New admissions tool enhancing recruiting efforts for UCCS

February 18, 2021 by UIS Communications

The University of Colorado was selected to be an early adopter of Salesforce Admissions Connect, with UCCS being the first to receive these functionalities.

This marks the first step in developing a CU-wide constituent relationship management (CRM) solution. Salesforce’s Admissions Connect product helps universities engage applicants and streamline admissions management. Some benefits include:

- Streamlines application review
- Drives applicant engagement
- Provides real-time data and insights

The first of many improvements coming, Admissions Connect enables UCCS to grow and improve admissions tools. UCCS is starting with the initial recruitment and admissions tool and will later use tools such as marketing, communications, and more.

UIS is playing a significant role with integrations for Salesforce to CU-SIS for student data; Identity and Access Management for single sign-on; OnBase for student documents like transcripts, applications, recommendation; and Quality Assurance for testing and build requirements.

“Enhancing our current enrollment efforts in support of our academic mission requires the best technology. We’re excited to partner with Salesforce.org to build engagement opportunities for our future students and families, which will more seamlessly support students from initial interest and enrollment to graduation,” said Mathew Cox, senior executive director of Enrollment Management at UCCS.

Admissions Connect is part of a release planned for the summer of 2021 with UCCS that will also include recruiting processes leveraging Salesforce’s Education Data Architecture (EDA). The CRM program is part of the broader Transformation & Innovation Program (TIP) launched last year.

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