

The logo consists of a vertical orange bar on the left and a grey circle on the right.

UNIVERSITY OF THE PACIFIC

# Maximizing marketing efforts through CRM utilization for graduate programs



# University of the Pacific at a glance

- California's first chartered institution of higher education, founded in 1851
- Private, three city university : Stockton, San Francisco and Sacramento
- Total enrollment (2017): 6,423
  - 3,631 undergraduate
  - 1,156 graduate
  - 1,636 first professional
- 80+ undergraduate majors, 30+ graduate programs, 3 first-professional programs



A photograph of the University of the Pacific tower, a tall white Gothic-style structure with a large stained-glass window, surrounded by lush green trees under a clear blue sky.

## Graduate School at University of the Pacific

- Admission Processing & Operations
- Recruitment
- Marketing (in partnership with central Marketing & Communications)
- Student Services
- Graduate Assistant Funding
- Graduate Policy



# Marketing Considerations



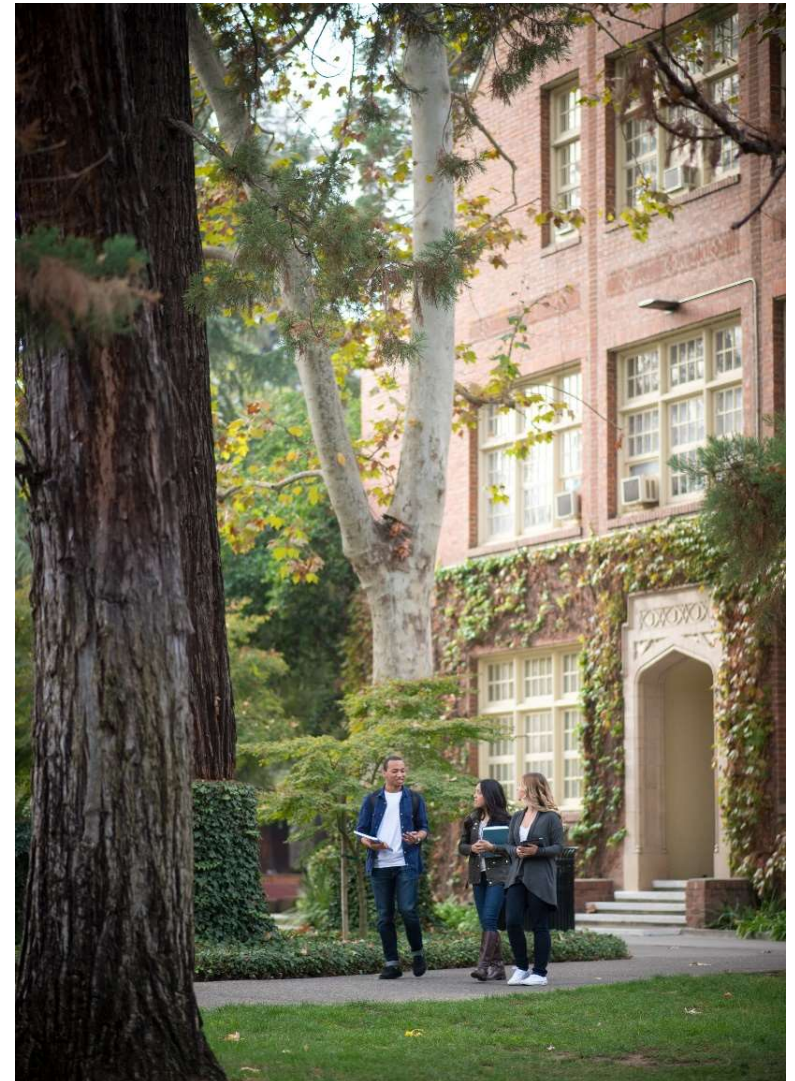
## Questions to consider when developing a marketing budget:

- Has market research been conducted?
- What is the competitive landscape?
- What is the program format (in-seat vs online)?
- Is this a regional or national audience?
- What are your enrollment targets?
- What is your projected gross revenue?



## What to consider when developing your marketing approach:

- Internal Expertise/Resources
- Target Audience
  - Region (targeted geo-fencing opportunities?)
  - Age
  - Academic/Professional Background
- Program differentiators
- Program outcomes
- Potential pipelines



In-House Marketing Pro/Con		Agency Marketing Pro/Con	
Cost effective	Time consuming/constant monitoring required	Marketing (specifically defined digital area) expertise	High cost
Complete control over creative messaging	Dedicated marketing team required for best results	Competitive Bidding	Translating the values and brand
Understanding of institutional brand and values		Continuous monitoring and adjustments	Build-out time (6-10 weeks)
Quick to market		Affiliate marketing relationships	
		Digital marketing technology	

What marketing ‘wins’ have you had at your institution?





