



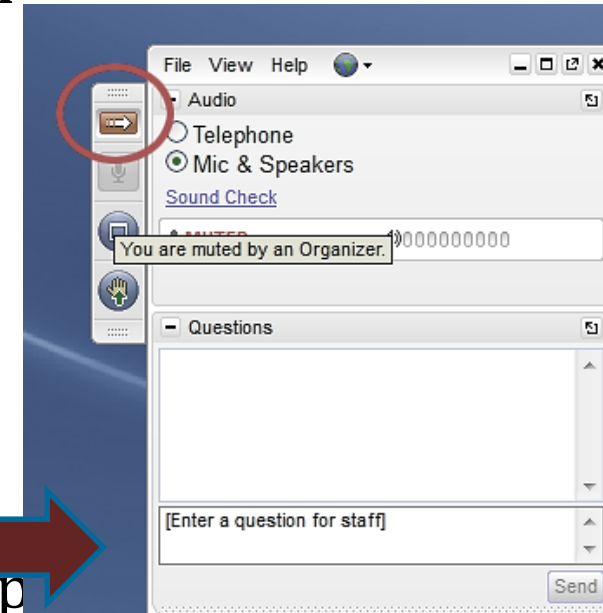
A Graduate School's Phased Approach to CRM Starts with Admissions

January 29, 2019

Webinar sponsored by [Salesforce.org](https://www.salesforce.org)

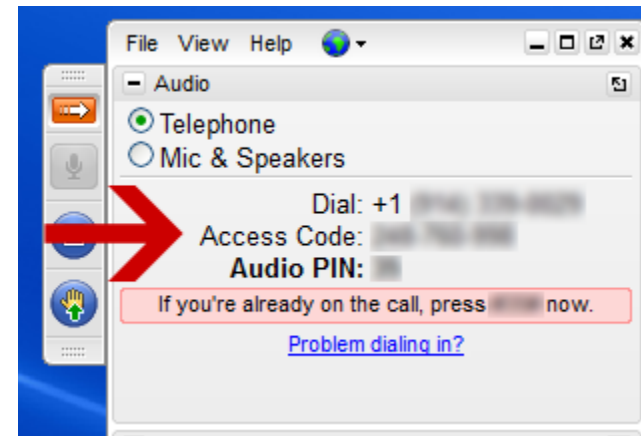
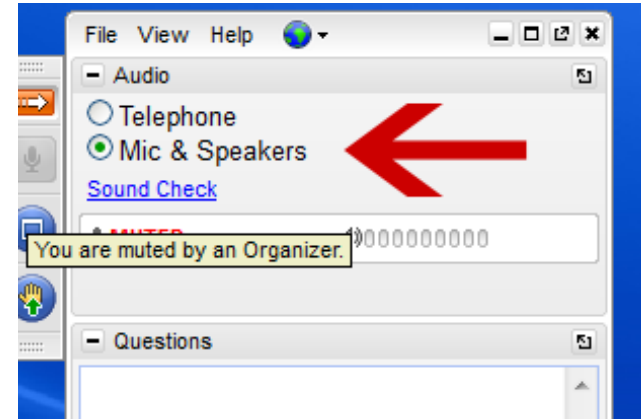
Plan for today

- **Brief presentations**, followed by Q & A
- Webinar **recording and slides** will be **emailed** to participants and **posted** on the CGS website
- Please **submit questions** through the GoToWebinar **control panel**
- **Technical issues?** Troubleshooting help available:
http://support.citrixonline.com/en_US/webinar



Audio Troubleshooting

- Having trouble hearing us? Try switching to a different audio connection. You can change from Telephone to Mic & Speakers or vice versa without leaving the session.
- If you experience trouble with a telephone connection, click “Problem dialing in?” for an alternate phone number to dial.



Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

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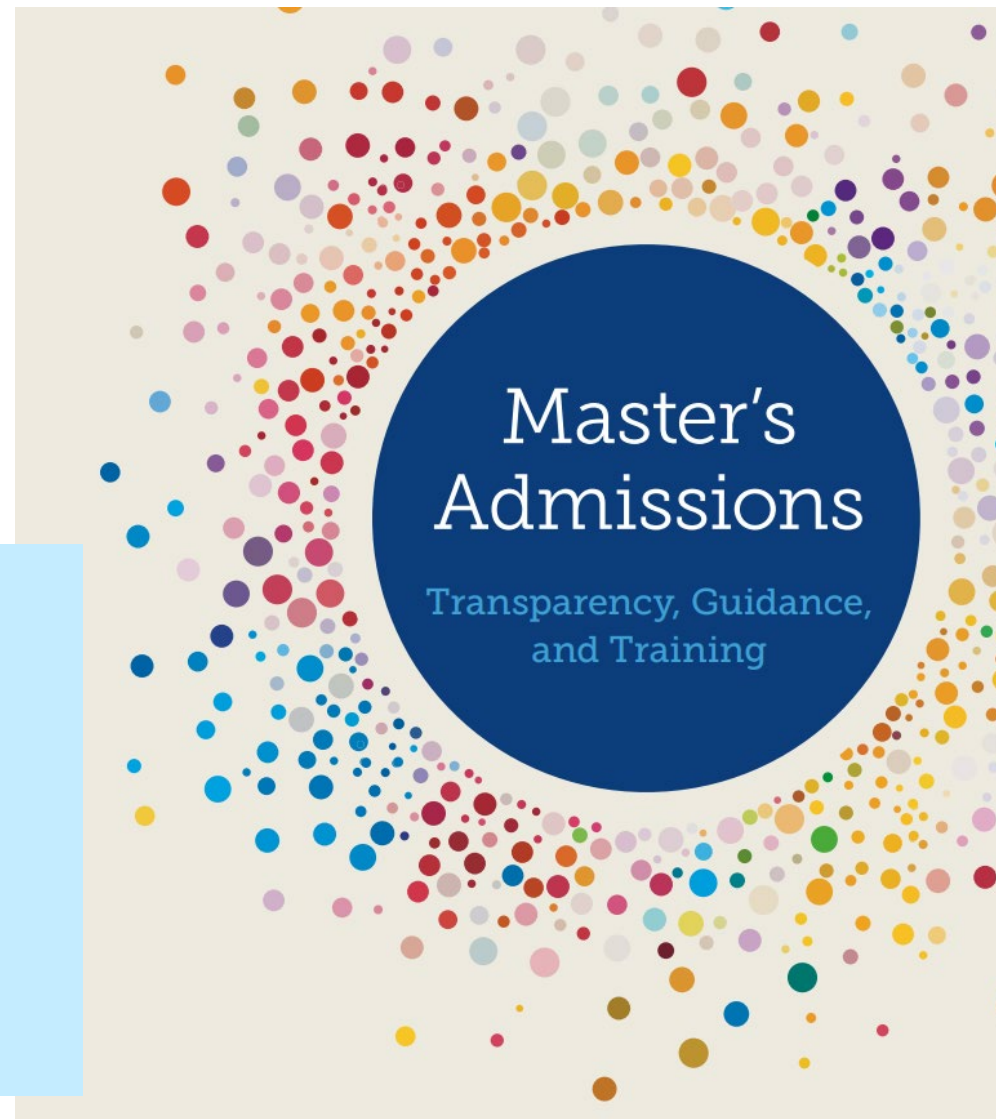
A Graduate School's Phased Approach to CRM Starts with Admissions

January 29, 2019

Webinar sponsored by [Salesforce.org](https://www.salesforce.org)

- What is success in a master's program?
- What attributes are currently used in admissions decisions to predict success?
- What evidence is currently used to evaluate the attributes?

Learn more about this project at the CGS webinar “Master’s Admissions: Transparency, Guidance, and Training” on Tuesday, March 26, 2019 from 2-3 PM EST.



