

## **Data Model and Tooling Overview** <sup>[1]</sup>

November 2, 2023 by [Melanie Jones](#) <sup>[2]</sup>

The variety of campus goals necessitates a robust data model that connects multiple applications and systems.

The core data model to support campus efforts follows the [Salesforce Education Data Model](#) <sup>[3]</sup>, which allows UIS to fully model the data relationships of CU constituents.

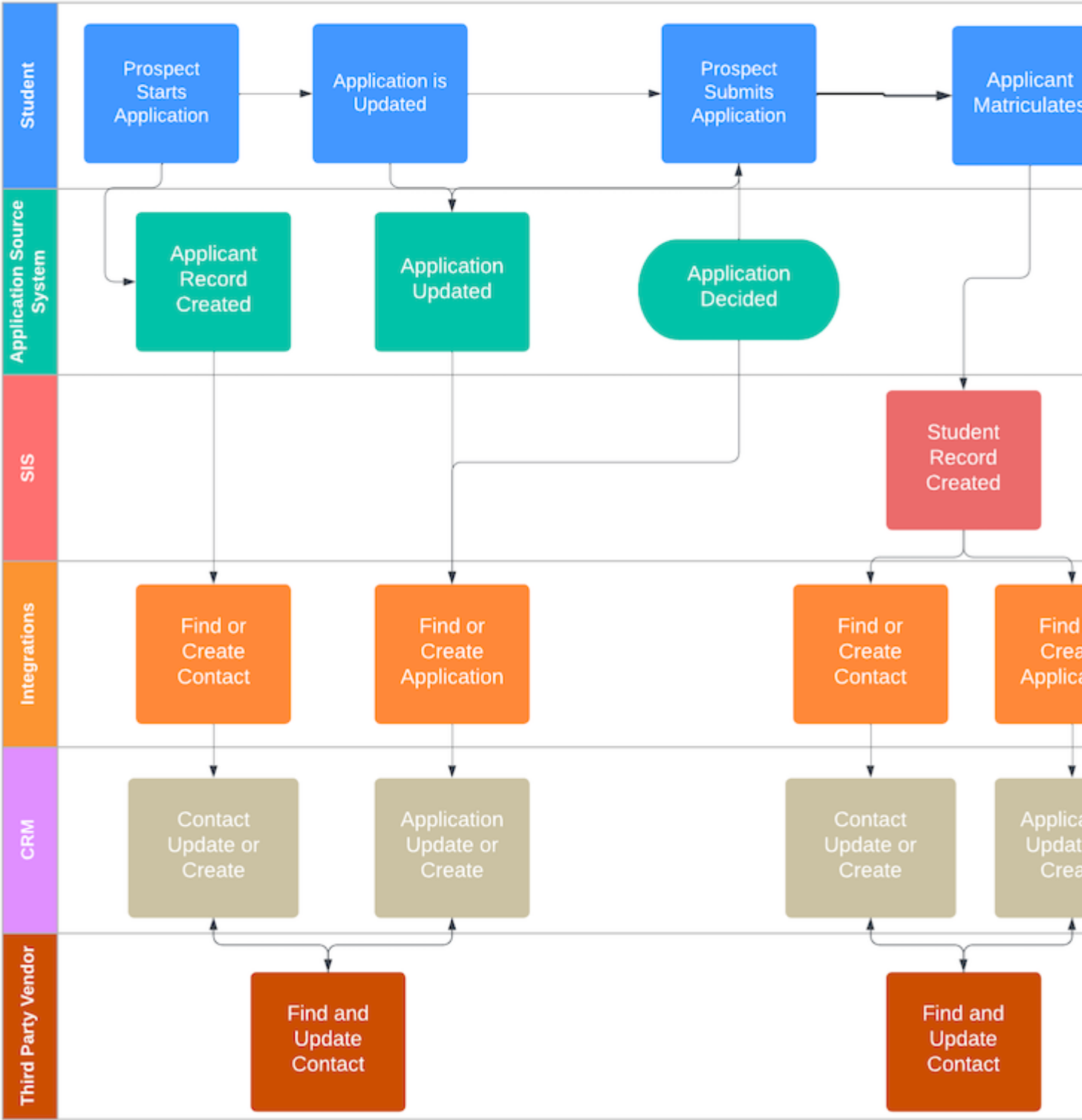
### **Integrations**

UIS has built and supports the following integrations with third-party applications:

- SIS - Application, enrollment and course data
- Slate (Denver) - Campus applications
- Slate (Boulder) - Prospect RFIs and campus applications
- PharmCAS (Anschutz) - Pharmacy applications
- NursingCAS (Anschutz) - Nursing applications
- Collegis - 3rd party call center for lead qualification
- Salesforce Admissions Connect (Colorado Springs) - Campus applications

Integrated Online Services Integrations Process

Messa | November 29, 2023



[4]

Add-Ons

UIS provides a variety of additional Salesforce tools to assist campuses with marketing and recruitment:

- FormAssembly - Forms
- Drupal - Content management system
- five9 - CTI functionality
- Calendly - Calendars and appointment management
- Mogli SMS - Texting capabilities
- Collegis Education - 3rd party lead qualification call center

Your specific implementation may only leverage a subset of these applications. Please submit a help ticket <sup>[5]</sup> if you have further questions.