Who has a Customer Relationship Management system (CRM)?



# What is a CRM?



# Graduate Enrollment Management Pacific's Graduate School CRM Utilization



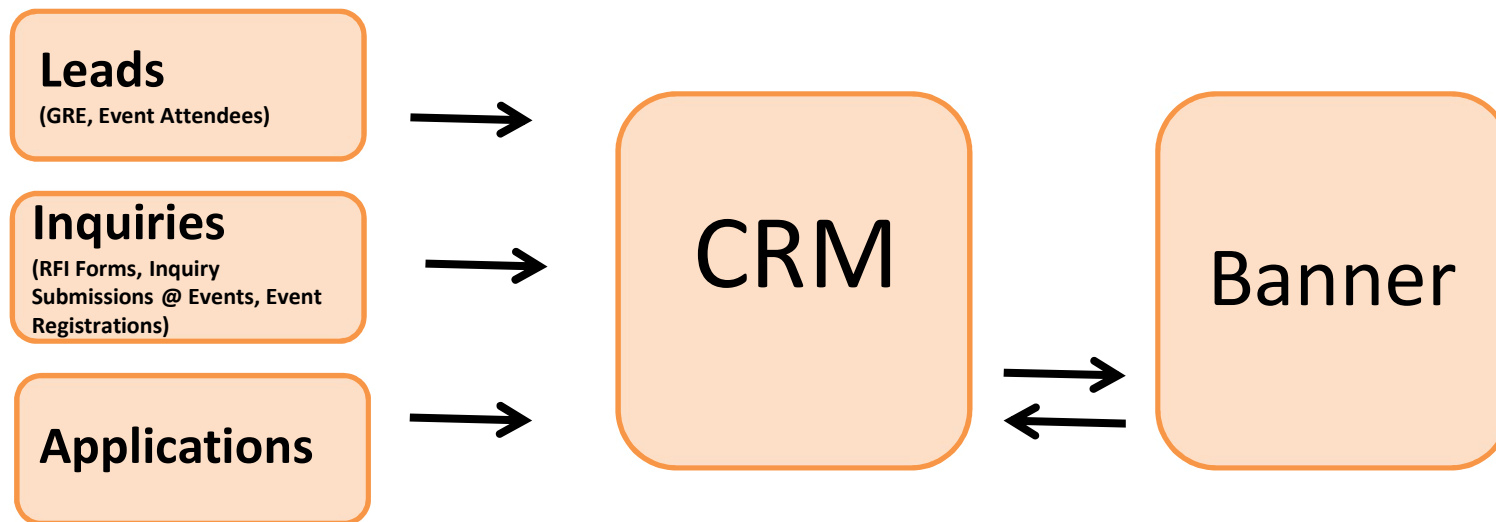




# University of the Pacific's CRM

- Salesforce with TargetX platform CRM team with Graduate School Operations Lead & Marketing Lead
- Graduate School utilizes the CRM for:
  - Data Storage & Funnel Tracking
  - Event Management
  - Messaging/Email Campaigns
  - Reporting
  - Data Visualization & Analysis

# Pacific's Data Funnel





# Data Capture

- Contact information
- Intended majors, degrees, terms
- Biographical information
- Interest level
- **Source type**
- Emails received- mass and personal
- Events registered/attended
- Full application including enrollment history, recommendations, test scores, etc.
- Phone calls, in-person meetings, notes
- Build out custom fields







# Marketing Graduate Programs at University of the Pacific



UNIVERSITY OF THE  
**PACIFIC**  
SACRAMENTO

More career opportunities  
than microbrews during  
beer week.

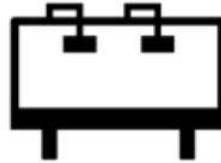
[info.pacific.edu](http://info.pacific.edu)

UNIVERSITY OF THE  
**PACIFIC**



### Digital

- Social Media ads
- Search ads
- Display ads
- Facebook quiz



### Traditional

- Billboards
- SMF airport banners
- Print ads



### Community Activation

- Sacramento Pride
- Farm to Fork Festival
- Midtown Farmers Market
- Chalk It Up! Festival

UNIVERSITY OF THE  
**PACIFIC** IN  
 SACRAMENTO

University of the Pacific has a long and proud history in Sacramento, with its McGeorge School of Law being founded here in 1924. With the addition of academic programs in Data Science, Degree Completion, Educational Leadership, Health Care, Law and Public Policy, Pacific's Sacramento Campus provides you both the schedule flexibility and personal attention to achieve your goals in the industries growing in our region.



**Request More Information**

Name and Contact Information

First Name \*

Middle Name

Last Name \*

Email \*

Phone Type Please select...

Phone

Anticipated Program Information

Program/Degree of Interest \* Please select...

Anticipated Start Time

Term \* Please select...

