



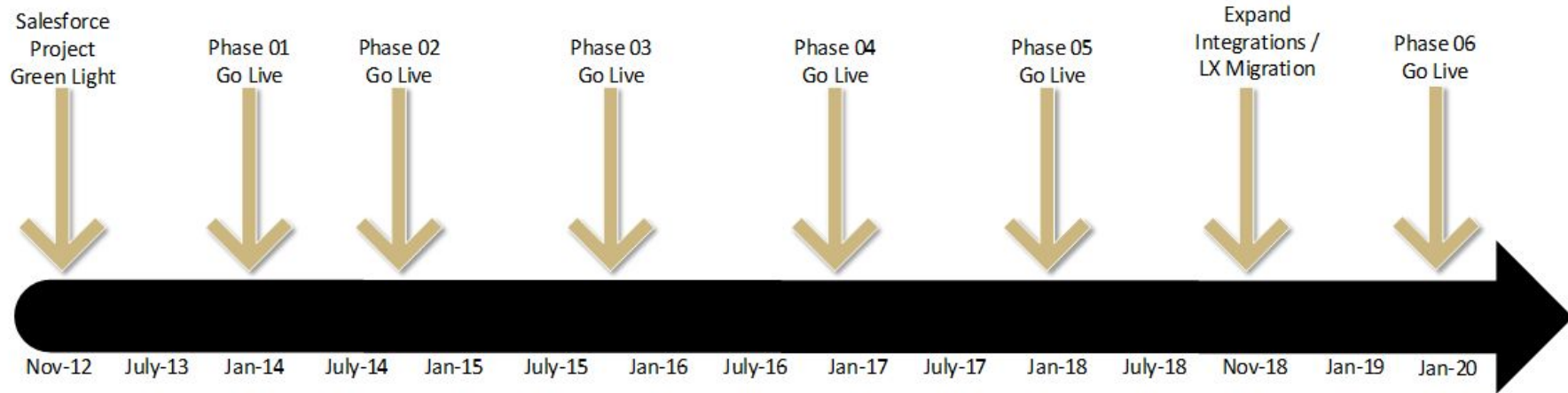
TBSR Atlanta

February 2020

CU Boulder Demo Jam



A Brief History of Salesforce at Leeds



Phase 01: Career Advising, Office of Diversity Affairs, Global Initiatives, Student Management v1

Phase 02: Treks, Scholarship, Faculty Management, Student Management v2

Phase 03: Executive Experience, Employer Management v2, Student Management v3

Phase 04: Academic Advising, Employer Management v2, Student Management v4

Phase 05: Email Marketing & Communications, Event Management, Centers

Phase 06: SMS, CU-SIS Expansion, Communities

What are we doing with Salesforce at Leeds?

