries year-over-year and customer service satisfaction levels rose by nearly 10%.



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Optimize Alumni Lifetime Value

Maintaining lifelong alumni relations, finding new donors, and growing gifts from existing supporters requires attention to detail. Salesforce for Advancement can help you stay both current and relevant with alumni, creating content and events that connect with their interests. Manage the donation cycle from pledge to payment and execute multi-channel fundraising campaigns. Improve accountability with real-time visibility into progress and productivity metrics.



Leveraging Salesforce, Westmont College freed up its IT staff from keeping the lights on for legacy applications to focus on advancement innovation, resulting in a 250% increase in fundraising in 3 years. Gift officers can use an online form in Salesforce to capture donor notes, replacing spreadsheets and hand-written notes. Salesforce reports and dashboards provide real-time visibility into the department's fundraising progress and gift officer productivity metrics.



Craft the Ultimate 1:1 Student Experience

Deliver content the way students want to consume it and create 1:1 campaigns like never before. Salesforce for Marketing allows you to easily combine digital channels like email, mobile, and social to engage students throughout their lifecycle. Listen and engage in social conversations and deliver the right message at the right time with customized constituent journeys. Salesforce gives you the flexibility to test multiple variations of content, channels, timing, and frequency to see what works best.



**Columbia
Business
School**

Columbia uses dynamic content for personalized emails to augment their broadcast messages. A/B testing has allowed for data-centric analysis of campaigns, leading to more effective messaging with higher click-through and open rates. Customers can now manage their relationship with Columbia, choosing how they want to hear from Columbia and about which topics.



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Build and Foster Campus Collaboration

Students, prospects, and alumni are vastly empowered with broad access to the most information ever. Engagement determines success in today's higher ed educational environment. Salesforce for Community Engagement breaks down traditional silos and facilitates collaboration amongst students and faculty for improved success and retention. Marry transactional data with social discussions and curate unstructured information across campus with Salesforce Communities. Establish a breeding ground for idea generation and spur meaningful interactions on topics of interest.



Western Governors University deployed Communities in 3 areas: enrollment, active students, and student services. The Communities allow students to engage directly with an online course and interact with fellow students and mentors. Analytics from these interactions allow WGU to create student profiles and help curb course drop rates and improve graduation rates.

Our customers tell us:

74% use Salesforce as part of their core strategy

86% said they substantially improved efficiency

84% said Salesforce improved their ability to achieve their mission

"The big takeaway is that without Salesforce, we wouldn't be able to move this fast."

- Brian Peddle, CTO, College for America at Southern New Hampshire University