<https://cgsnet.org/master's-admission-attribute-study>

Speakers



Dr. Kate Hausbeck Korgan
Dean



Bill Laffey
Senior Solutions Engineer





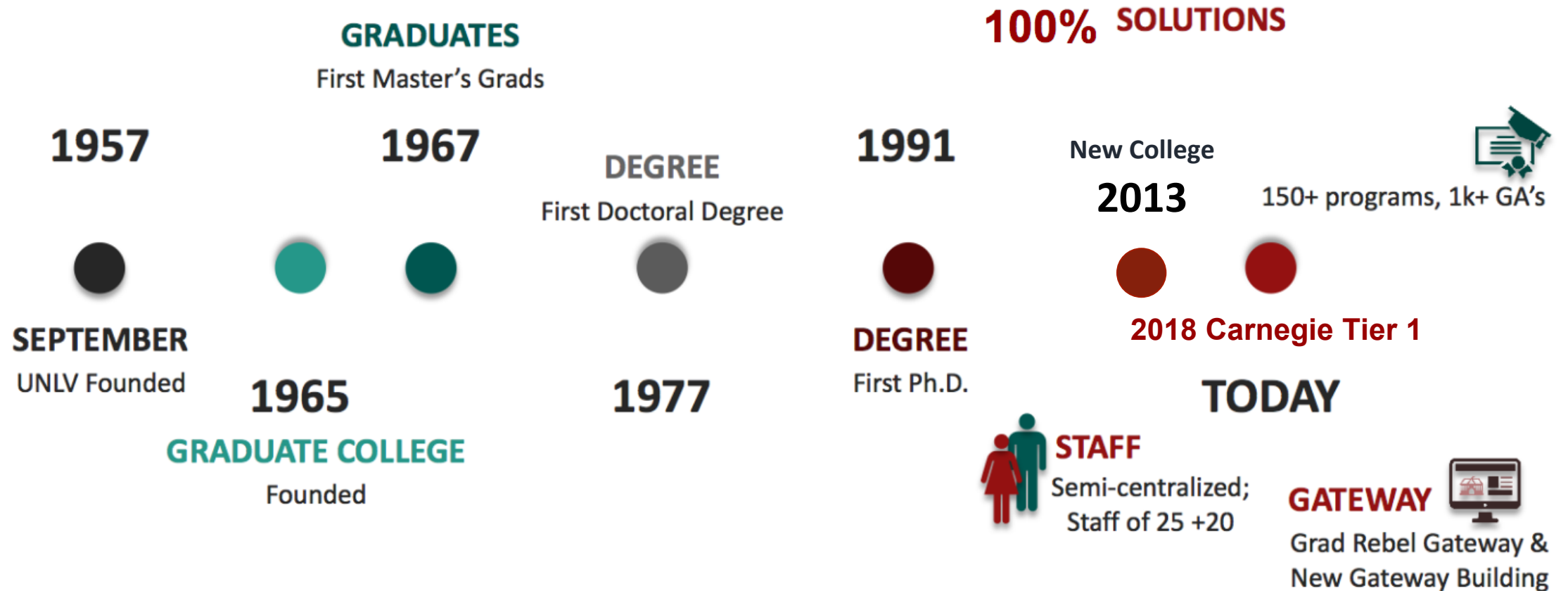
© Gamma-Rapho via Getty Images



UNLV GRADUATE COLLEGE

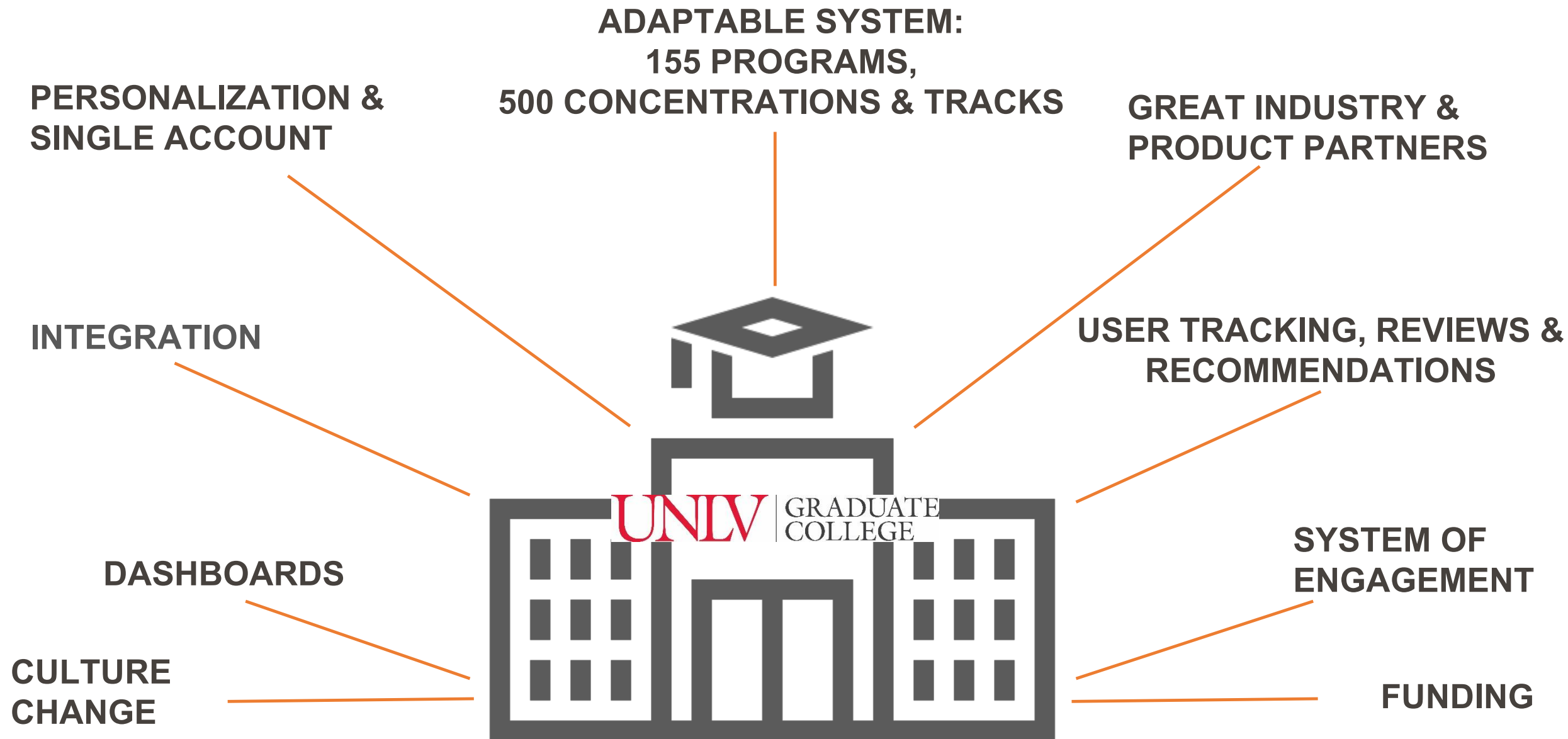


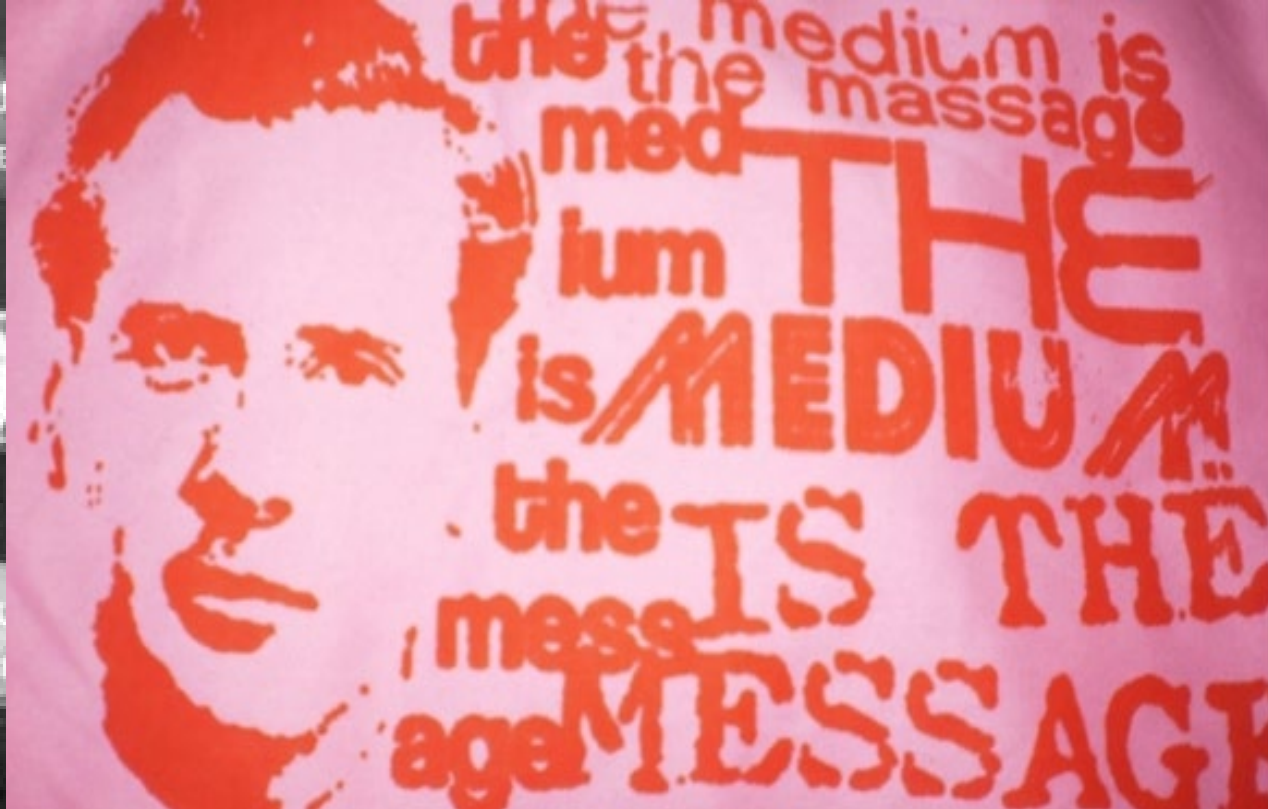
UNLV is Daring, Different & Diverse



UNLV | GRADUATE
COLLEGE

Our System Needs & Challenges





“The medium IS the message...We shape our tools, and then our tools shape us.”