Retention Actions

Tracking Student Activities

Employer Engagement

Email Marketing

HR & Accounting Processes

Event Management

Prospecting

Global Initiatives

Career and Internship Tracking

Diversity & Inclusion

Faculty Activity Tracking

Extracurricular

Student Trips to Industry

SMS

Scholarship Management

Advising

Executive Experience

Leeds Board Management

Corporate Relations

Advancement Operations

Academic Centers

Course Requirements

Intracurricular

Process Automation



Process Improvement

The best indicator of positive ROI

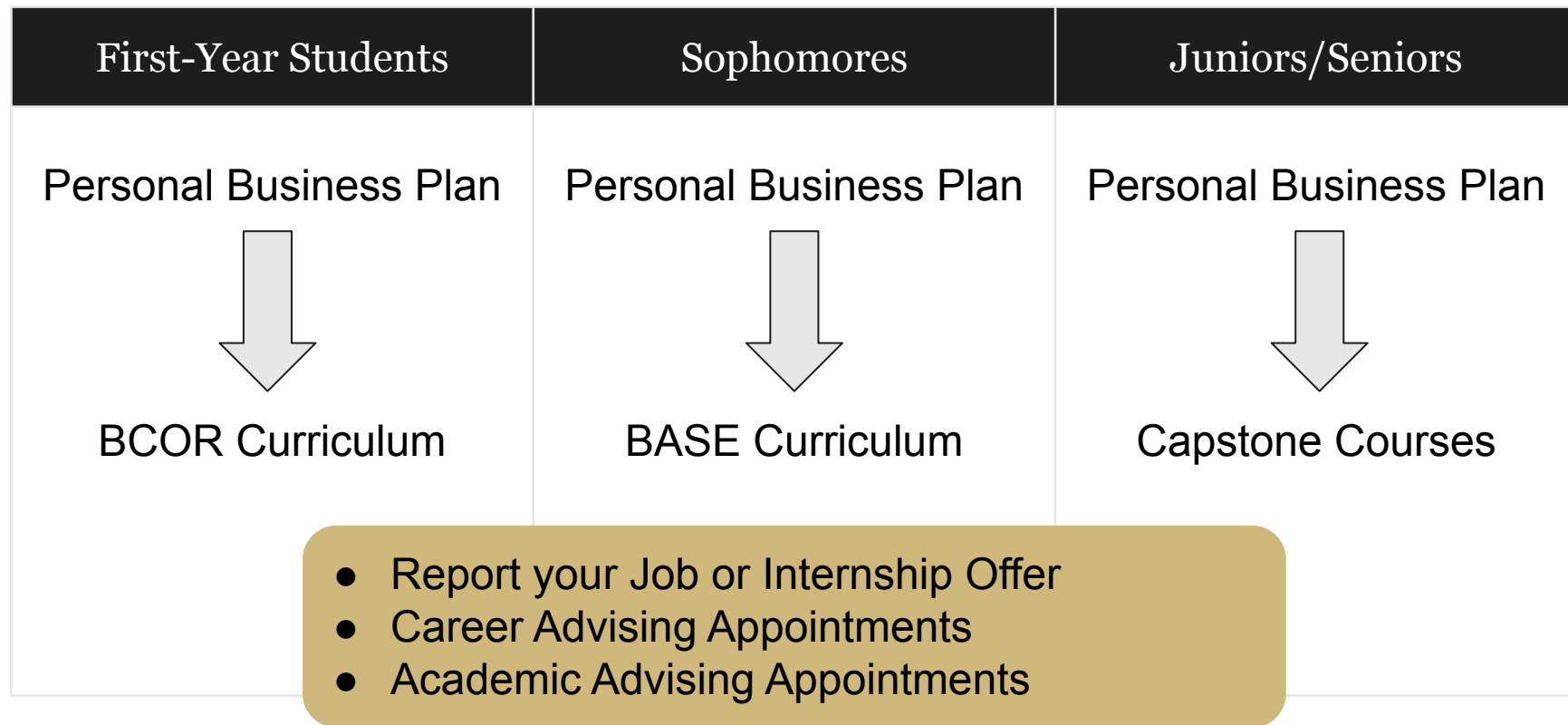
But...Does
it **FUSE**?

Flexible
Usable
Scalable
Extendable

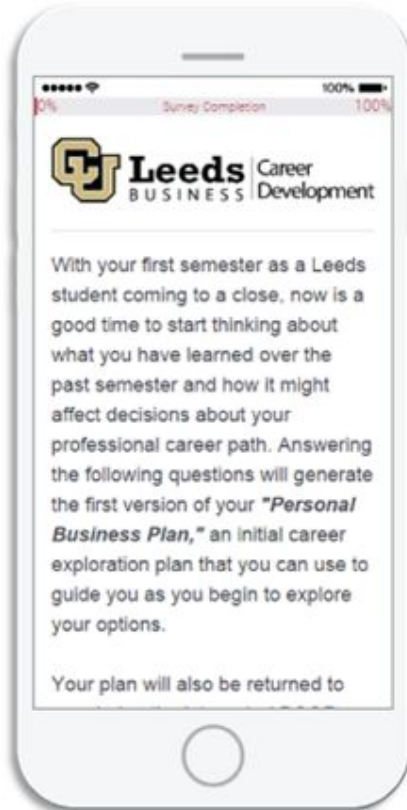
@JoannaIturbe
#FUSE



Partnerships with Faculty



Personal Business Plan



Q21. Think about what you learned about yourself in the StrengthsQuest workshop and/or what you know about yourself. How would your strengths help you be successful in your chosen career?

My strengths are in the realm of relationship building which will help me create trusting and successful working relationships with colleagues.

Q22. How do you define success?

Success is setting SMART goals, reaching them, and even going beyond them.



Areas of Interest Accounting Bachelor's Degree program (4 year)

Certificates of Interest Certificate in Socially Responsible Enterprise

How Strengths Help My strengths are in the realm of relationship building which will help me create trusting and successful working relationships with colleagues.

