Recruiting & Admissions Project

UCCS has been selected as part of early adopter cohort one to participate in an early adopter program with Salesforce leveraging their Admissions Connect solution for recruiting and admissions. The engagement will begin in November 2020. This is an amazing opportunity for CU to be included in exciting and innovative work that Salesforce is doing in the Higher Education industry to ensure the full constituent lifecycle can be managed on one platform.

The Office of Digital Education will also participate in early adopter cohort two starting in 2021 as CU aims to grow its online presence and enrollments.

The project will include analyzing our current process for recruiting and admissions across CU; although only UCCS will pilot the functionality in 2021, all other campuses will be involved in understanding CU’s holistic requirements for recruiting and admissions. Further deployment scheduling will occur over time as we assess each campus’ unique needs.

Project definition artifacts are underway to formalize the budget, scope, timeline, and resources needed.

Advancement NextGen Project (related project outside of TIP)

The Advancement Next Gen project started in 2018 and will replace the Ellucian Advance tool that is currently in place with Salesforce for donor and campaign management. While not part
of the Transformation & Innovation Program, Advancement NextGen resources are working closely with the TIP team. More information about the Advancement NextGen project can be found on the NextGen website [2].

Student Success Project

- CU recognizes the importance of supporting students in their journeys at CU from the day they enroll to when they proudly receive their diplomas. Work to define the strategy, scope, and roadmap for Student Success will commence soon. Similar to the recruiting and admissions work, we expect to analyze our current state processes for Student Success across CU in order to fully understand the requirements that the CRM platform will need to support. From there, phased deployments will be planned.

Groups audience:
CU CRM

Source URL: https://www.cu.edu/crm/projects/projects-underway

Links
[2] https://cu0.sharepoint.com/sites/NextGen