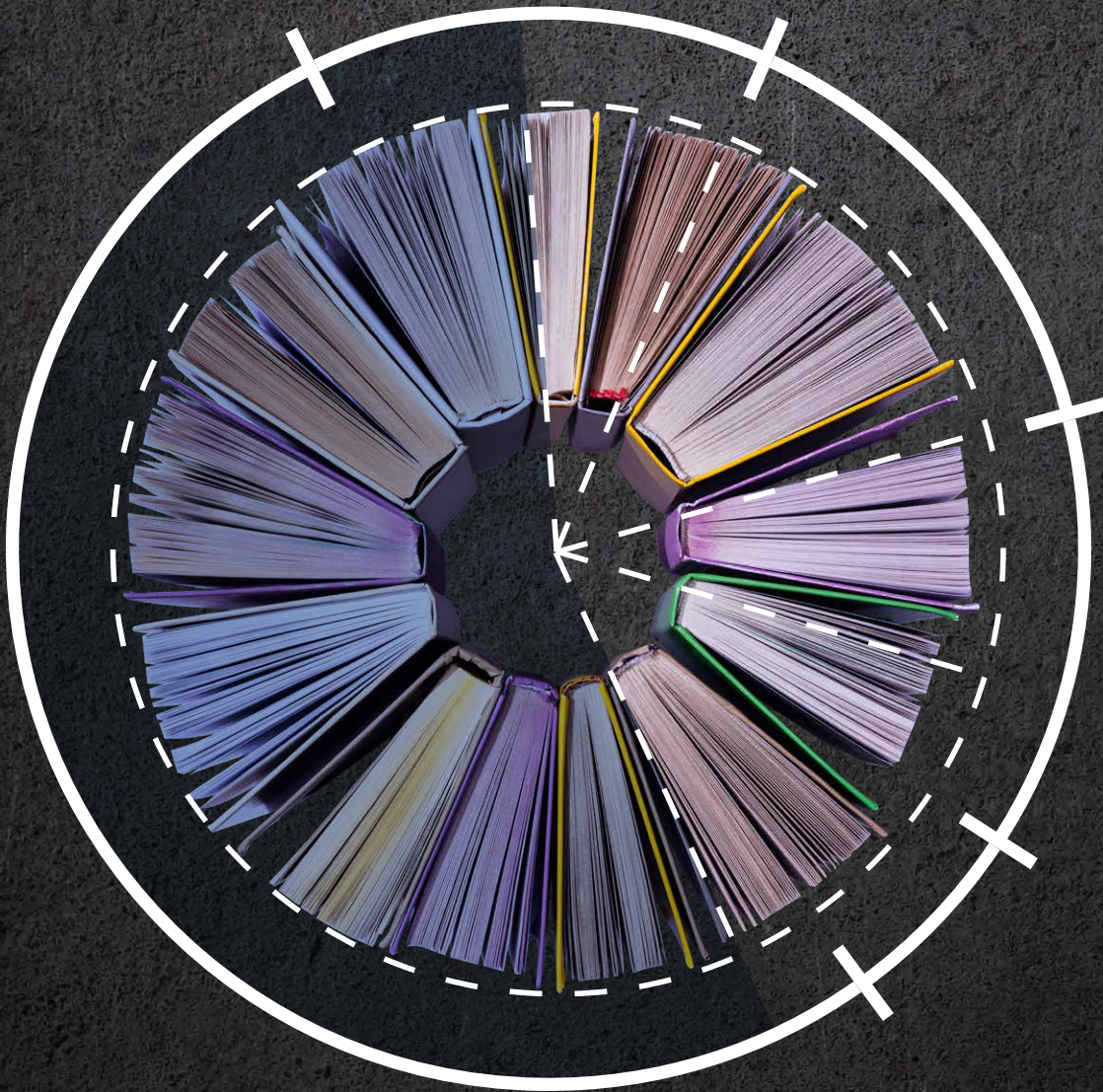




2019-20

**THE STATE OF
SALESFORCE**

In the Higher Education Sector



Letter from the CEO



My journey with Salesforce began as an end-user, looking for opportunities to turn my endless Excel spreadsheets with donor information into something powerful enough to pull reports, show impact and act on. That’s when I discovered Salesforce. A robust Constituent Relationship Management (CRM) tool that empowered my organization to do more good and create more impact. I founded the second Salesforce user group outside of the United States, hoping to help other organizations realize the transformative power of technology and ultimately started Cloud for Good after I moved to the US in 2010. Nearly 10 years later, Cloud for Good has helped over 1,800 higher education institutions and nonprofit organizations implement, strategize and optimize on the platform, and was recognized by Salesforce.Org as the 2019 Nonprofit Partner of the Year in North America.