Targeted Student Communications



LA Entertainment & Media Trek

Hello Kelly,

In your Career Interests survey, you indicated interest in working in the Los Angeles area as well as the entertainment and/or media industries. What a coincidence! April's Los Angeles Career Trek just so happens to focus on these industries. This is your opportunity to travel to LA, meet with Leeds alumni, and learn more about the entertainment and media business at company visits including: [Disney](#), [CBS](#), [Grammys](#), [72andSunny](#), [ZEFR](#), and [wPromote](#).

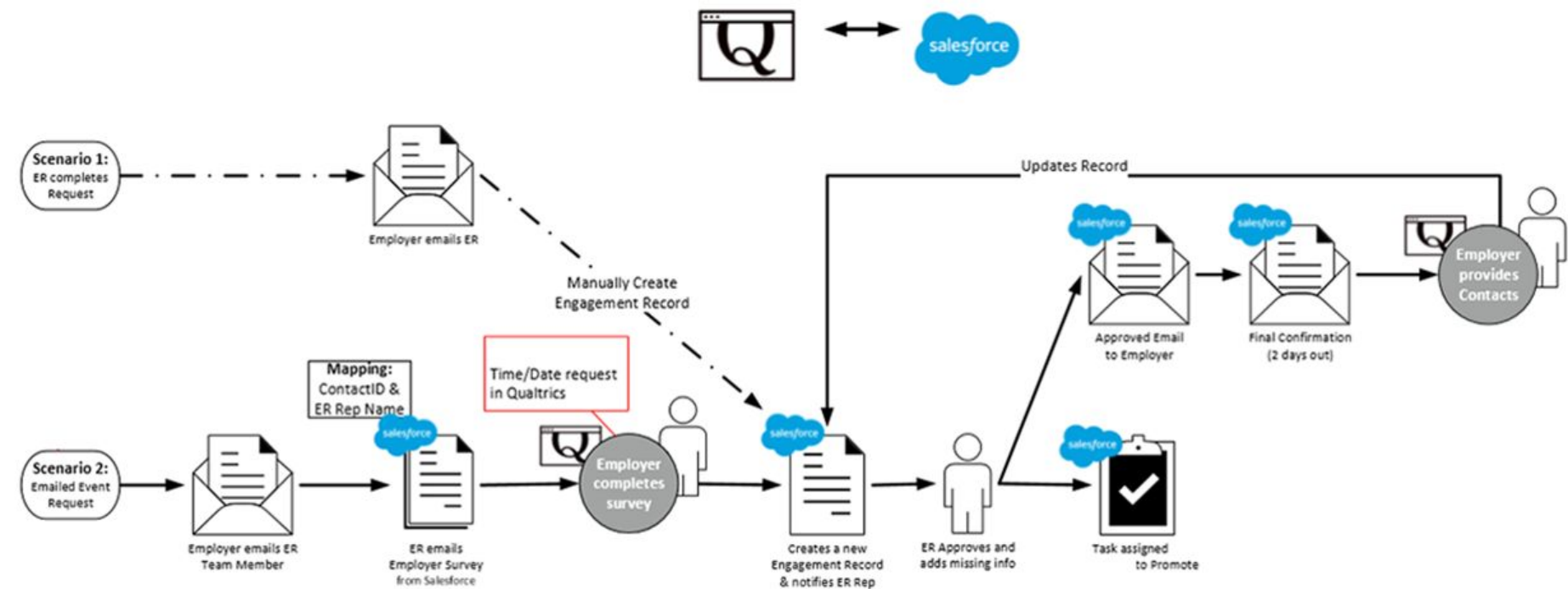
Targeted Population (364ct):

- Sophomores – Seniors
- Marketing/Management Majors
- Interested in working in Los Angeles
- Interested in the “Entertainment/Leisure” and/or “Media/Marketing” industries
- Filtered out seniors that already have a job or are not seeking employment after graduation