Marshall McLuhan & Quentin Fiore, 1967

- R**ecruit a highly capable, motivated, and diverse student body
- E**ngage students in research, creative activity, and professional practice
- B**uild the professional and academic skills of students
- E**levate students to the next academic and career goal (graduation!)
- L**ink, like & follow

= Our R2PC Model:

Recruitment
Retention
Progression
Completion

Building our **SF CRM** System of Engagement in 3 Phases

PHASE

1

recruitment,
admissions,
funding

PHASE

2

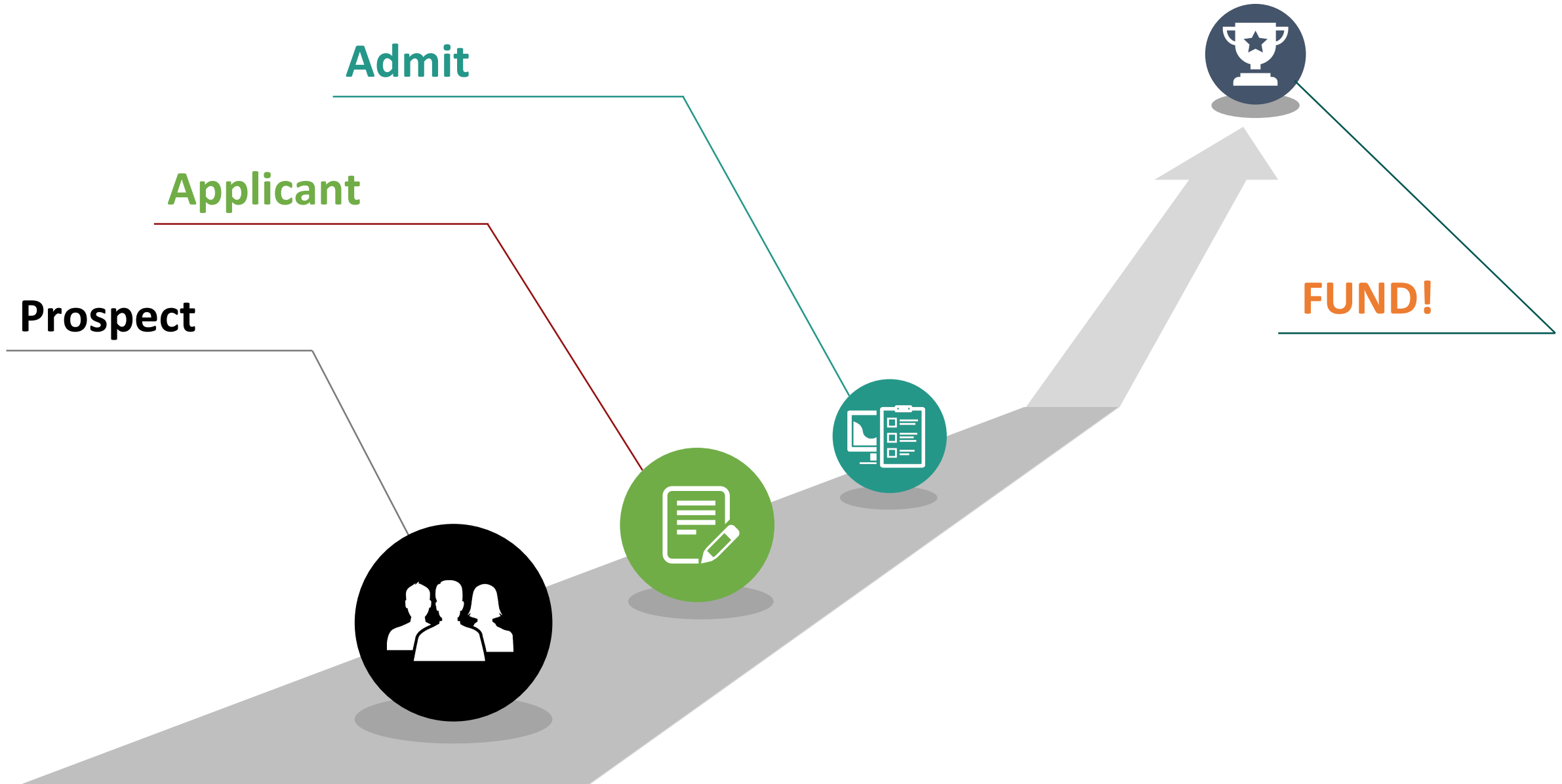
1st
enrollment
to
graduation

PHASE

3

alumni
placement
&
tracking

Grad Rebel Gateway Phase 1: Recruit, Admit & Fund



Phase 1: Recruiting, Admitting & Funding **Students**



PHASE 1

- Recruitment messaging that is targeted, strategic, and personalized
- Student portal with dynamic widgets
- User friendly application system for admissions
- Easy & integrated Graduate Assistantship application
- Scholarship & Fellowship application embedded in application & GRG
- KIRA online interview integration: holistic admissions
and now for GAs, too

GRAD REBEL GATEWAY

Email (*Required)

Password (*Required)

Login

[Forgot Your Password?](#) | [New User](#)

INSPIRED
INNOVATIVE
IMPACTFUL

GRAD REBEL GATEWAY

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YOUR ADMISSIONS CHECKLIST

Keep an eye on your application status and to do list!

Plan: Social Work M.S.W.

Term: Summer 2019

Status: Submitted App

JAN
18

NEW GRADUATE STUDENT ORIENTATION

[More Info](#)

BECOME A UNLV GRAD REBEL

Hello -- I'm so glad you're interested in graduate education at UNLV! We're here to help. Our mission is to advance graduate education at UNLV, which was recently classified as a Carnegie R1 "very high research activity" institution, the gold standard for university research metrics. We work closely with departments and the graduate faculty to provide our 5,000+ graduate and professional students with outstanding educational and professional development opportunities in our more than 150 graduate programs. If you have questions about beginning graduate studies at UNLV or would like to schedule a campus tour, email GradRecruitment@unlv.edu. If you have questions about the application process, email GradAdmissions@unlv.edu.

I hope to see you on campus. Go Grad Rebels!
Kate Hausbeck Korgan, Ph.D.
Interim Dean, UNLV Graduate College

CONTACT INFORMATION

Maryann Overcamp-Martini
Graduate Coordinator
socialwork.gradcoord@unlv.edu
(702) 895-3311
[Program Website](#)

APPLICATION DEADLINE

(Year/Month/Date)

Domestic: 2018-12-01

International: 2018-12-01

These Summer 2019 deadlines are specific to your application for Social Work M.S.W.

FINANCE YOUR STUDIES

We know that graduate school is a financial commitment, but we're here to support you!

The UNLV Graduate College spends approximately \$15 million per year to financially support graduate students! We provide 1,000+ Graduate Assistantships per year, more than 60 Fellowships, and hundreds of scholarships. Remember, submitting your FAFSA is a great way to qualify for scholarship funds. UNLV's school code to complete your FAFSA is 002569.


For more information, and to submit applications for Graduate Assistantships, scholarships, and fellowships, click on the Funding tab above and visit our [Graduate Financial Services](#) webpage. Questions? Contact our Graduate Financial Services team at GradFinancialSvc@unlv.edu. We're always happy to help!



GRAD REBEL GATEWAY

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Select Your Application

 = Required Information

This page lists your applications for admission. The application marked as your "Active Application" is the last application you viewed and determines what information you see on the Home and My Funding tabs. To set your active application click on the appropriate App ID.