For the past four years, we’ve conducted this State of Salesforce Survey, designed to help identify trends and best practices with those institutions and organizations using Salesforce. Last year we saw the incredible value and insight from the education sector, so this year we’ve developed a special survey and report dedicated to education institutions. In these pages, we’ll explore the results from over 90 institutions, including:

- **How Salesforce is creating digital transformation**
- **Where institutions expect to grow their use of technology**
- **What trends and technology best practices you should expect to see in the next 12 months**
- **The measurable impact Salesforce has had on institutions**

We were overwhelmed by the encouragement of the Salesforce ecosystem this year including Cloud for Good customers, other institutions using Salesforce, Cloud for Good’s partners and, of course, Salesforce itself. Without your support, it wouldn’t be possible to gain insight and share it with the community.

Tal Frankfurt
Founder/CEO

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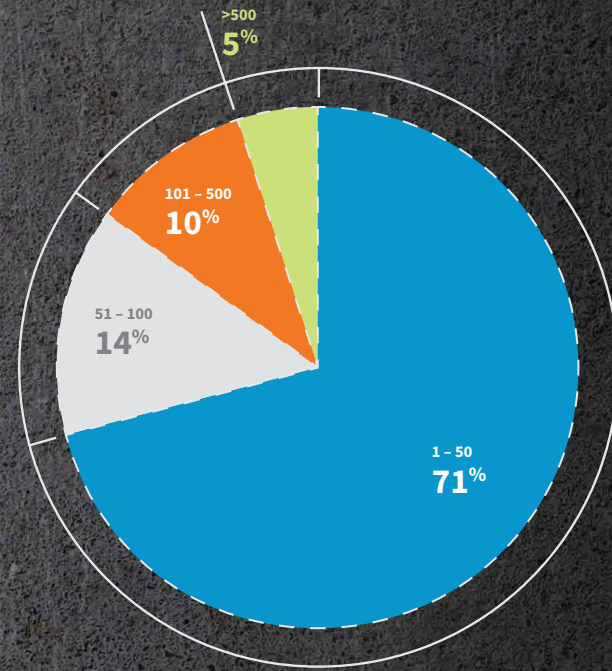
Survey Methodology and the Institutions Who Responded

How do These Results Compare to U.S. Statistics

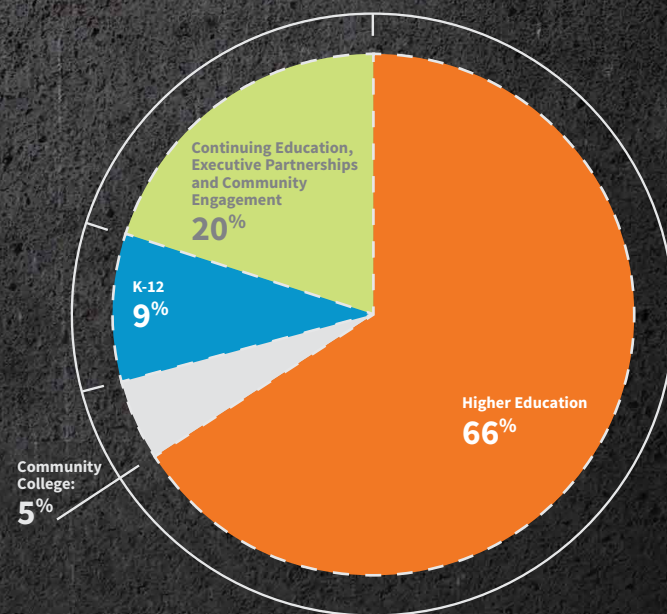
The National Center for Education Statistics provides statistics every year on enrollment rates in the U.S. For the 2019 – 2020 academic year, there are an approximate 56.6 million students who will attend K-12 schools and 19.9 million who will attend community colleges and universities. In the U.S. There are 2,618 accredited four-year universities (Association of American Colleges and Universities), 1,132 community colleges (American Association of Community Colleges) and 139,500 public, private and charter K-12 schools (National Center for Education Statistics) to support those students looking to learn.