48 Hour Results:

- *52.5% open rate*
- *14 new applications*

Employer Engagement

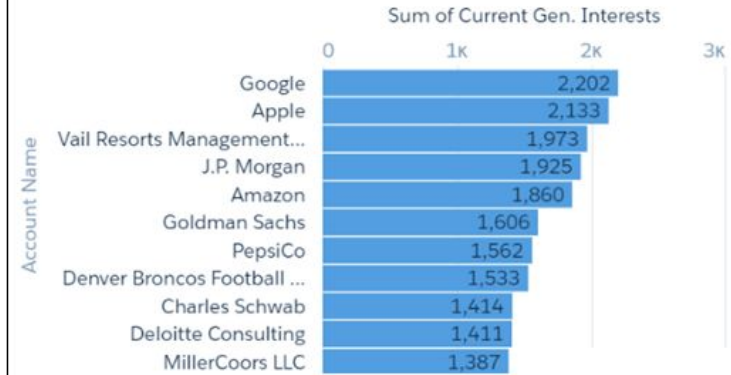


Student Interests Meet Employer Involvement

Summary

- Charles Schwab is *Top partner* company of interest at Leeds
- More than 1000 students* interested in Schwab; strong interest from Finance students
- Broadly Engaged in **events & mentoring**
- 15 full-time* offers, 8 accepted and *20 internships* so far this academic year
 - 50+% conversion rate

Top General Interests



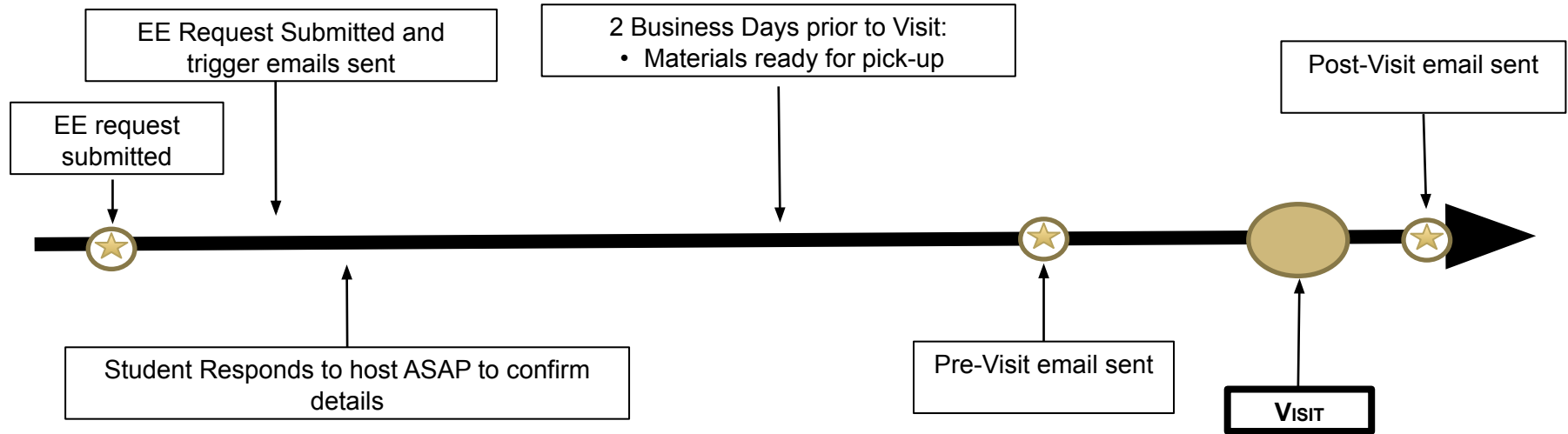
Top companies current students are interested in
[View Report \(Top General Interests\)](#)

Interests by Area



[View Report \(Gen Interests in Any Company by area\)](#)

The Executive Experience



What The Executive Experience Provides for you:

- Gifts
- Parking Passes
- Optional pre- and post-visit communications
- Room Reservations
- Student Support
- Marketing/Welcome signs

What The Executive Experience Provides for our guests:

- Gifts
- Clear communication prior and following visit
- Room Reservations
- On-site executive level customer service
- Sense of community

Then



Leeds School of Business

Human Resources Pre-Authorization Request

All new hires, promotions, transfers, and personnel changes must be pre-approved by the Dean. This form should be approved prior to any formal or informal hiring processes are initiated.

Employee Name _____ Department/Unit _____

Position Title _____ Position # _____

Position Type _____ Other phase specify _____

Additional Information:

New Hire	Promotion	Transfer	Temporary	Other
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Justification (state details about change to existing position)

Funding	CSP	Canceled	New Position	Vacant Position	Change to Existing Position (note details about change)
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Percentage Appointment _____ % Salary \$ _____ Funded by IT? _____

Anticipated start date _____ if applicable, end date _____

Please provide the justification and details for your request (attach additional sheets as necessary).