Year \* Please select...



Inquiry **1-1359** + Follow New Note Delete Change Record Type

**New Inquiry** Awaiting Initial Response Cold Lead Initial Contact Unsure/Noncommittal Engaged Converted Mark Inquiry Stage as Complete

**Details** Chatter Related

**Information**

Inquiry Number	1-1359	Degree	MA
Contact	Grad Pitt	Major	Public Administration
Inquiry Email	gpitt@sharkslasers.com	Inquiry Term and Year	Law Spring 2017
Year	2017	Campus	Sacramento
Term	Law Spring	Concentration	Health Policy, Finance and Management
Level	Graduate (GR)	Non Pacific Anticipated Major	
Student Type	Graduate (G)	Inquiry Stage	New Inquiry
Highest Education Level		Comments	Grad is very interested and will be awarded his BA 05/01/2017
Send Inquiry E-mail	<input type="checkbox"/>		

**System Information**

**Notes (0)**

New Task Log a Call

Create a task... Add

Filters: All time - All activities - All types Refresh Expand All

**Next Steps** More Steps

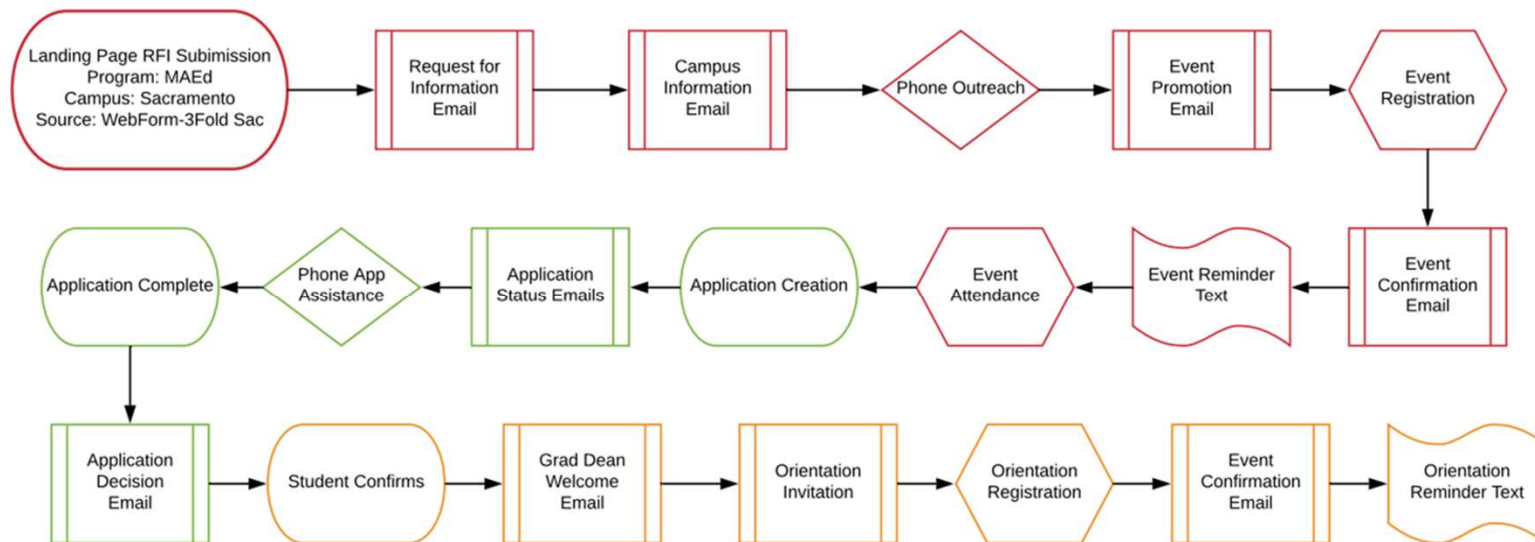
No next steps. To get things moving, add a task or set up a meeting.

**Past Activities**

- Call Nov 6
  - Keith DeVaux logged a call with Grad Pitt
- Follow Up with Grad Pitt Nov 6, 2017
  - Keith DeVaux had a Task with Grad Pitt

Load More Past Activities

# Creation of a customized CRM journey assists student move through the enrollment funnel





UNIVERSITY OF THE PACIFIC  
Berend School of Education



## THANK YOU for your interest

### MAEd, Educational Entrepreneurship

Dear {Contact.FirstName},

Thanks for your interest in our MA in Education with a concentration in Educational Entrepreneurship. We have created a distinct program with a very different kind of graduate academic experience.