While K-12 schools make up more than 95% of the schools in the U.S., the results within this survey are skewed much more heavily on the traditional four-year colleges and universities. This makes sense when you consider the nuances, customization, costs and dedicated people resources it takes to make sure your Salesforce instance is set-up and functioning optimally. Many colleges and universities

NUMBER OF EMPLOYEES IN YOUR DEPARTMENT



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR INSTITUTION?



rely on donor and alumni giving to fund financial aid, student's professional development, academic programs, student life and, of course, technology projects like bringing Salesforce to their campuses.

STRUGGLING WITH DONOR RETENTION?

You're not alone. It is a growing problem for most fundraisers.



Average retention rates are falling - down to 46% overall and only 26% for new donors.

A leading cause of this trend is a decline in donor trust and confidence. Donors are looking for other organizations to support - ones who have solved the trust problem.

Ready to retain more donors?

Some of our Causeview customers are retaining more than 70% of their donors annually.

If you're ready to develop your retention programs and fight back against rising donor attrition rates, start here.



Visit Causeview.com/Dreamforce2019 to:

- Analyze your annual retention data
- Learn customized strategies to improve retention
- Get weekly tactics to improve your long-term results

causeview^{inc.}
The Giving Apps Company

Overview of Current Salesforce Usage in the Education Sector

More and more institutions are migrating from legacy systems to Salesforce, a decision that is proving to be impactful both at the time of implementation and in the years

43% OF INSTITUTIONS HAVE BEEN USING SALESFORCE FOR >5 YRS

to come. Each year that we've conducted the State of Salesforce survey, we've seen an increase in the number of institutions that have been using Salesforce for over five years. Today, 43% of the institutions surveyed have been using Salesforce for more than five years. That's a 30% increase from the joint education and nonprofit report from 2016.

As institutions begin to realize the transformative impact Salesforce can have on their marketing, recruiting and advancement programs, they are beginning to turn to Salesforce for other, more creative use-cases.

WHICH DEPARTMENTS WITHIN YOUR ORGANIZATION ARE USING SALESFORCE?



SOME INSTITUTIONS ARE USING SALESFORCE TO MANAGE:

Student parking programs

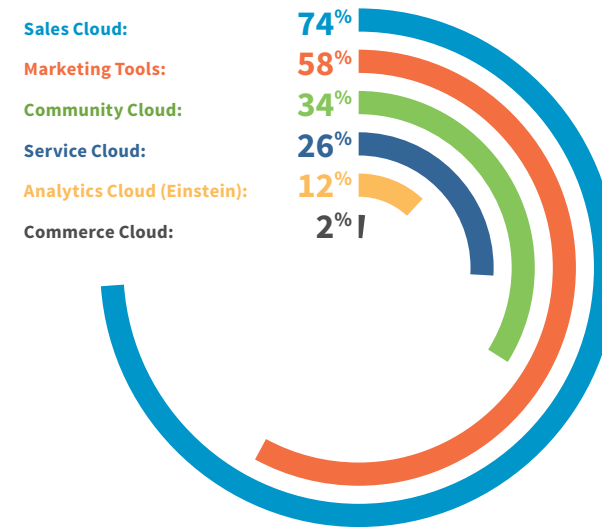
Researcher publications, qualification and current programs

Internship management

Community engagement

Limiting summer-melt

WHICH SALESFORCE PRODUCTS ARE INSTITUTIONS CURRENTLY USING?