Applications In Progress: which application would you like to work on now?

Name	Level of Study	Program of Study	Term of Admission	Admission Status
App ID-73354	Masters	Business Administration M.B.A.	Fall 2019	Under Departmental Review
App ID-73567 [Active Application]	Masters	Management Information Systems M.S.	Fall 2019	Under Departmental Review

[Create New Application](#)

GRAD REBEL GATEWAY

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Application Sections

- ☒ Admissions Portal and Checklist
- ☒ Personal Data
- ☒ Address
- ☒ Application Type
- ☒ Program Questions
- ☒ Academic History
- ☒ Financial Information
- ☒ Recommendation
- ☒ Emergency Contact
- ☒ Parents' Education Level
- ☒ Graduate Assistantship
- ☒ Submit Application

Admission Deadline:
2/1/2019

International Deadline:
12/15/2018

These Fall 2019 deadlines are specific to your application for Social Work M.S.W.

For more information visit the
[Graduate College Website.](#)

Checklist:

- ☒ Curriculum Vitae/Resume
- ☒ Statement of Intent
- ☒ Transcript University of Nevada Las Vegas
- ☒ Transcript Mesa Community College
- ☒ Transcript College of Southern Nevada
- ☒ Application Recommendation: An
- ☒ Application Recommendation: Iv
- ☒ Application Recommendation: Ka

Contact UNLV Graduate College

4505 S. Maryland Pkwy, Las Vegas, NV, USA, 89154-1017
gradcollege@unlv.edu
(702) 895-3320
<https://www.unlv.edu/graduatecollege>

Graduate Coordinator Contact Information

Name : Maryann Overcamp-Martini
Email : socialwork.gradcoord@unlv.edu
Phone : (702) 895-3311
Website : <http://www.unlv.edu/degree/msw>

Phase 1: Recruitment, Admissions & Funding for Faculty/Staff



PHASE 1

- Flexibility and easy customizations: dynamic applications
- Easy to use back-end reviews & workflows for department recommendations
- Tracking metrics & data dashboards
- Training and self-reliance to make updates
- GA allocation tracking
- Track prospects - messaging via Marketing Cloud
- KIRA online interview integration

Grad Rebel Gateway Phase 1: Recruit, Admit & Fund

Admit: Offers, Tracking, Yield Management

Applicant: GC & Dept. Messaging based on Applicant Status

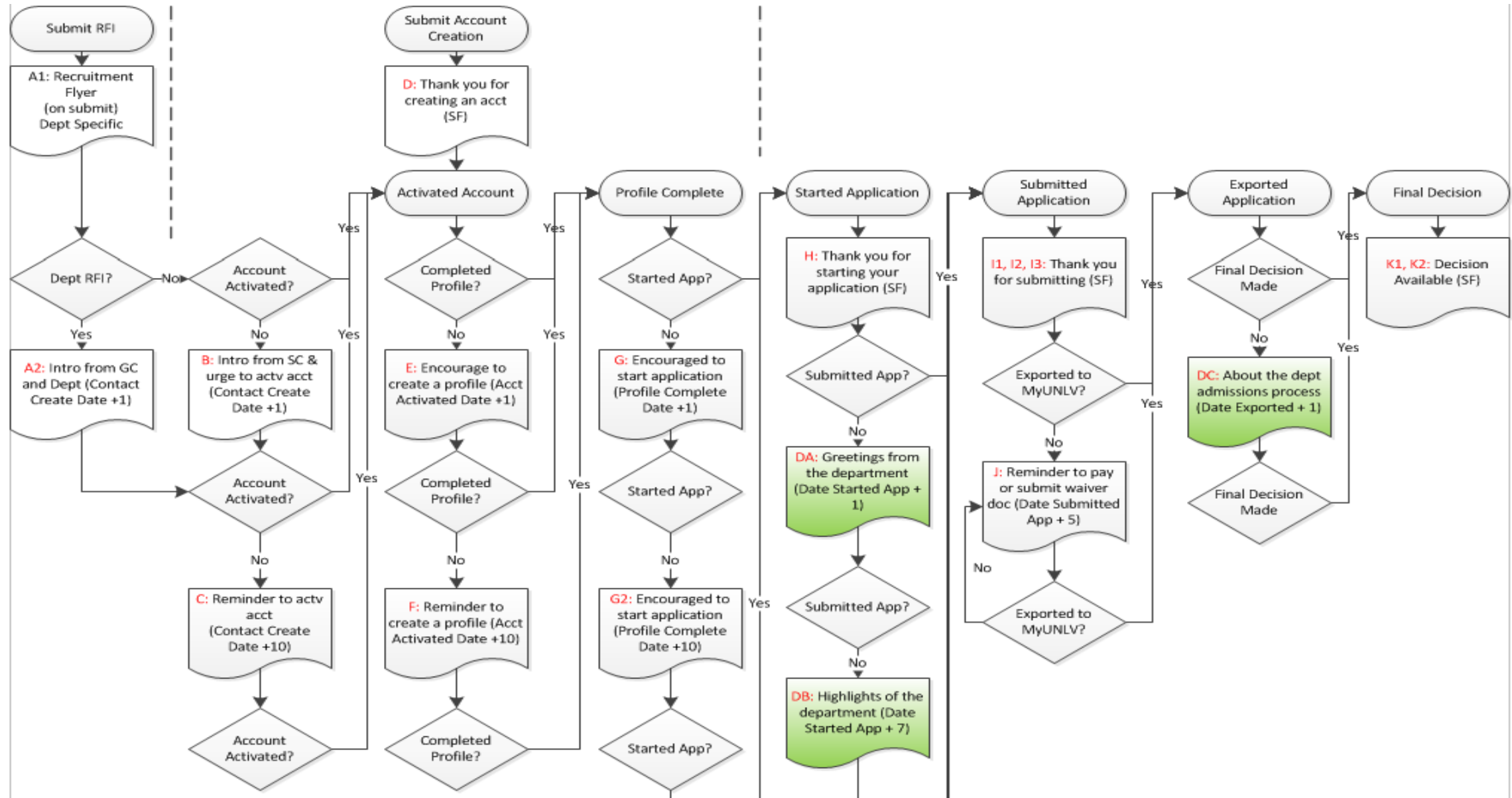
Prospect: RFIs, Journeys & Automations, Tracking

FUND: New & Current Students; GAs; S/F; Funding Review & Processing



Marketing Cloud Comms Flow: Recruitment Example

Journeys & Automations



Grad Rebel Gateway Phase 1: Recruit, Admit & Fund

Admit: Offers, Tracking, Yield Management


Applicant: GC & Dept. Messaging based on Applicant Status

Prospect: RFI, Tracking, Outreach





FUND: New & Current Students; GAs; S/F; Funding Review & Processing



Department Admission Review


APPLICANT NAME: Gateway Test [+ Open](#)

ACADEMIC PLAN: Social Work M.S.W. TERM: Summer 2018 GRADUATE COLLEGE EVALUATION: Meets GC Requirements




 Review Status
 Admit
 Provisional
 Submit

Review Status

* Review Status:

* Review Type:

Click the Edit button to enter the appropriate information.

DEPARTMENT REVIEWER	DATE REVIEWED	RECOMMENDATION	COMMENTS	INTERESTED IN ADVISING APPLICANT	ACTION
	1/24/2017	Strong Applicant		<input type="checkbox"/>	View
	1/24/2017	Strong Applicant		<input type="checkbox"/>	View
	1/24/2017	Marginal Applicant		<input type="checkbox"/>	View

Check the box below once all reviews are complete.

☒ Committee Review Complete

Recommendation


Completed Reviews: 3

Average Rating: Rating not used.





Recommendation:

Recommendation Remarks:

Department Admission Review


APPLICANT NAME: Gateway Test [+ Open](#)

ACADEMIC PLAN: Social Work M.S.W. TERM: Summer 2018 GRADUATE COLLEGE EVALUATION: Meets GC Requirements

 Review Status
 Admit
 Provisional
 Submit

Admit


Faculty Advisor:

* Faculty Advisor Email:





* Admission Stipulations:

[Back](#) [Next](#)

Department Admission Review


APPLICANT NAME: Gateway Test [+ Open](#)

ACADEMIC PLAN: Social Work M.S.W. TERM: Summer 2018 GRADUATE COLLEGE EVALUATION: Meets GC Requirements

 Review Status
 Admit
 Provisional
 Submit

Provisional Reason

A provisional student must complete nine credit hours of graduate-level course work selected by the department and listed on the Letter of Admission. The student must complete this course work within one calendar year of admission, with grades of B or higher. (B- grades are unacceptable) before taking additional course work. Failure to complete the required course work in the specified period or a grade less than B (3.00) will automatically cancel the student's admission.