Supervisor Signature _____ Date _____

Reviewed and Approved by:

Staphanie GDEB, Assistant Dean for Administration _____ Date _____

Appropriate Senior Associate Dean _____ Date _____

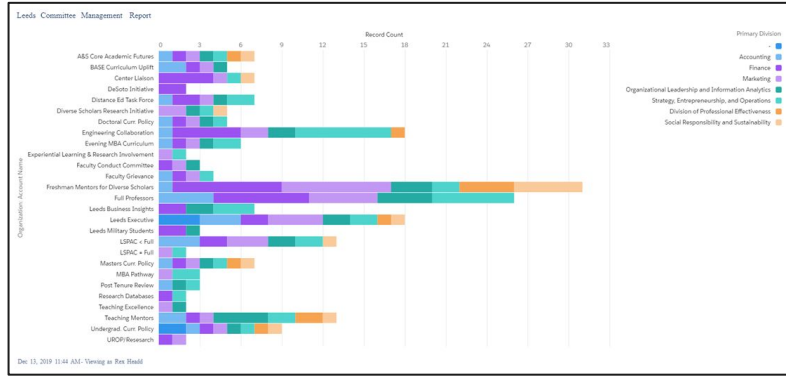
Daniel L. Bendoric, Dean _____ Date _____

Now

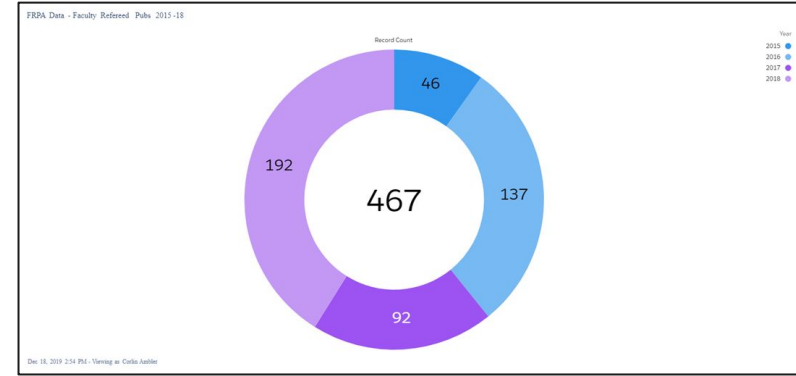


Faculty Success

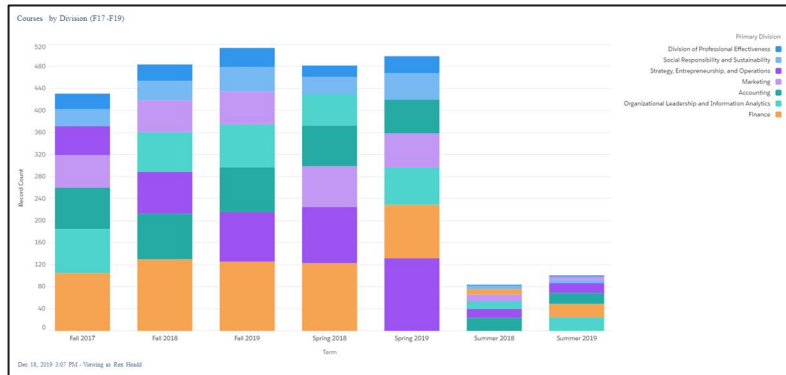
Faculty Committees By Division



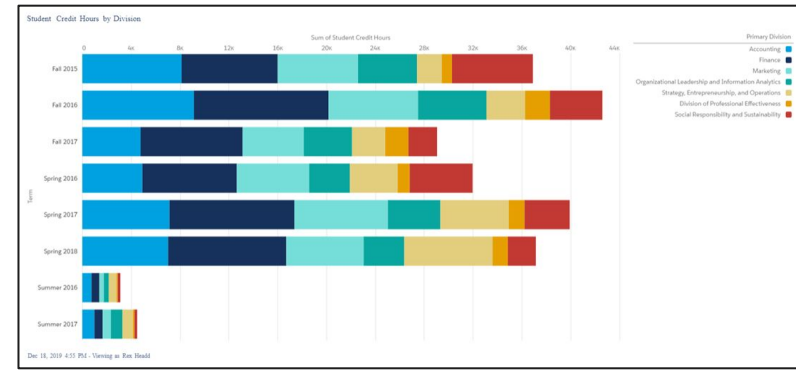
Faculty Refereed Publications



Course Assignments - By Division



Student Credit Hours - By Division