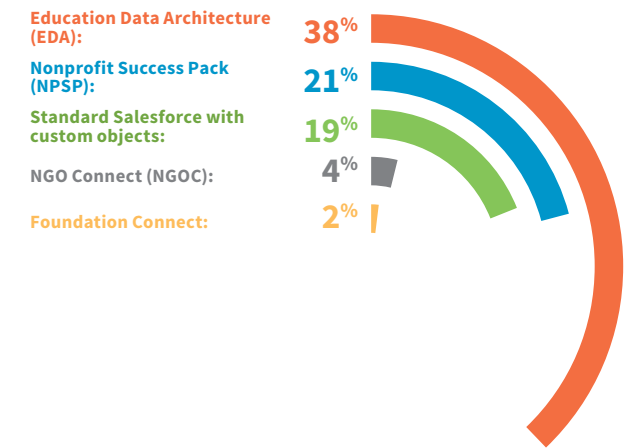


When we started to survey the community, most respondents were using Sales Cloud, with very little overlap into Salesforce's other clouds. While Sales Cloud continues to be the most popular cloud within the education sector, 17% more respondents are using Service Cloud since 2016, 21% more are using Community Cloud and 40% more respondents are using Marketing tools. With more institutions utilizing Salesforce for longer periods of time, we are seeing them look for more ways to create digital transformation within their institution through multi-cloud usage.

Over the past four years, we've seen more and more institutions turning to the out-of-the-box functionality of the Education Data Architecture (EDA). EDA is preconfigured for education institutions, open-sourced, free to use and sits

on top of standard Sales Cloud to allow higher education, community colleges and K-12 to better manage some common education business processes. When we first began surveying the community about 1% of the total education respondents said they were utilizing EDA. Now, we see 38% using EDA! This is more than likely due to the investment Salesforce is making into the education community, including the release of new products and features including the K-12 pack and Gift Entry Manager (GEM).

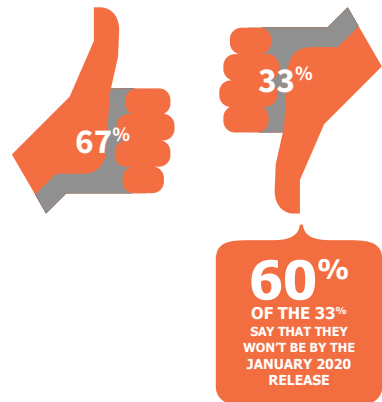
WHICH DATA ARCHITECTURE ARE THEY USING?



“Bringing the entire student lifecycle into Salesforce has enabled Red & Yellow to better understand our students. Whether it is defining the markers for student success or understanding why students are interested in Red & Yellow, we now have the data to support our anecdotal claims.”

– Richelle Chapman
Head of Marketing Technology
Red & Yellow Creative School of Business

HAS YOUR ORGANIZATION FULLY MIGRATED TO THE LIGHTNING EXPERIENCE?



In January 2020, Salesforce is turning on the Lightning Experience (LEX) for all standard profile users and custom profiles users with the Lightning Experience User permission enabled. While Classic has yet to disappear, these users will be automatically switched back to the Lightning Experience on a regular basis. Of that 33% of respondents who say they are not ready for the LEX, another 60% said they wouldn't be ready by this release.

If you haven't made the switch, it is a great time to start thinking about it by:

- Running the Lightning Readiness Check found in your Setup
- Turn on LEX in your sandbox to test-drive your most commonly used pages
- Talk with your Salesforce partner

TOP APPLICATIONS USED BY INSTITUTIONS:



The Salesforce AppExchange is a great place to find customized solutions for Salesforce that help enhance the native features of the platform. The number one type of applications institutions are downloading are those designed to help manage their data collection process. Companies like Formstack and FormAssembly have made it easy to collect data on your constituents and manage the duplication process, helping to keep the information within your Sales Cloud clean.

Other applications surrounding data protection (like OwnBackup) and Wealth screening (like iWave) are also exceptionally popular with education institutions.

“Time seems to always be limited, yet with the ability to pull our own reports not only save both us and our IT department an abundance of time but also gives our team more ability to dig deeper into our data and strategize plans for growth and future improvements. A process that could previously take over a week, now only takes minutes.”

– Wendy Johnson
Assistant Director, RCCD Foundation

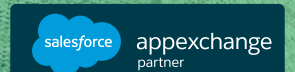


Transforming the way schools collect information for Salesforce & put it to work.