* Provisional: Chosen:

Click the Add Provisional button to add each provisional course.

[Add Provisional Courses](#)

Click the Edit button to enter the appropriate information.

COURSE PREFIX AND NUMBER	NUMBER OF CREDITS	EQUIVALENT COURSE ALLOWED	ACTION
SW 701	3	<input type="checkbox"/>	Edit Delete
SW 702	3	<input type="checkbox"/>	Edit Delete
SW 703	3	<input type="checkbox"/>	Edit Delete

* Minimum Grade Required:

* Courses Must Be Taken:

[Back](#) [Next](#)

Grad Rebel Gateway Phase 1: Recruit, Admit & Fund

Admit: Offers, Tracking, Yield Management

Applicant: GC & Dept. Messaging based on Applicant Status

Prospect: RFI, Tracking, Outreach

FUND: New & Current Students; GAs; S/F; Funding Review & Processing





School of Dental Medicine Fall 2018

Show Feed

Find a dashboard...

Edit

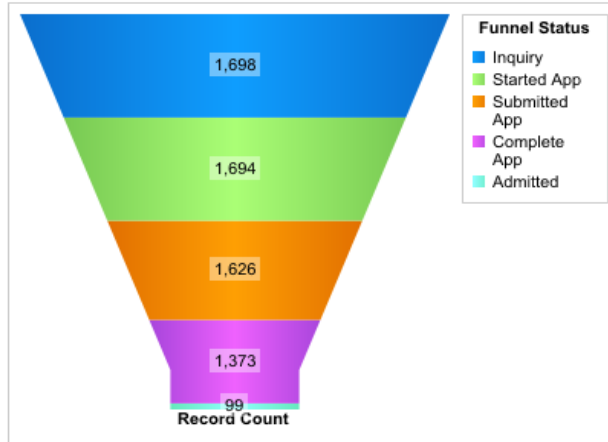
Clone

Refresh

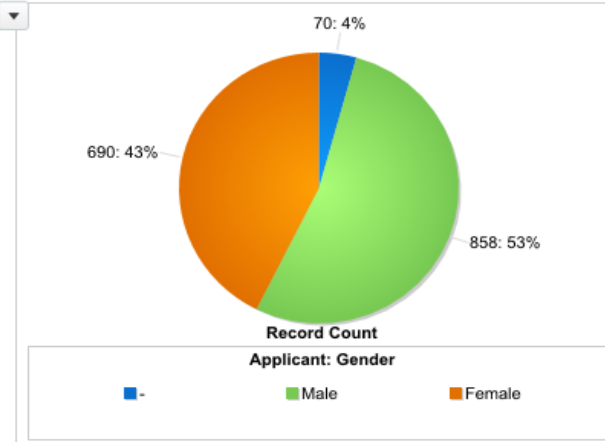
As of Today at 12:19 PM

School of Dental Medicine

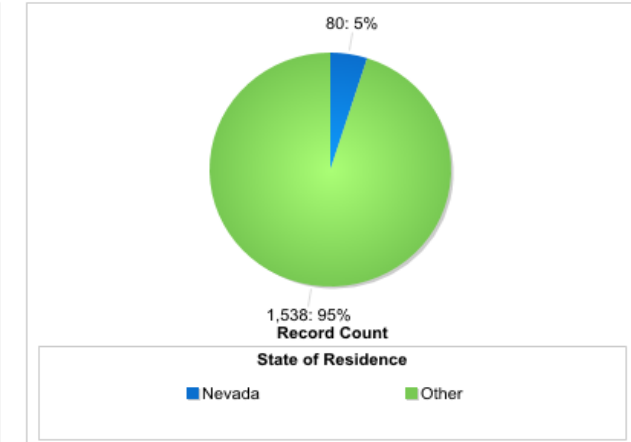
SDM Fall 2018 Admission Funnel



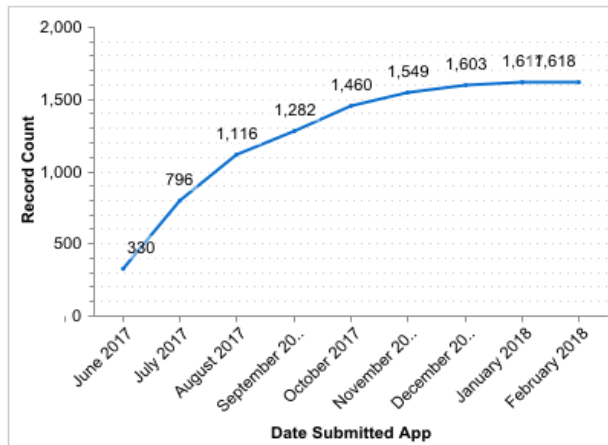
SDM Fall 2018 Exported Applications by Gender



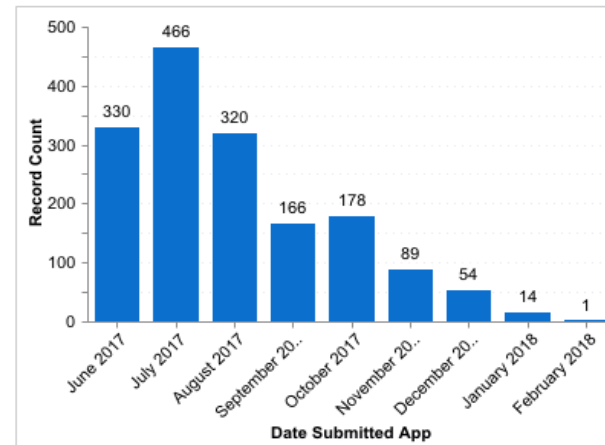
SDM Fall 2018 Exported Applications by Residency



SDM Fall 2018 Total Exported Applications



SDM Fall 2018 Exported by Month



Grad Rebel Gateway Phase 1: Recruit, Admit & Fund

Admit: Offers, Tracking, Yield
Management

Applicant: GC & Dept. Messaging
based on Applicant Status

Prospect: RFI, Tracking,
Outreach


FUND: New & Current
Students; GAs; S/F;
Funding Review &
Processing



GRAD REBEL GATEWAY

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My Funding

 = Required Information

Use this page to apply for funding opportunities. If you have multiple applications for admission, ensure that you have indicated which application should be considered your **active application** before creating a new Graduate Assistantship or Scholarship/Fellowship application. All funding applications must be associated with degree-seeking applications. Click on the 'My Application' tab above to see which application is currently selected.

Graduate Assistantship Applications: Graduate Assistants, or GAs, have a unique dual role: they are both graduate degree-seeking students and research or teaching assistants who contribute to the academic mission of the university. Graduate students awarded these competitive positions receive a stipend and benefits package for their work in the classrooms, offices, and laboratories of the university. For more information please visit the [Graduate College](#) website.

Name	GA Department	Requested Start Term	Status	Date Submitted	Action Required	Deadline Date
App ID-47117	History	Fall 2018	Offer Accepted	1/19/2018	View Next Steps	
App ID-47117	History	Fall 2017	Offer Accepted	5/15/2017	View Next Steps	

[Create New Graduate Assistantship Application](#)

Scholarship/Fellowship Applications: Apply for a variety of scholarships and fellowships. The majority of scholarships/fellowships are awarded by academic year and must be submitted by December 1st for the following academic year. For more information please visit the [Graduate College](#) website.

