Initiating a CRM in the Age of the Pandemic

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SSLI: September 15, 2022
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

- Enrollment and Achieving the Dream Onboarding
- Academic and Support Services for Completion
- Guidance from Trauma Informed Practices
- Locations in Beavercreek, Xenia Bellefontaine, and Springfield
- Equity-minded Action to Close Achievement Gaps
- 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
$1.5 Million Dollars
• Virtual Classrooms
• Laptop Loaner Program
• Disaster Recovery/System Resiliency
• Electronic Document Storage
• Virtualized Desktops
• Parking Lot Wifi
Thank you.