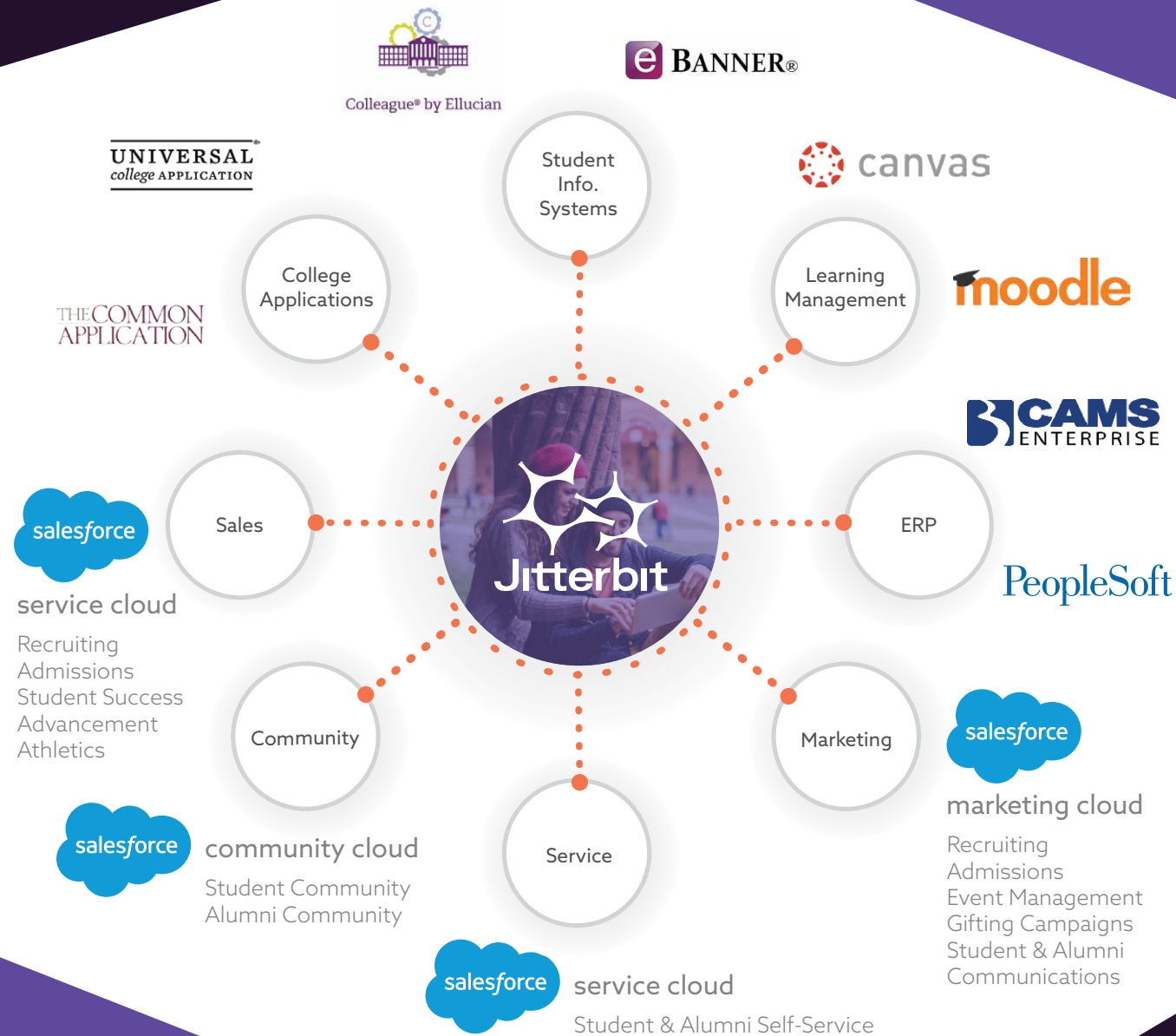
- ✓ Progressive Data Capture
- ✓ Applications
- ✓ Program Enrollment
- ✓ Payment Forms
- ✓ Data-Driven Documents
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Where Institutions are Looking to take the Platform

What are Institutions' top objectives for the upcoming year?