Name	Scholarship/Fellowship	Award Year	Application Deadline	Status	Date Submitted	Action Required
App ID-47117	Alumni Association Scholarship	2018	12/1/2017	Offer Accepted	11/28/2017	None

[Create New Scholarship/Fellowship Application](#)

Grad Rebel Gateway CRM: Phase Two for Students

PHASE 2

- Include all current students in our CRM, as well as Law, Dental & Medical Students
- Implementation of DocuSign for all forms
- RPC: Message & intervene to promote retention, progression, completion
- Register & track GC events, Professional Development Academy activities
- Dynamic and personalized communications depending on your lifecycle stage via Marketing Cloud
- Authenticated Web to Case in GRG Portal

GRADUATE STUDENT LIFECYCLE

EARLY

DOCTORAL

MASTER'S

MID

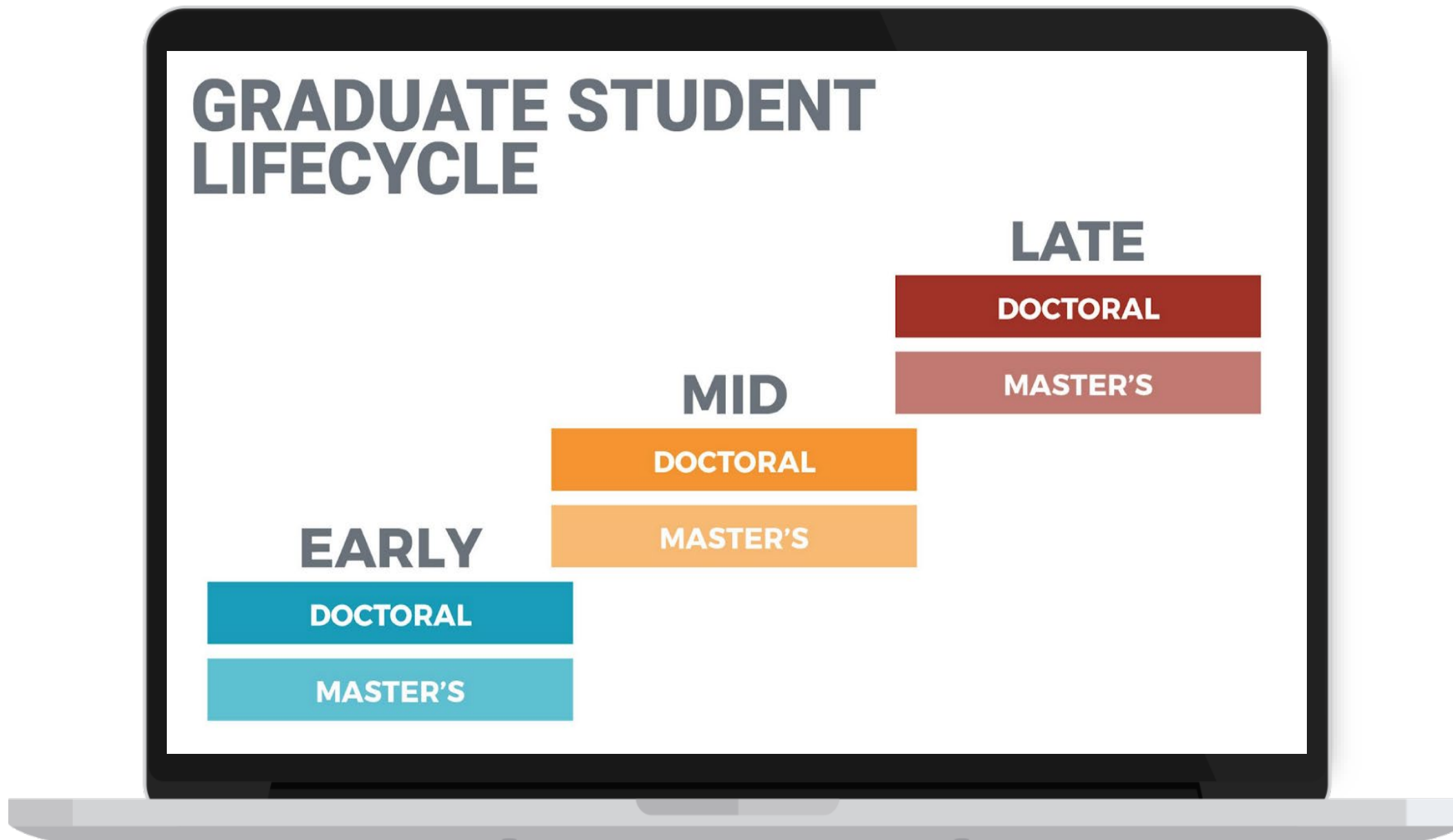
DOCTORAL

MASTER'S

LATE

DOCTORAL

MASTER'S



GRAD REBEL GATEWAY

EMAIL

PASSWORD

Sign In

[Forgot your password?](#)

Don't have an account? [Sign Up](#)

INSPIRED
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IMPACTFUL

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PROGRAM ENROLLMENT

Plan: History M.A.

Subplan: United States

Catalog Year: 2017-18

Status: Active in Program

FEB
22

[GRADUATE STUDENT RESEARCH](#)[More Info](#)

WELCOME TO THE NEW GRAD REBEL GATEWAY!

We are so excited to unveil the new look and functionality of our student portal. As we embarked on building this new phase of the Grad Rebel Gateway, we had you, our students, in mind. You'll still log in here to apply for admission to any future graduate certificates or programs, as well as to submit all of your GA, scholarship and fellowship applications. And stay tuned: in the coming months, this personalized portal will offer even more functionality for current graduate students.

Our first step toward expanding your Grad Rebel Gateway is our transition to e-forms. We're happy to share that all the paper forms you're accustomed to completing for the Graduate College are now in the Grad Rebel Gateway as electronic forms. From now on, you just log in to your personalized Grad Rebel Gateway portal to access, complete, and submit these forms. These new forms will be routed electronically to the appropriate individuals for review and signature, and you'll be able to track the status of your forms as they route. We hope this change will provide a stress-free means to submit and track your forms, making the

CONTACT INFORMATION

William Bauer
Graduate Coordinator
history.gradcoord@unlv.edu
(702) 895-3349
[Program Website](#)

PROFESSIONAL DEVELOPMENT ACADEMY

We offer free professional and career development opportunities to UNLV graduate students, including certifications, programs, workshops, career support and more.

FIND FUNDING

The UNLV Graduate College spends approximately \$15 million per year to financially support graduate students! We provide 1,000+ Graduate Assistantships per year, more than 60 Fellowships, and hundreds of scholarships. Remember, submitting your FAFSA is a great way to qualify for scholarship funds. UNLV's school code to complete your FAFSA is 002569. For more information, and to submit applications for Graduate Assistantships, scholarships, and fellowships, click on the Funding tab above. Friendly reminder: apply by Dec. 1 each year to compete for scholarships/fellowships for the following academic year!



GRAD REBEL GATEWAY

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Completed forms will automatically route for review and signature to the name/emails listed under "Approval Signatures". You can track the progress of these forms by viewing the "Recommendation" field for each signer, which will populate as the form is signed. If your form status is Declined, Denied, or Canceled click on the Form ID and view the comments at the bottom of the form for more information.

The following forms have been created by you. Click on the Form ID to review the form.

Appointment of Advisory Committee Form

FORM ID	FORM NAME	STATUS	COMPLETED DATE
F-0971	Appointment of Advisory Committee	Approved	12/08/16

Plan Of Study Form

FORM ID	FORM NAME	STATUS	COMPLETED DATE
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[Create New Plan Of Study Form](#)

Culminating Experience Results - Masters Degree with Advisory Committee

FORMS ID	FORMS NAME	STATUS	COMPLETED DATE
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[Create New Culminating Experience Results Form](#)

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The following forms have been created by you. Click on the Form ID to review the form.

Appeal Form

FORM ID	FORM NAME	STATUS	COMPLETED DATE
F-2831 (Active)	Appeal Form	Routing for Signatures	

[Create New Appeal Form](#)

Authorization For Overload Form

FORM ID	FORM NAME	STATUS	COMPLETED DATE
---------	-----------	--------	----------------

[Create New Authorization for Overload Form](#)

Change of Advisory Committee Form

FORM ID	FORM NAME	STATUS	COMPLETED DATE
F-2894 (Active)	Change of Advisory Committee	Submitted	

[Create New Change of Advisory Committee Form](#)


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APPOINTMENT OF ADVISORY COMMITTEE FORM

The Graduate Advisory Committee (GAC) is responsible for guiding the student through the graduate program, assisting the student with his/her professional paper, thesis, or dissertation, and administering the final examination or culminating experience. Committee members must have appropriate permissions to serve in their respective roles. For additional information about graduate faculty status, visit this [page](#)

Student Information

NSHE ID	<input type="text" value="000000000"/>
First Name	<input type="text" value="Payam"/>
Last Name	<input type="text" value="Test"/>
Rebelmail	<input type="text" value="ezatpoor@unlv.nevada.edu"/>
Phone	<input type="text" value="(702) 112-2111"/>
Degree Plan	<input type="text" value="Hispanic Studies M.A."/> 

Committee Composition

Advisory Committee Chair	<input type="text" value="--None--"/> 
Advisory Committee Co-Chair	<input type="text" value="--None--"/>
Advisory Committee Member 1	<input type="text" value="Alicia Rico"/>
Advisory Committee Member 2	<input type="text" value="Deborah Arteaga-Capen"/>
Additional Advisory Committee Member 1	<input type="text" value="Francois-Nicolas Vozel"/>
Adv Comm. Member 1 Name	<input type="text" value="Giuseppe Natale"/>
Additional Advisory Committee Member 2	<input type="text" value="Ileana Margarita Jara"/>
	<input type="text" value="Jorge Luis Galindo"/>
	<input type="text" value="Margaret Harp"/>
	<input type="text" value="Naoko Takemaru"/>
	<input type="text" value="Ralph Buechler"/>
	<input type="text" value="Susan Byrne"/>
	<input type="text" value="Vanessa Canete-Jurado"/>
	<input type="text" value="Ying Bao"/>
	<input type="text" value=""/>

GRAD REBEL



Dear _____,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer commodo, urna in dapibus tincidunt, dui lorem malesuada orci, sed pulvinar libero mi at dolor. Ut odio urna, scelerisque eget volutpat at, ullamcorper id libero. Praesent volutpat ligula a tellus congue, sed scelerisque elit finibus. Maecenas lobortis dolor non vulputate dignissim. In et libero magna. Ut tempus malesuada sem. Nulla porttitor mauris ex, id luctus dolor dignissim at. In laculis eros in magna molestie rutrum. Phasellus placerat eleifend ante, eget vestibulum quam egestas a. In ipsum libero, vehicula vel tortor sed, mollis commodo felis. Proin feugiat sapien lobortis, auctor ex a, volutpat quam.