**This graduate degree is designed for:**

- Educators who want to become entrepreneurial
- Entrepreneurs who want to impact education
- Social entrepreneurs who want to change the world

**The program is one of the first degrees of its kind. We are looking for change-makers ready to create real impact.**

[Factsheet](#) [Website](#)

Our program is built for working professionals and our students experience the best of both online and in-person learning. We offer weekly online class sessions and a monthly in-person residency experience at the Sacramento Campus. This flexible hybrid delivery allows students to develop meaningful relationships and earn a degree while balancing personal and professional commitments.

I look forward to talking with you as you move forward in considering our program. Please feel free to contact me at [btaylor@pacific.edu](mailto:btaylor@pacific.edu) or 916.325.4627. I'm happy to answer any questions you have about joining our community here at Pacific.


Thanks again for your interest in Pacific.

Brett Taylor, Ed.D.  
Program Lead, Educational and Social Entrepreneurship  
Assistant Professor  
Berend School of Education in Sacramento

Contact Us  
Berend in Sacramento  
[berendbar@pacific.edu](mailto:berendbar@pacific.edu)  
916.340.6155

*Trigger Email*

UNIVERSITY OF THE PACIFIC



## Design Studio

Hands-on design workshop

UNIVERSITY OF THE PACIFIC  
Berend School of Education

### You're invited to our Design Studio

Thursday, November 8th  
6:00pm - 7:30pm  
Sacramento Campus - Rotunda, Campus and Law Library

[Register](#)

#### Learn about becoming a leader who inspires and innovates

Join us for a hands-on, experiential session to learn how to apply Design Thinking to a real world challenge. This method is used as one of the foundational tools for our three graduate programs in Sacramento:

- MA, Educational Entrepreneurship
- MA, Organizational Learning and Effectiveness
- EdD, Educational and Organizational Leadership

Make an immediate impact to your career by fostering innovation through learning, leadership, and change.

**In this workshop, you will learn about human-centered design through active participation with a small team of professionals from various sectors.**

You will also have an opportunity to ask questions to program faculty, staff, and students. We look forward to helping you transform your career and becoming part of our innovative learning community.

Berend School of Education in Sacramento  
University of the Pacific

Contact Us  
[berendbar@pacific.edu](mailto:berendbar@pacific.edu)  
916.340.6155

*Broadcast Email*

How can I help? - Message (HTML)

File Message Insert Options Format Text Review Tell me what you want to do...

Calibri 11 A+ A- [Rich Text Icons]

To: [Olivia.Nash\\_cortelle@gmail.com](mailto:Olivia.Nash_cortelle@gmail.com)

Cc:

Subject: How can I help?

Hi Olivia-

Great seeing you last night at our Design Studio. I see you started an application. Please let me know if you need me to walk through the application with you or if you have any questions about where or how to submit your transcripts.

Looking forward to working with you!

Best,

Olivia Nash  
Assistant Dean  
UNIVERSITY OF THE PACIFIC | Graduate School  
3200 Fifth Avenue | Sacramento, CA 95817  
Tel 916.739.7271 | Email [osnash@pacific.edu](mailto:osnash@pacific.edu) | [Web](#)

*Email saved to contact record*

salesforce

After you send this email, we'll relate it to [testolivia.testnash](#)

testolivia.testnash  
University of California...  
[cortelle@gmail.com](mailto:cortelle@gmail.com)  
P: 2097436039  
[View Contact in Salesforce](#)

Open Activities

Activity History

- Email: Requested Information: Mas  
Email Added October 23, 2019
- Email: Requested Information: Sac  
Email Added April 7, 2019
- Email: Requested Information: Mas  
Email Added March 21, 2019
- Email: Requested Information: Mas  
Email Added March 21, 2019

[View All Activity History](#)



UNIVERSITY OF THE PACIFIC  
Berend School of Education

## Office of Graduate Admission

### Thank you for submitting your application

Dear {Contact.FirstName},

Thank you for applying to University of the Pacific!

Once we verify we have received all necessary documents, our office will notify you when your application is complete and ready for review. Prompt submission will ensure that your application and financial aid eligibility are reviewed in a timely manner.

Please feel free to reach out if you have any questions.

Sincerely,

Office of Graduate Admission  
University of the Pacific  
Graduate School

Contact Us  
Graduate Admission  
[gradadmission@pacific.edu](mailto:gradadmission@pacific.edu)  
209.946.5925