Institutions across North America are looking to do some incredible things in the next twelve months. The top goal for most institutions is to increase their fundraising. Forty-four percent of institutions are currently utilizing online donation pages, 33% use peer-to-peer fundraising and 37% use direct mail campaigns. While 48% employ email marketing campaigns, 55% of those surveyed want to see stronger marketing automation tools implemented at their institution within the next twelve months. Some other ways institutions are looking to engage their students, alumni and friends of the institution over the next twelve months include:

60%
Communities

45%
Text Messaging

40%
Social Media

20%
Chatbots



1. Increase funds raised

2. Better use of analytics and reporting

3. Invest in automated business processes

4. Promote data privacy

5. Incorporate AI into existing technology

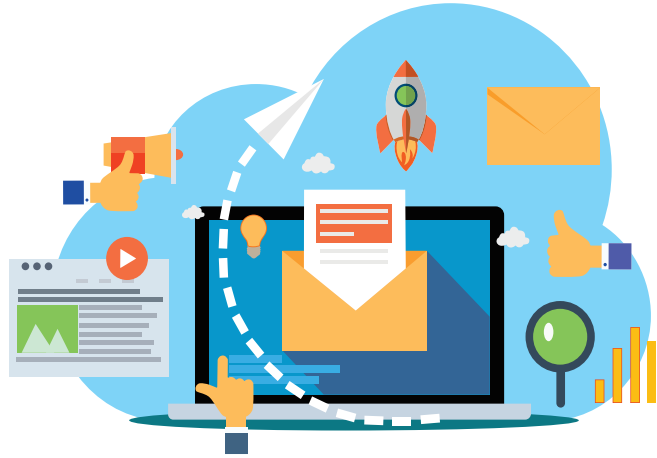
6. Consolidated technology systems

7. Increase number of students recruited

8. Increase percentage of students matriculated



Currently, only 11% of institutions are using tools like blockchain to increase their fundraising. Blockchain is the powerhouse behind cryptocurrency, an internet-based medium of exchange which uses cryptographical functions to conduct financial transactions. Using blockchain allows transparency of financial contribution, ensures authenticity in goods we buy or sell globally, reduces risk and fraud, is fast and, most importantly, it could re-establish or reinforce the trust donors have in institutions.



What gaps currently exist in your technology that you are looking to fill?

- 1. Integration of Salesforce with other business technology
- 2. Consolidated view of student data
- 3. Improved business processes

Thirty-four percent of institutions say they do not currently integrate their Salesforce with their other systems, but another 34% are planning to over the next year. Many institutions are looking to bring in their accounting, human resources student information systems (SIS) or home-grown systems and website information back into Salesforce for a complete picture of their students and donors.

Alumni, Student + Staff Engagement

Throughout the years, one theme we've seen from this survey is that institutions are consistently looking for new and exciting ways to engage their constituents. As such, it is exciting to see that 60% of institutions are looking to expand their Salesforce usage to Community Cloud over the next 12 months and 55% are looking to expand their usage of marketing tools.

Community Cloud:

Opening your data externally gives your institution the ability to interact with donors, students and staff on their timelines (even after hours). Community Cloud can be used to connect students looking to enroll at your institution by answering commonly asked questions. It can also be used to manage contracts with outside vendors or connect students with internships – the possibilities are endless. However, when exposing your external data it is important to make sure your data is clean and secure.

Marketing Tools:

Salesforce has a range of solutions to help meet your needs with Pardot, Marketing Cloud and Social Studio. These tools are designed to work with the information you have in your Sales Cloud for hyper-segmentation, detailed action-based journeys and robust emailing capabilities. With Marketing Cloud, you can even take your constituents on a multi-channel experience including mobile (text messaging), social (via Social Studio), email and more.

TRY IT!
Text MOGLI to 720.513.5553



Supercharge your stakeholder and donor engagement.

**NATIVE APP • UNLIMITED USERS • GLOBAL COVERAGE
U.S. SUPPORTED**

- ✓ 1:1 Text Conversations
- ✓ Bulk Messaging
- ✓ Intelligent Surveys
- ✓ Text-To-Donate
- ✓ WhatsApp

98% OPEN RATE & 45% RESPONSE RATE
TEXT MESSAGES ARE READ WITHIN 5 SECONDS OF RECEIPT
SMS CONTACT FORMS HAVE A 100% GREATER FORM COMPLETION RATE VS. ONLINE FORMS

moglisms.com

SEARCH: **mogli sms**
on the AppExchange®



Measuring Impact

76% say Salesforce makes it easier to do their work.