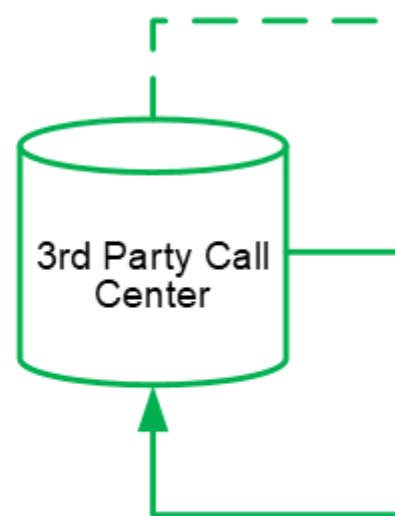
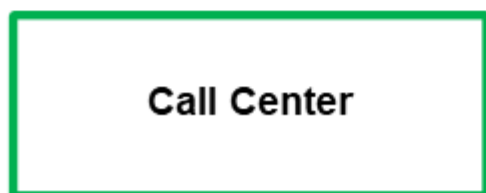
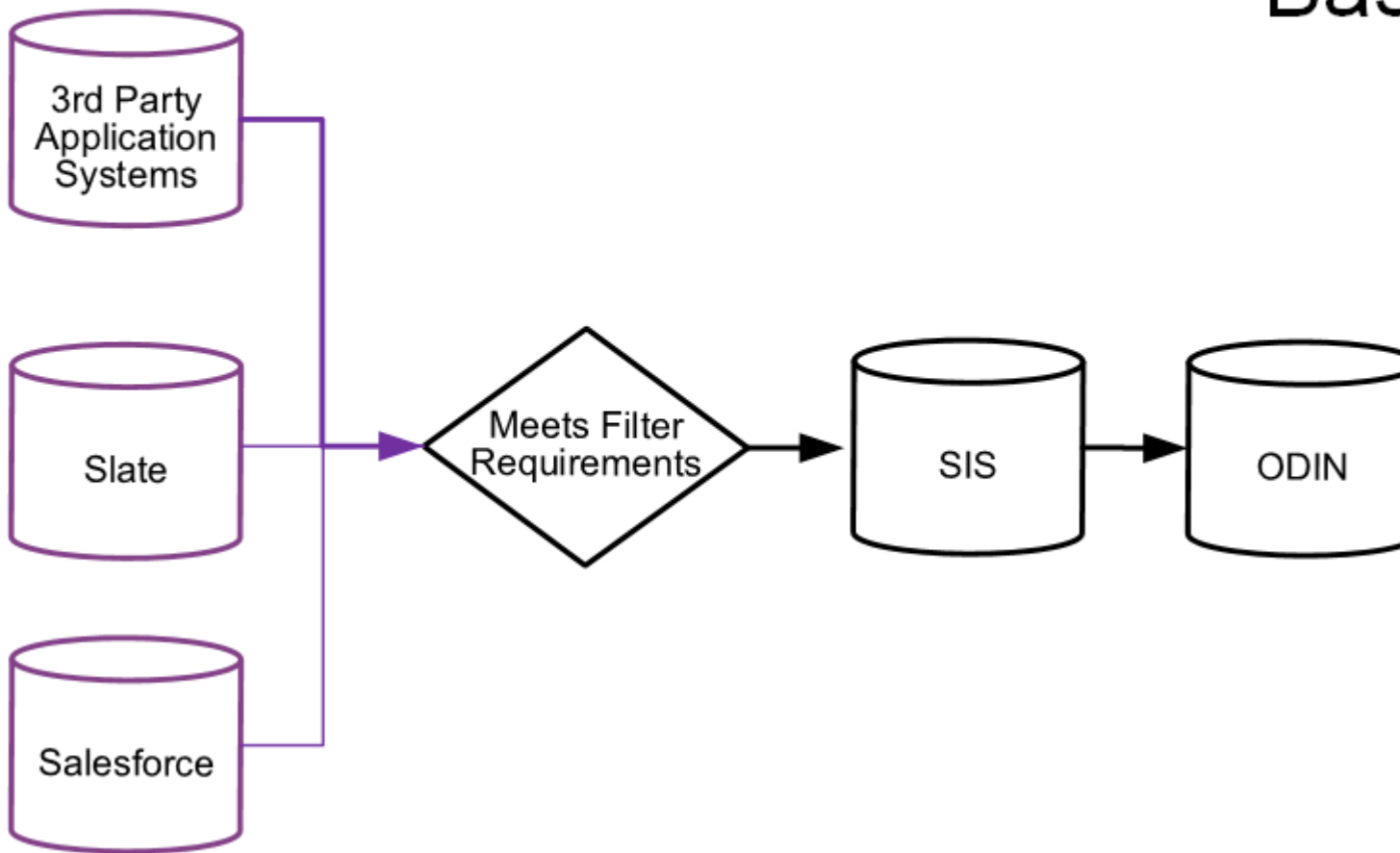
## Data & Flow

Data flows into the IOS Salesforce org through three main buckets.

- **Marketing and Website**
  - All leads from RFI forms, paid and organic advertising
- **Pre-Decision Applications**
  - All in-progress and submitted applications
- **Post-Decision Applications and Enrollments**
  - All Submitted applications with decision information or any active enrollment information.

All information about the lead can be found on the "Contact" object. Any Application and Program Enrollment-related information can be found on the "Application" or "Program Enrollment" objects linked to the Contact.

Bas



Review the detailed data flow. [6]

To learn more about how data is stored and labeled in our Salesforce, click below.

Learn More [7]

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