*Trigger Email*

# Electronic Communication Plan- Email Triggers

ELECTRONIC COMMUNICATIONS FLOW: GRADUATE					
Email Name	Theme	Content Type	Content Title	Audience	Trigger
<b>Programmatic auto response</b>	<i>Request of information</i>	Email	E-Com: <program> 1	Inquiry	Inquiry form completed
<b>Grad Admission auto reponse</b>	<i>Drive to apply</i>	Email	E-Com 2	Inquiry	Inquiry form completed
<b>Submit app reminder</b>	<i>Drive to submit app</i>	Email	E-Com 3	In-Progress Applicant	Application started
<b>Supplimental items reminder</b>	<i>Drive to complete app</i>	Email	E-Com 4	Submitted Applicant	Application submitted
<b>App complete email</b>	<i>App notification</i>	Email	E-Com 5	Complete Applicant	Application complete
<b>App Decision</b>	<i>Decision notification</i>	Email	Graduate Admission Decision	Applicants with a decision	Decision processed- maual
<b>Confirmation reminder</b>	<i>Confirm enrollment</i>	Email	E-Com 7	Accepted applicants	Accepted but not confimed after 3 weeks
<b>Grad Studies Dean email</b>	<i>Welcome to Pacific</i>	Email	E-Com 8	Confirmed applicants	At time of confirmation

**SACRAMENTO  
OPEN HOUSE**

**ONLY 2  
DAYS LEFT  
TO REGISTER**



Register

Don't miss out! Join us at the  
**Sacramento Open House**

Wednesday, November 1st  
4:30pm-7:00pm  
Grand Salon

Register

**An inside look at our campus and graduate programs**

We invite you to take advantage of this opportunity to meet with program faculty and staff, and the graduate admission team. We will have representation from the following programs:

- Data Science
- Education
- Law
- Public Administration
- Public Policy
- Physician Assistant
- Degree Completion Program

**Those in attendance will get a chance to win a Pacific swag bag**

Join us for an evening of socializing, appetizers and drinks. Experience our campus through student-led tours and gain insight about graduate financial aid.

We look forward to meeting you!

University of the Pacific  
Graduate School

Contact Us  
Graduate Admission  
gradinfo@upacific.edu  
916.799.7281



# Broadcast Email Campaigns

▼ Campaign Email Intelligence Report

Number Sent	3406	
Bounced Back	12	0.4%
Received	3394	99.6%
Viewed HTML	678	19.9%
Opt Out	12	0.4%
Interacted	358	10.5%
<a href="http://www.pacific.edu">http://www.pacific.edu</a>	8	0.2%
<a href="https://forms.oodleupis.com/css?family=Open+Sans">https://forms.oodleupis.com/css?family=Open+Sans</a>	340	10.0%
<a href="https://pacific.secure.force.com/events/targetx_ev">https://pacific.secure.force.com/events/targetx_ev</a>	27	0.8%
<a href="https://www.facebook.com/universityofthepacific">https://www.facebook.com/universityofthepacific</a>	1	0.0%
<a href="https://www.instagram.com/universityofthepacific">https://www.instagram.com/universityofthepacific</a>	3	0.1%
Did Not Interact	3048	89.5%

Created By [Myrna Barrera-Torres](#), 10/24/2017 9:51 AM

Last Modified By [TargetX Integration](#), 11/27/2017 11:08 PM

Custom Links

- [View All Campaign Members](#)
- [View Campaign Influence Report](#)

▼ Other Information

original_recipient_count	3,306	# Viewed_HTML	877
# Sent	3,387	# Interacted	456
# Bounced	12	# Opted Out	12
# Forward to Friend By		# Received	3,375
# Forward to friend To		IncludeF2Link	<input type="checkbox"/>
max_email		includeProfileUpdateLink	<input type="checkbox"/>
FromEmail	<a href="mailto:gradinfo@pacific.edu">gradinfo@pacific.edu</a>	includeTrackableURL	<input checked="" type="checkbox"/>
From Owner Email	<input type="checkbox"/>	Query	
FromVanity	University of the Pacific Graduate School	query_category	1
Recipients Receive Once	<input type="checkbox"/>	query_type	R
ReplyEmail	<a href="mailto:gradinfo@pacific.edu">gradinfo@pacific.edu</a>	reply Owner Email	<input type="checkbox"/>
ReplyVanity	University of the Pacific Graduate School	reportID	00031000006XPT
EmailTemplate	00X5A000001d6OUAS		
Email Groups			

