



Community and Technical Colleges

Community and Technical Colleges are Trailblazers. They serve as the cornerstones of communities across the country, providing equitable access to education and pathways to lifelong learning. With Salesforce.org's Education Cloud, Two-Year Institutions can personalize experiences at scale with one, integrated platform for the entire constituent lifecycle.

Take a look at how Education Cloud can drive learner success from Enrollment Management and Student Retention to Donor Engagement and Workforce Development. Engage, communicate, and be proactive at every stage of interaction.



Enrollment Management

Education Cloud for Enrollment Management enables Community and Technical Colleges to attract and engage learners from initial inquiry to enrollment. Build brand awareness with prospective learners, perform targeted marketing campaigns, boost admissions team productivity, and streamline tasks from interest to course selection.

"Salesforce has broadened our thinking and allowed us to find small solutions to keep up with the curve—and help move applicant perception from second-choice school to first-choice contender."

— Quinten Eyman, Admissions Coordinator, Santa Fe College



Saw a **28% increase in enrollment conversion** within the first six months of using Education Cloud.



Attained a **250% increase in engagement, 60% rise in digital inquiries, and a 75% increase in campus tour requests** in the first three years of using Education Cloud. Admissions applications also jumped by 15% and enrollment increased by 4%.



Converted **8% more applicants to enrolled students** through an SMS/text retargeting campaign on stalled student applications.

Learner Experience

Education Cloud for the Learner Experience empowers Institutions to provide frictionless service, cultivate a strong learner community, and create a unified advising experience. Understand what's working and what's not to improve satisfaction and retention, identify at-risk learners, and proactively be one step ahead of learner needs.

“Within the first couple of weeks of implementation of Advisor Link, we received an email from an academic coach who generally doesn't like technological changes telling us how much she appreciated Advisor Link and how it made her job so much easier. We took that as an early sign of success.”

— Lidia Martinez, Associate Director of CNM Connect Services,
Central New Mexico Community College



Scheduled **21,000 advising appointments** in a 15-week period after going live with Advisor Link.



Created a unique early-alert system for at-risk learners; retention advisors have **processed over 4,500 advising cases** in Education Cloud.



Deliver unified advising for **more than 31,000 students** each year across three colleges with Advisor Link.



Workforce Development and Donor Engagement

Education Cloud for Workforce Development and Donor Engagement helps Two-Year Colleges manage corporate partners, donor outreach, and workforce development analytics in one place. With real-time metrics and dashboards, your staff will be able to measure campaign effectiveness, match corporate partners with job-seeking students, and ultimately transform individual engagements into lasting relationships.



Manage over **500 corporate partners** in Education Cloud to help match learners to internship opportunities; track internship requests, postings, and agreements while also analyzing key metrics and maintaining consistent communications with corporate partners.



Monitor learner profiles and corporate partners in Education Cloud. Each learner profile includes robust data on the learner journey, enabling Ivy Tech to analyze progress while at the Community College and determine career outcomes after graduation.

Marketing and Communications

Education Cloud for Marketing and Communications streamlines outreach with 1:1 journeys that connect learners with the right information at the right time. Easily customize communications for multiple audiences, embed actionable surveys into tailored emails, and deliver key messages on any channel or device.

“We achieved visibility we previously had only dreamed of. For example, we now know which digital platforms give us the best return on investment for each of our target audiences, and we are able to identify where students get stuck in our nurture—and quickly fix it.”

— Toni Angelo, Director of Marketing, Northern Virginia Community College



Improved the open rate of marketing emails by **5-10% more** than NOVA’s historical average and click-through rates for prospective students rose to 18% above the industry average, leading to an enrollment increase.



Used Marketing Cloud to create and automate personalized journeys to prospective students, leading to a **40% increase in enrollment**.

Reporting and Analytics

Education Cloud for Reporting and Analytics makes it easy to track pertinent data for campus leadership and specific departments across a Community or Technical College. With tools like Tableau, Einstein, and Mulesoft, staff can capture real-time data throughout the learner lifecycle and take action on insights all in Education Cloud, saving time and creating more opportunities to proactively support learners when they need it most.

“Tableau armed us with actionable data. We are now under a handful of manual reports a year! One person on our staff says it has easily saved 10 hours a month; we equate that to about \$10,000-15,000 a year flowing back to that department.”

— Jonathan Lasley, EVP of Business Intelligence, Texas State Technical College



Saves **10 hours a month and roughly \$10-15K a year** using Tableau to leverage actionable data across the college.



Creating a **data-centric culture across 40+ locations** by connecting learner data systems through Mulesoft, and capturing learner insights and predictions with Tableau.

Salesforce.org is a social impact center of Salesforce focused on partnering with the global community of changemakers. We provide access to powerful technology, community partnerships, and impactful investments that empower changemakers to build a better world. As a social enterprise business unit dedicated to creating solutions for nonprofit, educational, and philanthropic organizations, we innovate on top of the world’s #1 CRM, channeling the philanthropic power of our employees, customers and partners to join our global movement for good. Visit www.salesforce.org for more.