

Projects ^[1]

The CRM team is currently supporting multiple projects that span CU's four campuses. A brief summary of current projects and activities is included below. Don't see your project below or looking for assistance getting started? We're ready to learn more about your CRM and digital engagement needs and how we can help. Inquiries are welcome; please [reach out](#) ^[2].

- [Ongoing](#)

Multi-Campus

CU eComm

Founded in 2016, CU's eComm program offers electronic communication and event management tools to roughly 250 multi-campus users. eComm's Salesforce org contains over 1.5 million contacts sourced from Campus Solutions, HCM, and Advance. Each contact record contains over 500 unique data points that allow for audience segmentation and targeting including enrollment and education data, employment information, and standard bio/demo data. eComm's data is linked with Marketing Cloud for email-based outreach and management of email preferences from CAN-SPAM compliance to unit-specific categories. Event management is conducted via Cvent and generated over \$2.25 million in revenue in 2021. The team is currently working to rollout multiple enhancements based on the shared campus roadmap, including but not limited to journeys and automations, dynamic content based on synchronized data, and alternative options for users with varying levels of expertise.

[eCOMM WEBSITE](#) ^[3]

[eCOMM RESOURCES](#) ^[4]

CU Online / Integrated Online Services (IOS)

The CU Online / IOS Salesforce implementation provides full pipeline visibility and processes from inquiry to enrollment. Focused primarily on CU Online programs, IOS allows recruiters and marketers to assess the effectiveness of lead generation and to develop engagement strategies that enable success. The CRM team is currently responsible for managing the technical implementation, developing drip campaigns for marketing engagement, supporting the CU Online website, and producing brand content and creative. Programmatic marketing efforts reside on the campuses.

[CU ONLINE WEBSITE](#) ^[5] [CU ONLINE RESOURCES](#) ^[6]

Anschutz

School of Pharmacy

The CU Anschutz Skaggs School of Pharmacy is in the process of migrating its recruitment efforts from the eComm Salesforce implementation to the Integrated Online Services (IOS) org. This migration will enable the School of Pharmacy to engage more effectively with leads and prospects from the point of inquiry to enrollment. The UIS CRM team is supporting the technical build and marketing infrastructure, in addition to copywriting, web, and graphic design services.

Colorado Springs

Admissions Connect

UCCS implemented Salesforce Admissions Connect in Fall of 2021 to replace the legacy system, FireEngineRed. Since launch, the campus has seen growing success with admissions operations, as CRM provides a tighter relationship between lead generation, prospect nurturing, admissions and enrollment. UCCS is excited to be transitioning out of a successful fall recruiting cycle, which saw large improvements in application processing efficiency. UIS is currently working to replace the entire application form for Graduate and Undergraduate applicants, leveraging a tool called OmniStudio to improve reliability, data quality and applicant experience. Likewise, UIS is hoping to implement additional Service Indicator functionality to Salesforce, which will reduce the need for staff to work within both SIS and Salesforce, while providing additional opportunities for reporting and communication automation to constituents. Our Digital Engagement team is currently building out a variety of drip campaigns to help guide prospective students along the path to enrolling at UCCS.

ADMISSIONS CONNECT RESOURCES ^[7]

Student Support Network

Originally started in Fall/Winter 2021, the Student Support Network represents the implementation of Salesforce Student Success Hub to support student success and student services throughout the UCCS campus. A strategic change in direction delayed the relaunch of this project until June 2022, but UIS has completed most of the technical build for UCCS Success Network. The solution will help academic advisors, faculty and students connect more effectively – improving communication, orientation, early alerts, and ultimately improve student retention. The technical teams are currently testing and polishing integration items, by identifying missing or inaccurate data related to the students. Additionally, the CRM Administrators are working to finalize the calendar scheduling components and functionality related to progress reports. UCCS users are expected to have access to the tool to begin light testing within the coming weeks.

SUPPORT NETWORK RESOURCES [8]

System

Procurement Service Center (PSC)

The Procurement Service Center (PSC) implemented Salesforce in June 2022 to support their ticketing services. A high volume system office, the PSC serves all the procurement and supplier needs of the entire CU system. Salesforce allows staff to get out of managing thousands of weekly tickets via email, and instead use Salesforce Service Cloud to more efficiently process incoming tickets, including a self-help knowledge base, and efficient email-to-case processing. The PSC has kicked off work to implement a CTI tool over the coming months. CTI stands for computer telephony integrations, and it will allow the PSC to take phone calls that directly integrate with CRM, so that staff doesn't not have to manually search for contacts, log activities, or leave Salesforce to answer calls.

PSC RESOURCES [8]

Groups audience:

CU CRM

Source URL:<https://www.cu.edu/crm/current-state/projects>

Links

[1] <https://www.cu.edu/crm/current-state/projects> [2] <https://www.cu.edu/crm/forms/crm-help-ticket>

[3] <https://www.cu.edu/ecommerce> [4] <https://www.cu.edu/blog/ecommerce-wiki/need-help-start-here>

[5] <https://online.cu.edu/> [6] <https://www.cu.edu/blog/system-cuonline/need-cu-online-help-start-here>

[7] <https://www.cu.edu/blog/uccs-ar/training> [8] <https://www.cu.edu/>