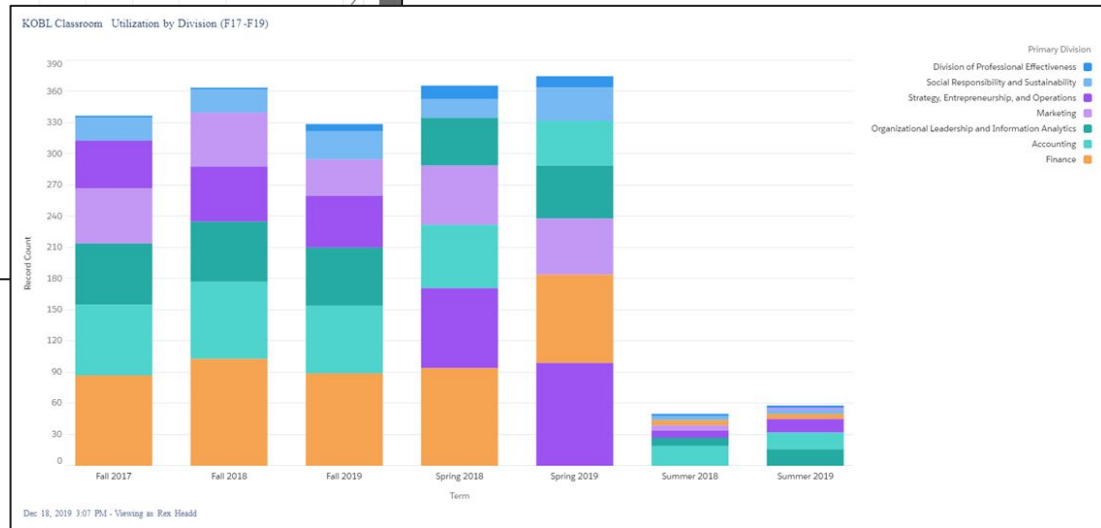


Space Utilization

Classroom Utilization



By Division



Student Success (cont.)

- Student Communities (Phase 2)
- Career 3.0



Faculty/ Staff Success (cont.)

- Space Utilization / Forecasting
- Curriculum Planning
- Inventory Tracking



New Users

- Advancement
- MBA / MS



What's Coming in FY21...



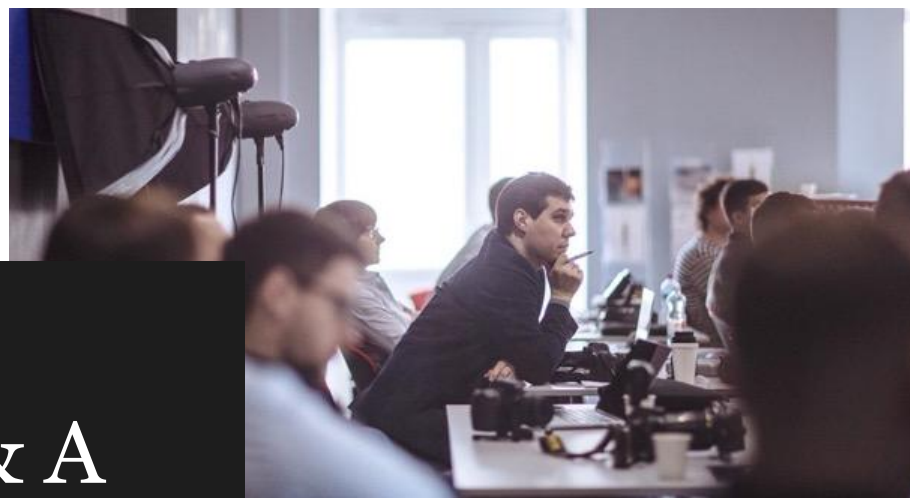
Communications

- Event Management Revamp
- Mass SMS



TechSupport

- Integration Expansion
- Lightning for Outlook Migration
- Data Dictionary
- Big Objects
- New ETL



Q & A

Thank you

