

# Innovation in Higher Ed: How University of Michigan Empowers Incoming Students

**Company:**  
University of Michigan

**Industry:**  
Higher Ed

**Solutions:**

- Sales Cloud
- Marketing Cloud

The University of Michigan is a top-ranked public university, which boasts a tradition of excellence in research, learning and teaching, sports and the arts. The school's Department of Student Life is committed to the support and development of students, helping them to make the most of their college experience.

## Business Challenge

- Disparate Systems and Data Sources: The various departments within the University of Michigan Student Life department were all using different systems to track data on incoming students
- Inability to View all Student Associations: There was no place to view a student's entire history of interactions within Student Life

## Solution

The University of Michigan Student Life Department brought in Torrent to help. Together, they:

- Configured 20 custom reports and 2 dashboards to gain deeper insight into the reach and impact of their department's initiatives
- Implemented Marketing Cloud to revolutionize the non-academic first-year experience for new students

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The Salesforce Marketing Cloud has saved us up to 40 hours per week that we now spend on maintaining a pulse on incoming students and their non-academic career at the University of Michigan



**Angie Hall**  
Systems Analyst  
University of Michigan



## Results

Relying on a CRM technology to track admissions is not unheard of in higher education. But the University of Michigan is now taking things a step further by using the power of the Marketing Cloud to empower incoming students in an entirely innovative, potentially life-changing way.



A time savings of up to **40 hours/week**



Creation of one system to track the entire “Big Picture” of students' non-academic career



Ability to be more proactive in deterring behavioral issues