Chat



# Graduate Marketing Recruitment Calendar 2017-18

■ Email    ■ Social Media    ■ Event  
■ Print    ■ Marketin

	A	B	C	D	E	F	G	H	I	J	K
1	Graduate Marketing Recruitment Calendar 2017-18										
2	Publish Date	Channel	Theme	Content/Event Name	Headline/Subject Line	Call to Action	Audience	Format	Link	Registration Link	Program
94	11/2/2017	Social media	Event Engagement	Cyber Events Post		Register	SOECS				Cybersecurity
95	11/2/2017	Email	Open House	SAC Open House No Show Registrants Email		Engage	No Show Registrants				All-SAC
96	11/2/2017	Email	Event Engagement	MAOLE Webinar Invite Email	Couldn't make it to our Open House? Join us for our webinar	Register	MAOLE No Events				SAC-MAEd
97	11/3/2017	Email	Event Engagement	Bagap Virtual Fair Reminder Email		Register	prospective Students				All-SF
98	11/6/2017	Email	Event Engagement	Pizza Social: SOECS Reminder Email		Register	Cybersecurity Inquiries				Cybersecurity
99	11/6/2017	Event	Online Recruitment Fair	BAGAP Virtual Fair	SF Programs Virtual Fair hosted by BAGAP	Apply	Prospective Students				All-SF
100	11/7/2017	Email	Event Engagement	MPP/MPA November Events Email		Register	All MPP/MPA	MPP/MPA			MPP/MPA
101	11/8/2017	Event	In-person Info Session	Pizza Social: Cyber, Data & Engineering Graduate Programs		Apply	All SOECS		5pm-6pm	<a href="https://pacific.secure.force.com/events/target_eventsb__eventspecificregistration?aid=90K">https://pacific.secure.force.com/events/target_eventsb__eventspecificregistration?aid=90K</a>	All-SOECS
102	11/8/2017	Social Media	TBD	FS Social: TBD	TBD	TBD	All Social Media				Food Studies
103	11/9/2017	Event	Webinar	MAOLE Webinar		Apply	MAOLE No Events	SacEd			SAC MAEd

# Salesforce Contact Record View

## Email Campaigns

▼ Individual Email Activity

Email Campaign Activity									
Campaign	Date/Time	Received	View	Interact	Profile Update	Opt Out	Forward By	Message	
<a href="#">GRAD: PA Virtual Fair July 2016</a>	2016-07-11 16:23:20	✓	✓					<a href="#">View</a>   <a href="#">Resend</a>	
<a href="#">GRAD: BSE Pizza and Basketball Event Invite Jan 2016</a>	2016-01-06 18:59:44	✓	✓	✓				<a href="#">View</a>   <a href="#">Resend</a>	
<a href="#">GRAD: Sac Info Session Invite Oct 2015</a>	2015-10-07 15:38:37	✓	✓					<a href="#">View</a>   <a href="#">Resend</a>	
<a href="#">GRAD: Info Sessions Fall 2015 (Reminder 2)</a>	2015-09-30 19:11:37	✓	✓					<a href="#">View</a>   <a href="#">Resend</a>	
<a href="#">GRAD: Info Sessions Fall 2015 (Reminder)</a>	2015-09-25 12:15:30	✓	✓					<a href="#">View</a>   <a href="#">Resend</a>	
<a href="#">GRAD: Info Sessions Fall 2015</a>	2015-09-17 13:02:04	✓						<a href="#">View</a>   <a href="#">Resend</a>	

## Trigger emails + BCC to Salesforce emails

Activity History Log a Call Mail Merge Send an Email View All Activity History Help ?

Action	Subject	Related To	Task	Due Date	Assigned To	Last Modified Date/Time
<a href="#">Edit</a>   <a href="#">Del</a>	Call		✓	10/10/2017	<a href="#">Olivia Nash</a>	11/29/2017 12:39 PM
<a href="#">Edit</a>   <a href="#">Del</a>	Email: Requested Information: Master of Physician Assistant Studies at University of the Pacific		✓	1/6/2016	<a href="#">John Sterni</a>	1/6/2016 5:52 PM
<a href="#">Edit</a>   <a href="#">Del</a>	Email: Requested Information: Master of Public Policy		✓	1/6/2016	<a href="#">John Sterni</a>	1/6/2016 5:48 PM
<a href="#">Edit</a>   <a href="#">Del</a>	Email: Requested Information: Master of Public Policy		✓	1/6/2016	<a href="#">John Sterni</a>	1/6/2016 3:42 PM

# Event Tracking





# Event Calendar

UNIVERSITY OF THE PACIFIC CRM Events Manager Olivia Nash Setup Help & Training Events

