

## Tips & Tricks | The Transformational Journey to Campus-Wide CRM <sup>[1]</sup>

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Disruption in higher education has created an **imperative to adopt campus-wide CRM strategies** to support engagement across the entire student lifecycle. While the adoption of CRM solutions has proliferated particularly around recruitment and development, cross department-led / campus-wide initiatives have been slower. Institutions that have persisted nevertheless are delivering phenomenal results in their early initiatives.

In [this webinar recording](#) <sup>[3]</sup>, you will learn:

- How Georgetown University, University of Wisconsin Extension, and University of Miami **adopted and transformed their institutions** with campus-wide CRM
- How to seek out the right solution providers and partners to ensure a profound impact on improving student engagement
- Why the **success of campus-wide CRM rests on both the technology and a broad range of stakeholders**, including faculty, staff, administrators, and alumni
- Why campus-wide CRM delivers long-term value for institutions of all sizes

You can watch the full webinar recording [here](#) <sup>[3]</sup>. Additionally, the slide deck is attached below.



[The Transformational Journey to Campus-Wide CRM - Slide Deck](#) <sup>[4]</sup>

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