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Sincerely _____,

INSPIRED.INNOVATIVE.IMPACTFUL.

unlv.edu/graduatecollege

Grad Rebel Gateway: Phase Two for Faculty/Staff

PHASE 2

- First placement to graduation
- RPC: Track, message & intervene to promote retention, progression, completion; Professional & Career Development
- Build a two-way bridge between MyUNLV (PeopleSoft) and Grad Rebel Gateway (Salesforce)
- Add Graduate Faculty & Grad Advisory Committee tracking
- Implement SF Cases for interactive & searchable communications between all GC areas & students
- DocuSign forms



University of Nevada, Las Vegas sent you a document to review and sign.

REVIEW DOCUMENT



University of Nevada, Las Vegas
grad.systems@unlv.edu

Dear Shannon Sumpter,

This form has been routed to you for your review and signature. After you have electronically approved the form, it will be routed to the next appropriate person for approval.

Please note the following:

The Graduate Advisory Committee (GAC) is responsible for guiding the student through the graduate program, assisting the student with her/his professional paper, thesis, or dissertation, and administering the final examination or culminating experience. Committee members must have appropriate permissions to serve in their respective roles. For additional information about graduate faculty status, visit: <https://www.unlv.edu/graduatecollege/graduate-faculty-status>

Sincerely,
UNLV Graduate College

Requested Graduate Faculty Information

UNLV Faculty Member	Yes
Faculty Category	UNLV Tenure/Tenured Track Faculty
GFS Department	Chemistry and Biochemistry
College	College of Sciences
CV/Resume	<div> <div>Browse...</div> <div>No file selected.</div> <div>Upload</div> </div> <p>Max file size is 2MB and supported file formats are pdf, doc/docx</p> <p>I am qualified for and requesting the following GFS privileges:</p>
Grad Advisory Committee Chair	All Doctoral & Master's
Grad Advisory Committee Member	<div>--None--</div> <div>--None--</div> <div>All Doctoral & Master's</div> <div>Master's/Specialist Only</div> <div>None</div>
Grad Teaching	
Extra Grad Advisory Committee Member	Yes

Acknowledgements/Signatures

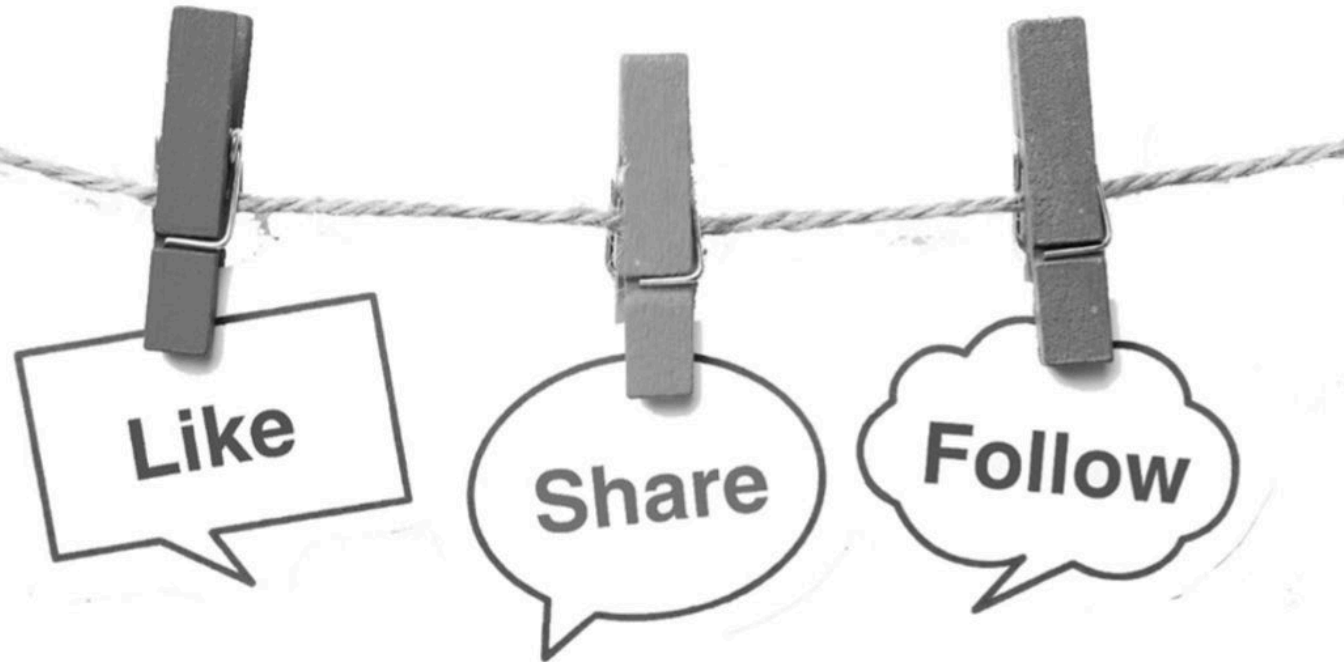
I understand that upon leaving the university, I am required to complete a Graduate Faculty Leaving Form

Please Initial	GF
Applicant	Graduate Faculty
Applicant Email	graduatefaculty@test.unlv.edu
Department Chair	Spencer Steinberg
Department Chair Email	chemistry.chair@unlv.edu
College Dean	Eric Chronister