Home Organization Calendar Organization Events Travel Groups Reports

NEW EVENT FILTER

← OCTOBER 2017 →

TODAY MONTH WEEK DAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 10a UC Merced Graduate Fair 5p Data Science Information Session	4 10a Saint Mary's College Graduate Fair 12p MPPMPA Webinar	5 5p San Francisco Open House	6	7 10a Stockton Graduate Open House 10a Stockton Graduate Open House
8 10a Seattle Redwall Graduate Fair	9 9a Computer Science & Technology Graduate School Virtual Fair 11:30a University of the Pacific Lunch and Learn 5p MPPMPA Information Session	10 11:30a University of Puget Sound Information Session	11 5p MA in Organizational Learning & Effectiveness Information Dinner	12	13	14 10a UC Davis Pre-Health Fair
15 10a Delta University Graduate School Fair	16 10a CA Lutheran University Graduate School Fair 11a U of San Diego G&P Fair - Business 5p Cybersecurity Webinar	17 10a William Jessup Graduate School Fair 10:30a UC San Diego G&P Fair - Business 11:30a Washburn College Lunch and Learn 12p Data Science Webinar	18 5p Master of Physician Assistant Studies (MPAS) Online Webinar 5:30p MPPMPA Webinar	19	20	21 5a Food Studies ACCELERATING THE EVOLUTION OF THE FOOD SYSTEM: INNOVATION, ENTREPRENEURSHIP
22 11:30a Sierra Nevada College Lunch and Learn	23 10a University of Nevada Reno Graduate School Fair 12p EdD in Educational & Organizational Leadership Webinar 5:30p PharmD/MBA and MBA Healthcare Management Info Session	24 10a UC Davis Graduate School Fair 12p UC Davis G&P Fair - Business 5p Master of Physician Assistant Studies (MPAS) Information Session	25 10a UC Davis Graduate School Fair 11a CSU East Bay G&P Fair - Business 10p UC Santa Cruz Graduate Fair	26	27	28
29	30	31	1 6:30p Sacramento Open House	2	3	4 10a CA Forum for Diversity

**Event History** New Contact Schedule Item Event History Help ?

Action	Event ID	Contact Schedule Item: Contact Schedule Name	Event Name	Attended	Canceled	Contact Schedule Item: Created Date	Start Date and Time
Edit	330397	000051984	EdD Information Dinner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10/30/2015	Nov 19, 2015 5:30PM PST
Edit	344697	000093073	Graduate Reception : Sacramento 2017	<input type="checkbox"/>	<input type="checkbox"/>	8/31/2017	Sep 14, 2017 4:30PM PDT
Edit	344359	000097546	Graduate Reception : Sacramento 2017 (Staff)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9/25/2017	Sep 14, 2017 4:30PM PDT
Edit	344697	000097596	Graduate Reception : Sacramento 2017	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9/25/2017	Sep 14, 2017 4:30PM PDT

## Manual Entry Form

This form is use for manual data entry only for pacific admission staff/students.

Data Source Pacific - Inquiry Grad

Sample Grad Inquiry Card



### Name and Contact Information

First Name \*

Middle Name

Last Name \*

Email \*

Verify Email \*

Birthdate (mm/dd/yyyy)

Gender Please select...

Address Information

Street Address

### Program Information

Anticipated Start Term \* Please select...

Anticipated Start Year \* Please select...

Campus/Location \* Please select...

Anticipated Program \* Please select...

Anticipated Program|Degree Please select...

### Employment Information

Job Title

Employer

### Office of Admission Use Only

Is there an Event Code Listed? \*  YES  NO

Event Type/Code: \*

This is a 6 digit number of the event in Salesforce. If you DO NOT have a number, please select NO to the question above

Rep Code: Please select...

Send E-Com 1 (For Graduate Comm. flow) \*  Yes  No

### Additional Comments, Questions, or Requests

SUBMIT

# Reporting

## Reports & Dashboards

[Guided Tour](#) | [Help for this Page](#)

Folders

Find a folder...

- Grad Admission
- Grad School
- Grad School Dashboards
- GRAD: Athletic Training
- GRAD: Audiology
- GRAD: Biology
- GRAD: Business/Accounting
- GRAD: Communication
- GRAD: Cybersecurity
- GRAD: Dashboard Reports
- GRAD: Data Science
- GRAD: Education
- GRAD: Education - Sac
- GRAD: Education - Sac Dashboards
- GRAD: Engineering
- GRAD: Food Studies
- GRAD: HESP
- Grad: Marketing
- GRAD: Music Education
- GRAD: Music Therapy
- GRAD: PCSP Chemistry
- GRAD: PCSP Pharmacy
- GRAD: Physician Assistant
- GRAD: Psychology
- GRAD: Public Policy and Administration
- Grad: Recruiting
- Inquiry Report Dashboards
- Inquiry Reports
- IPS
- IPS Dashboards
- Lightning Communities Dashboards
- Prospect Report Dashboards

