



Initiating a CRM in the Age of the Pandemic

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SSLI: September 15, 2022

ATD

Achieving the Dream

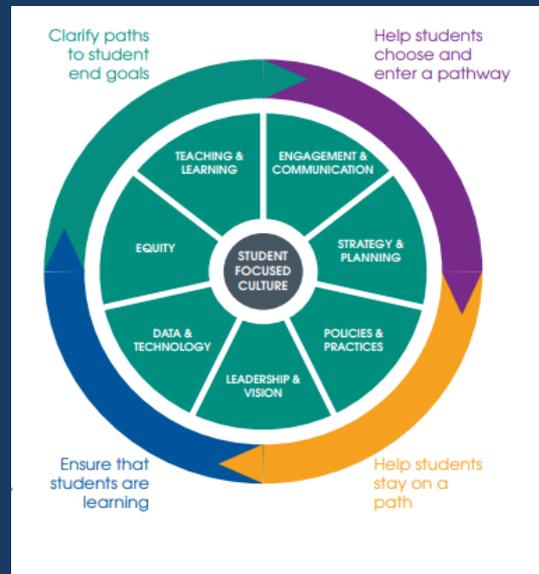
Customer Relationship Management

Slate

HEERF

Higher Education Emergency Relief Fund

ATD

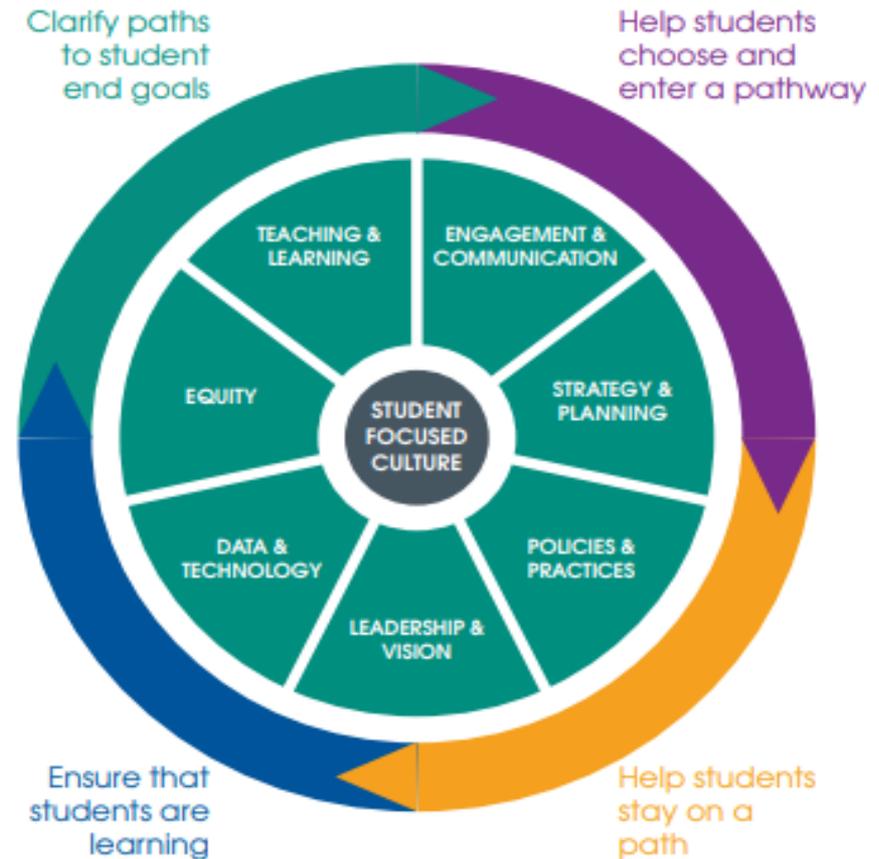


Achieving the Dream

Achieving the Dream Network

▣ ATD Capacities

- Teaching/Learning
- Equity
- Policies and Practices
- Leadership and Vision
- Data and Technology
- Strategy and Planning
- Engagement and Communication



Achieving the Dream

- ▣ How Clark State organized around ATD:
 - Core Team (Steering Committee)
 - Data Team (Informed decision making using disaggregated data)
 - Onboarding/Holistic Student Supports Team
 - Course Completion Team

Achieving the Dream

- ▣ Goal: Decrease equity gaps in course completion
 - DEI goal for each FT faculty
 - Classroom strategies webpage
 - Increase data competency among faculty
 - Ensure Adjunct Faculty participation

Achieving the Dream

- ▣ Goal: Onboarding/Holistic Student Support
 - Improve enrollment efficiency
 - Improve Mental Health Services for students through trauma-informed practices
 - Improve the College's Onboarding Experience for students with the use of a CRM platform.

Customer Relationship Management

Customer Relationship Management

- ▣ Why the College invested in a CRM system
 - “One Pane of Glass”
 - Aligns with Trauma-Informed Practices
 - Limits of Colleague and Self-Service
 - ATD
 - HEERF

Customer Relationship Management

- ▣ Steps to implementing the CRM
 - Working with Focus Groups from Different Areas of Campus to Determine Needs
 - Working with Strategic Partners
 - New Onboarding Process for New Students

Customer Relationship Management



**STUDENT AFFAIRS
2021-2022**

- E** ENROLLMENT AND ACHIEVING THE DREAM ONBOARDING
- A** ACADEMIC AND SUPPORT SERVICES FOR COMPLETION
- G** GUIDANCE FROM TRAUMA INFORMED PRACTICES
- L** LOCATIONS IN BEAVERCREEK, XENIA BELLEFONTAINE, AND SPRINGFIELD
- E** EQUITY-MINDED ACTION TO CLOSE ACHIEVEMENT GAPS
- S** STUDENT EXPERIENCE AND SERVICE STANDARDS

Customer Relationship Management

▣ Challenges

- Cultivating Buy-In
- Moving Application to Slate
- Early Stages of Implementation

▣ Successes

- Processing Applications Faster
- Opportunity to Review Communication Plan
- Intentional, Effective, and Efficient Communication
- Ability to Gather More Precise Data

Higher Education Emergency Relief Funds

Leveraging HEERF to Promote Student
Success During The Pandemic

HEERF - Direct Student Support

\$9.3 Million Dollars - \$1500 to each qualified student, each semester



HEERF - Academic & Student Services

\$2.8 Million Dollars

- Expansion of LMS Platform
- Virtual Tutoring
- CRM – Customer (Student) Relationship Management
- Virtual Labs
- Center for Teaching and Learning



HEERF - Facilities

\$5 Million Dollars

- HVAC – Air Quality Initiatives
- Personal Protective Equipment
- Contact Tracing/Access Controls
- Touchless Fixtures



HEERF - Technology

\$1.5 Million Dollars

- Virtual Classrooms
- Laptop Loaner Program
- Disaster Recovery/System Resiliency
- Electronic Document Storage
- Virtualized Desktops
- Parking Lot Wifi





Thank you.