74% say Salesforce has become more valuable at their institution.



94% say they see potential to innovate on the Salesforce platform.



72% say their management is dedicated to making the most of its Salesforce investments.



Salesforce continues to enhance your Institution's business processes with automation and workflows saving you valuable time. Many manual business processes, such as acknowledgment emails, can now be automated with the power of Salesforce. It also provides greater transparency within your institution, revealing data about your donors, students and staff to your entire institution, empowering every department within your institution with a 360-degree view of your students, donors and staff.

“With their industry expertise, Cloud for Good is always thinking ahead and preparing us not only for our own growth within the platform but also set us up to best optimize all new features and tools released within Education Cloud.”

– Richard Houston
Director of Advancement Services, Gordon College

“Salesforce allows us to ‘maintain a good database.’”

– Barb Richardson
Paramount Schools of Excellence

Specifically, institutions are attributing the following to Salesforce:

16% Grow Fundraising Revenue



37% Successfully engage more students and alumni



22% Increase enrollment rate



45% Communicate more effectively



14% Engage and Strengthen the community



12% Increase faculty productivity



8% Increase student and faculty retention



“Salesforce gives us a ‘centralized data location.’”

– Kate McGroarty
Harvard Medical School



What's Trending

Training and Support to Maximize Your Technology Investments:

Salesforce offers an incredible community, dedicated to helping each other thrive within the platform. Over the past four years, we've seen more institutions and users take advantage of the community and pre-built tools to train and expand admin and users Salesforce knowledge.

Trailhead:

Who said learning isn't fun? Trailhead is a gamified way for users to learn more, get hands-on experience and earn badges. Sixty-eight percent of institution are using Trailhead to train their users. The best news? These activities and quizzes are already built by Salesforce and the community!

Power of Us Hub:

Salesforce believes in community and has developed a place for partners, Salesforce and the community to help one another. Fifty-four percent of users log into the Power of Us Hub (HUB) at least once a week, while 75% log in at least once a month. This is a great place to go to post a question, get Salesforce resources and learn more about events happening in the community.

Community Groups:

Do you prefer more in-person learning opportunities? You can always attend a local community group. These gatherings consist of likeminded, Salesforce users in your area. You'll learn more about Salesforce while connecting with other Salesforce users in your community.

"With Salesforce, we've seen 'improved data quality and access across the organization'"

– Konsela Samarakody

Learning through an Expanded Arts Program

Partnering for a Winning Team:

Using an implementation partner to help you implement or expand your usage of your Salesforce environment can be an incredibly valuable experience. Seventy-six percent of institutions surveyed used an implementation partner and 75% found this a valuable component in their successful implementation. Be selective when looking for a partner who has the skills and experiences to fit your needs. The AppExchange is a great place to visit to find experts with an expertise in both your industry and products. You'll also be able to see reviews from your peers to help aid in your partner selection.

Salesforce partners are also a great way to supplement your admin team. Thirty-one percent of survey respondents DO NOT have a dedicated Salesforce administrator and 26% don't have a roadmap for growth and maintenance of their system. With three releases a year, you want to make sure you stay up to date on all the latest features and enhancements while understanding the impact they have on your org. If you don't have the resources to help manage your Salesforce, many times your implementation partner can help. Cloud for Good, for example, has managed services offerings where we work closely

"We enjoyed working with Cloud for Good both on our initial project and any additional support projects we have needed. They are always a trusted advisor for both Salesforce and the higher education sector and great to work with."