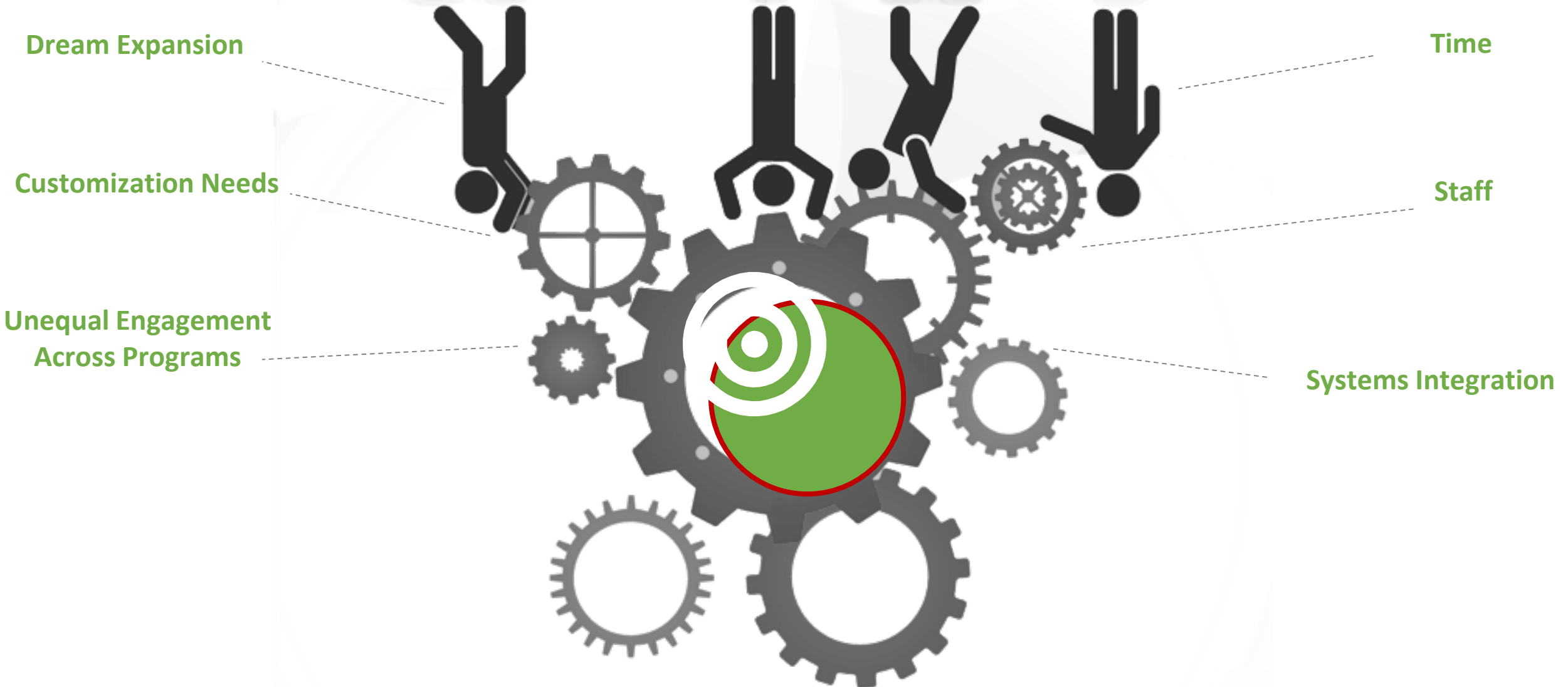
PHASE 3



LINK, LIKE, FOLLOW, and LEVERAGE!



Challenges



Outcomes & Successes



Our Medium is the Message

*It's not just the info, it's the **EXPERIENCE***



*A people-driven platform, with a **LIFECYCLE** perspective*



Thank You to our UNLV GC Systems & Data Team

Janine Barrett, Executive Director of Systems & Operations

Maulik Maniar, Systems & Data Analyst

Payam Ezatpoor, Systems & Data Analyst

Kara Wada, Executive Director of Grad Enrollment Management & Honorary
Systems Team member

And so much gratitude to our terrific UNLV colleagues
from the MyUNLV team & Office of Information Technology!

Preparing for a CRM within Grad Programs



Bill Laffey

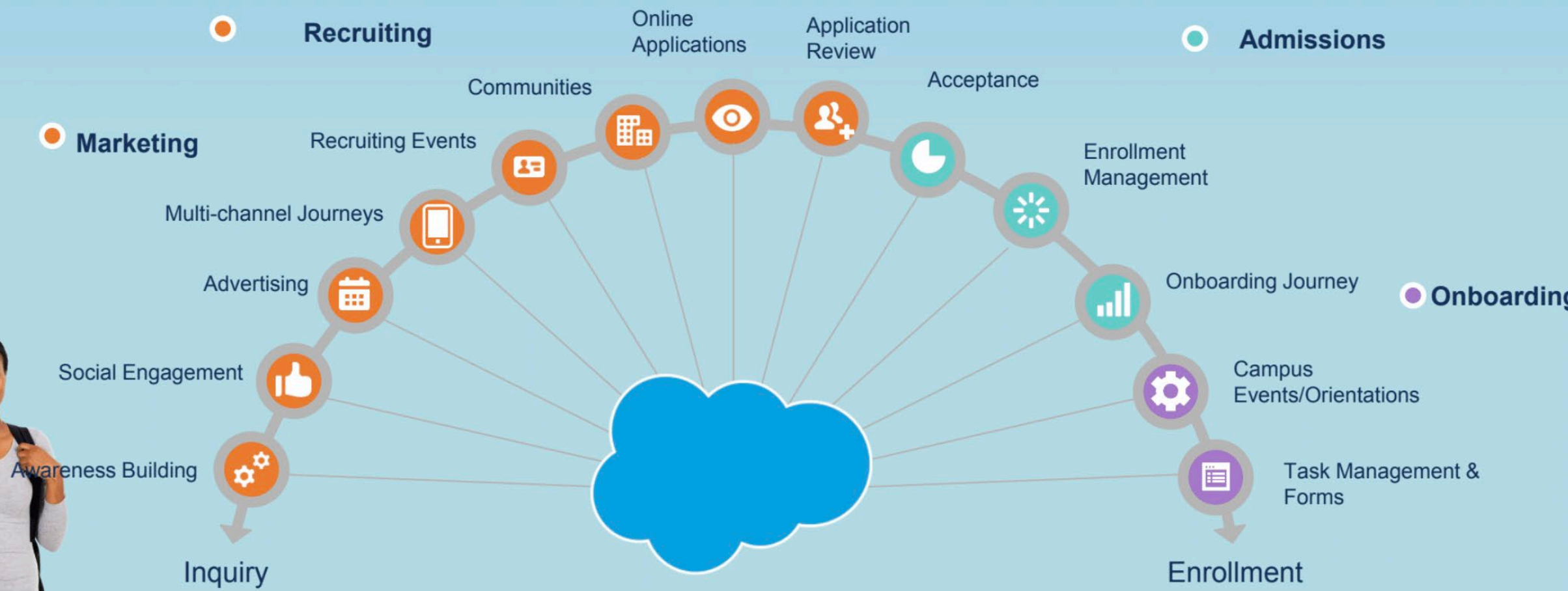
Senior Solutions Engineer



Preparing for a CRM within Grad Programs

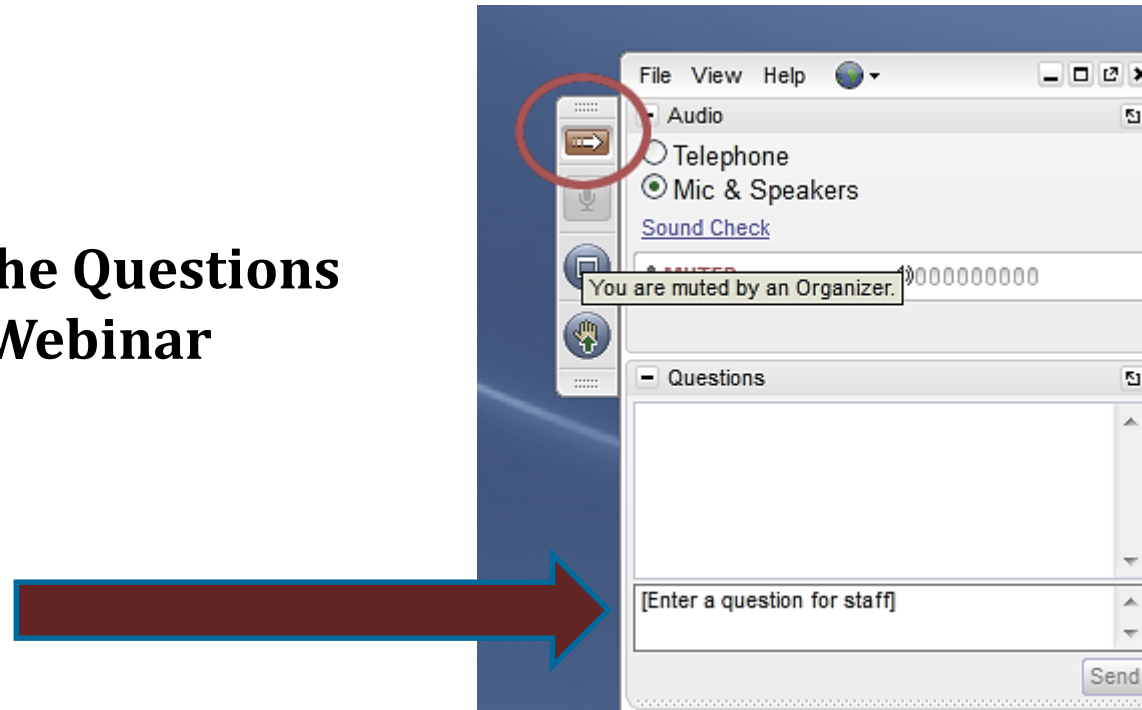
- What are your current needs?
- What are your current challenges?
- Data, Integrations, Workflows... oh my!
- Who should be involved?
- The 'B' Word
- Mapping out your Business Process Analysis
- Test Drive solutions... What's the best fit... Who will be your partner
- Utilize available resources - <https://cgsnet.org/best-practices>

Recruiting and Admissions 360° View



Questions?

Type them into the Questions box on the GoToWebinar control panel.



Thank You for Participating!

- Webinar recording and slides will be emailed to participants and posted on the CGS website within one week of the webinar. Please share with interested colleagues
- Next CGS Webinar: “Results from the Fall 2018 CGS International Graduate Admissions Survey” on February 12, 2019 from 2:00 - 3:00 PM EDT.