All Folders

3fold

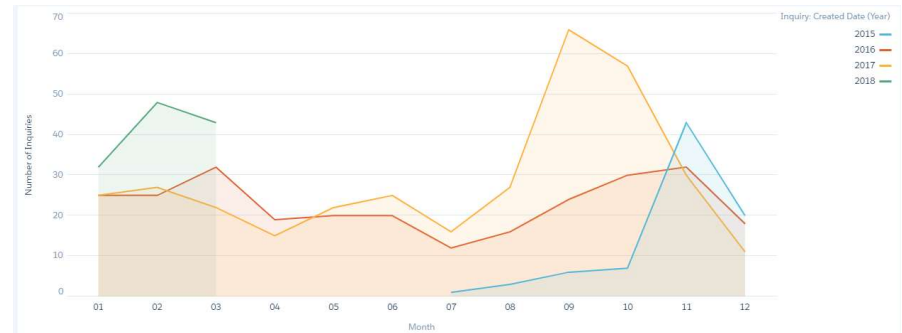
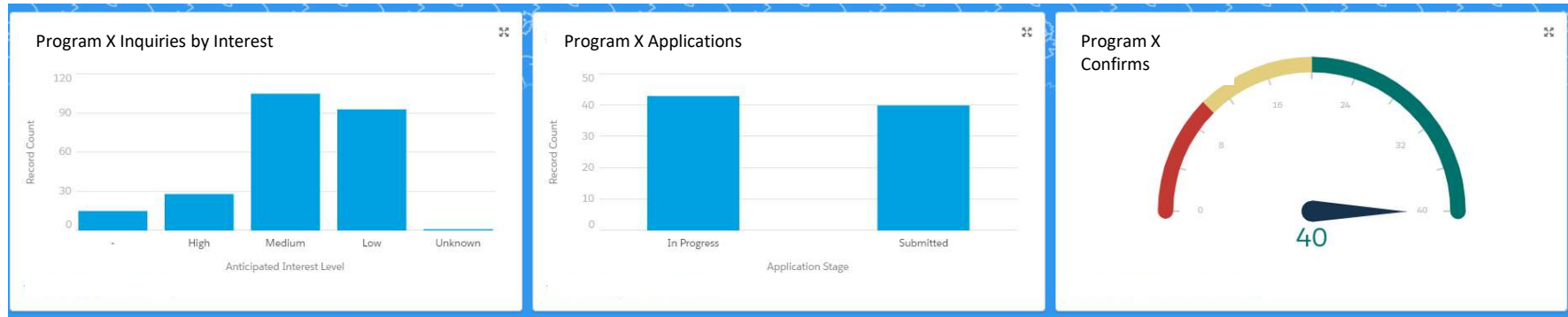
Action	Name	Folder	Created By
▼	All Grad Inquiries-Sac (3fold) 2017 3 fold report	Grad Admission	Barrera-Torres...
▼	3Fold Graduate Campaign Inquiries Inquiry report for 3Fold central graduate campaign 2018	Grad Admission	Barrera-Torres...
▼	3Fold Graduate Inquiries (FACEBOOK) MAEE, Data Science, MPP, MPA	Grad Admission	Barrera-Torres...
▼	Cybersecurity Inquiries (3fold)	GRAD: Cybers...	Barrera-Torres...
▼	Cybersecurity Applications (3Fold)	GRAD: Cybers...	Barrera-Torres...
▼	3Fold Data Science Inquiries Inquiries from 3fold campaign 2018	GRAD: Data S...	Barrera-Torres...
▼	3Fold Data Science Applications Applicants from 3Fold Data Science campaign 2018	GRAD: Data S...	Barrera-Torres...
▼	3Fold Graduate Campaign Applications	Grad Admission	DeVaul_Keith
▼	3Fold Grad Campaign Event Rosters	Grad Admission	DeVaul_Keith
▼	All 3Fold Inquiries	GRAD: Public ...	DeVaul_Keith
▼	3Fold Grad Campaign Inquiries MPP/MPA MPP & MPA Inquiries Submitted Through 3Fold's Graduate Campaign	GRAD: Public ...	DeVaul_Keith
▼	3Fold Grad Campaign Applications MPP/MPA Applications through 3Fold's Grad Campaign who selected MPP/MPA	GRAD: Public ...	DeVaul_Keith
▼	3Fold Sac Campaign Inquiry Report All inquiries for 3Fold Sac Campaign	Grad Admission	DeVaul_Keith
▼	3Fold Sac Campaign Applications Applications submitted after a 3Fold inquiry	Grad Admission	DeVaul_Keith
▼	Data Science 3Fold report	Grad: Marketing	DeVaul_Keith

1-18 of 18

Page 1 of 1



# Dashboards & Analytics



**Do we have time? If so...**

**Go to Salesforce to Review Student Record**

The slide features a background image of autumn leaves in shades of yellow and orange, with a soft, hazy light source behind them. A vertical orange bar is positioned to the left of the text. The text is centered horizontally and reads "UNIVERSITY OF THE PACIFIC" in a dark, serif font, and "Q & A" in a larger, white, sans-serif font below it.

UNIVERSITY OF THE PACIFIC

Q & A



# Contact Information

Andrea Golato, Ph.D.  
Dean, The Graduate  
College  
Texas State University  
[agolato@txstate.edu](mailto:agolato@txstate.edu)

Janet V. DeLany, Ph.D.  
Dean, Office of Graduate  
Studies  
Towson University  
[jdeleny@towson.edu](mailto:jdeleny@towson.edu)

Olivia Nash  
Assistant Dean, Graduate  
School  
University of the Pacific  
[onash@pacific.edu](mailto:onash@pacific.edu)

