Dear College Community,

We're back with another update on the Customer Relationship Management (CRM) tool currently being implemented across the district. Here's a high-level breakdown of some key informational points this month:

BASICS of the CRM

The CRM will be used by staff and faculty to engage students by providing continuous support and communication during their entire lifecycle as a student, from the time of first inquiring with the college, through matriculation, enrollment, graduation, transfer and becoming alumni. This continuous support will help us to build and maintain relationships with students making their progression through the institution easier and more efficient. The CRM is known as a system of ENGAGEMENT.

Banner, which will continue to be in place, is our system of RECORD in which transactional events such as the recording of registration, grades and payments will be made, and by which official reports such as those sent to the State Chancellor's Office through the MIS process will continue to occur.

The intent in bringing on a CRM system is to enhance the way we interact with our students, utilizing as much information as possible in order to provide much more individualized support in completing their higher education goals. The CRM will integrate a number of systems we currently use including Banner, Canvas, Degree Works, Accudemia, etc. to provide a more comprehensive look at student data.

MATRICULATION RETREATS

All three colleges conducted Matriculation Retreats during the first few weeks of June in which groups of faculty and staff mapped out the Matriculation Steps students need to complete in order to get registered for their first semester of classes.
   a. College teams created process maps and points of engagement which will result in students being nudged closer to completing the steps needed to get registered.
   b. The groups will create and continue to revise the messages associated with these engagement points throughout the next few months.
   c. These will be programmed into the CRM so that messages can be sent automatically to students encouraging them to complete their next steps, and assigned staff members can follow up with students who do not complete the requirements within defined timeframes.

d. As a result of this work around the CRM, we will see an increase in the number of students who first applied to the college, complete the matriculation steps and enroll in their first semester at the college.
e. Currently, our 5 year average conversion rate from students who applied and ended up registering in their first semester is about 52% across the district.

CCCApply and META MAJORS

Starting in July, students applying to Skyline College through CCCApply, will be able to choose a Meta Major and then an associated Program of Study as part of applying to the college. This will allow for Success Teams to be built in the CRM around Meta Majors and to create customized messaging and support for these students. As CSM and Cañada College develop their Meta Majors as part of the Guided Pathways initiative, CCCApply will be programmed accordingly to allow for a similar experience for these students.

As we move forward with the CRM implementation, we will continue to provide informational updates about the process. If you have any questions about the CRM, the implementation, or specific solutions or vendors, please direct your questions to your College Contact.