

The Challenges of a Siloed Campus

Currently, information about CSUSM's constituents (students, staff, faculty, and external partners) resides in information silos across multiple databases and software in numerous offices and divisions.

The result? Limited and fragmented communications across campus and the community, which hinder our ability to create sustained relationships and reduce our ability to successfully engage our students and our community.

Our students and other constituents have come to expect engaging, personalized communications, and our inability to offer those to the degree expected engenders a long list of missed opportunities.



CHALLENGE #1

Decentralized Community Relations

The lack of a centralized solution that can keep track of our outreach to and engagement with our community is resulting in missed opportunities and challenging coordination, since we lack a tool that will enable us to comprehensively track our connections and collaborations with the community at large.

CHALLENGE #2

Fragmented Student Profiles

Currently, student information (grades, attendance, advising visits, learning center visits, financial aid, student org participation, communication, etc) is spread out across departments and divisions whose tools cannot communicate efficiently, which results in each having only partial view of a student's profile.

CHALLENGE #3

Proliferation of Digital Tools

Given the lack of a technology solution such as Salesforce, departments across campus are purchasing specialized software with singular purposes to cover their needs, resulting in a proliferation of software that costs the university greatly both in money and time and reinforces our silos.

Connecting Our Silos Through Salesforce

A campus-wide application of Salesforce connects all our data across divisions and departments and **creates a single profile** of every student and community relation throughout their life-cycle at the university and beyond. Moving towards a singular tool will allow us to remedy the current fragmentation, which has resulted in a campus dealing with multiple partial profiles for each student.

By having a single, complete picture of each of our students and other constituents, we can build coherent, holistic, and personalized approaches that leverage all of our resources and expertise.



Current and Future Opportunities

✓ Managing External Relations (CE Pilot)

We can resolve many of the current challenges of tracking external relations across divisions—which lead to possible missed opportunities for our students and the campus. Tracking community collaborations and relations through a shared database can improve our outreach and create tighter bonds with the communities we serve

✓ Consolidating Student Communications

Salesforce enables centralized campus-wide communications, which will resolve our current communication fragmentation. Our chatbot will also be integrating with Salesforce. With automated communication tools, we will be able to track and assess our communication efforts, engage students through various channels and, trigger appropriate communications when necessary to ensure high-touch, student-centered engagement.

✓ Single Student Profiles Across Divisions

Collecting all our data about each student in one tool allows for better engagement, coherent support, and personalized interventions throughout their life cycle. Every faculty and staff member has a 360° view of a student, which—among others—allows for interventions such as effective early warning systems and enables improved advising.

✓ Audience-Based Communities

Salesforce's Communities are focused on specific audiences (i.e. student, staff, faculty, alumni) and provide personalized content because we can tag what information is relevant to a student versus staff or faculty. Through Communities, we can guide constituents to relevant information while avoiding inundating them with irrelevant content when they try to search for information.