– Wendy Johnson

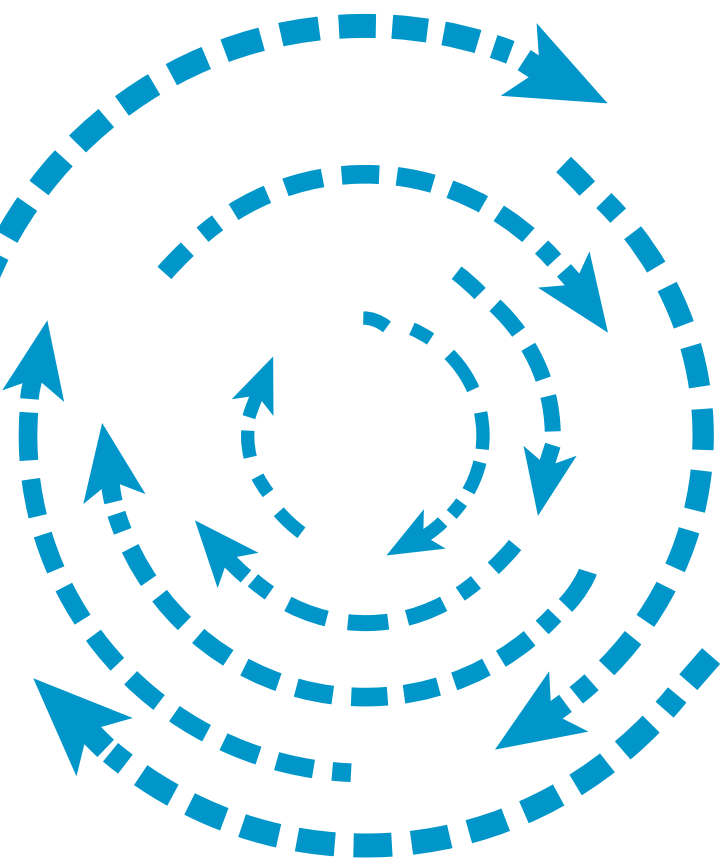
Assistant Director, RCCD Foundation

with our clients and help them manage their Salesforce including new user training, release management and any changes to automation and workflows your institution may need.



Digital Transformation:

As the time spent on the Salesforce platform increases, institutions are looking to completely transform the way in which they operate. Many are doing this by implementing and connecting multiple clouds for a best-in-breed experience. Sixty-six percent of institutions are using more than one cloud and 89% of institutions plan to implement another cloud in the next 12 months. Using a combination of clouds that all connect back to Sales Cloud helps your institution break down data silos that exist across your departments. For example, using Sales Cloud and GEM to better manage your advancement programs paired with Marketing Cloud to see what communications your donors are best responding to can help you make more intelligent asks.



Machine Learning and AI:

While to many, the idea of being able to utilize machine learning or other artificial intelligence tools, such as chatbots, may seem like science fiction, Salesforce is making it easy to realize this future now. Over the past year, Salesforce has invested significant resources in its Einstein products.

Einstein Next Best Action:

Deliver proven recommendations to employees and constituents, right in the apps where they work. Define recommendations, create action strategies, integrate predictive models, display recommendations, and activate automation.



Einstein Bots:

Easily build, train, and deploy custom bots on digital channels that are connected to your CRM data. Enhance business processes, empower your employees, and delight your students and alumni.



Einstein Language:

Understand how students and alumni feel, automatically route inquiries, and streamline your workflows. Build natural language processing into your apps to classify the underlying intent and sentiment in a body of text.



Einstein Vision:

See the entire conversation about your brand on social media and beyond. Use intelligent image recognition in your apps by training deep learning models to recognize your brand, products, and more.



CREATING TRANSFORMATIONAL VALUE WITH SALESFORCE



Our Services



HIGHER EDUCATION IMPLEMENTATIONS



NONPROFIT IMPLEMENTATIONS



DIGITAL SERVICES



DATA MIGRATIONS AND INTEGRATIONS



MANAGED SERVICES

Results Our Customers Love

“Cloud for Good has been an incredible partner with a great customer satisfaction score across our campus as more programs and centers move to Salesforce. They bring the industry and solution knowledge that is needed to make every project a success.”

—Corey Snow
CRM Strategist
Harvard University



“We would have never gotten as far as we did without Cloud for Good’s help. It’s amazing how our consultants have been able to understand our process and help translate them into Salesforce functionality.”

—Suzanne Sopa
Executive Director of Annual Giving
Duke Health Development and Alumni Affairs



Are you ready to create transformational value? Reach out to us today!

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