

# COMMUNITY REIMAGINED



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# CHANGING EXPECTATIONS

Higher education is no stranger to community. In fact, colleges and universities could be considered among the earliest pioneers of institutions that effectively foster community. From forming unique campus cultures to rallying around athletic events, institutions of higher learning thrive on creating community.

But a dramatic shift is taking place in respect to community building and engagement. Companies like Uber and Airbnb have built thriving new business models that completely reimagine community. Whether it is redefining how you get from point A to point B or transforming how and where you find a place to stay while traveling, these businesses have successfully reimaged how communities operate. They have done so by creating communities of trust, service, and engagement. So what does this mean for a college or university?

The bar has now been raised for higher education. All of those who belong to the campus community are interacting with these innovators in the private sector and their expectations are changing. Prospects, students, parents, alumni, faculty, and staff are expecting the same level of engagement and service from the schools in which they invest time and money. Empowered with more mobile devices than ever and access to unlimited information, constituents demand a more modern experience. Many schools are trying to engage with their constituents using either rigid portals that do not enable collaboration or via discussion forums that are completely detached from operations. But ultimately, constituents are paying the price. So how can you take advantage of this massive opportunity to reimagine your campus community?



# THE POWER OF COMMUNITIES

In higher education today, every constituent expects constant connectivity and the ability to access information at any time, from any device. This demand requires a new platform for managing relationships, which is why Salesforce created the Community Cloud.

Communities are a fantastic resource for engaging your students and alumni, but they are useful for so much more. Your campus can integrate communities into all of your business processes and use them to nurture other important relationships -- like those with students, faculty, staff, alumni, prospects, donors, and corporations.

By reimagining communities, your campus can open new lines of communication to connect constituents with each other as well as with your school's brand. Your campus will empower departments to innovate faster and collaborate more efficiently. And your school can team up with anyone in your ecosystem—whether it's a sister school, a foundation, or a corporate partner. It's all possible with the right community-building tools.

In this e-book, we've selected some of our favorite highlights, use cases, and stories to give you a crash course in leveraging Salesforce Community Cloud for engaging constituents, increasing collaboration, and reimagining your campus community.





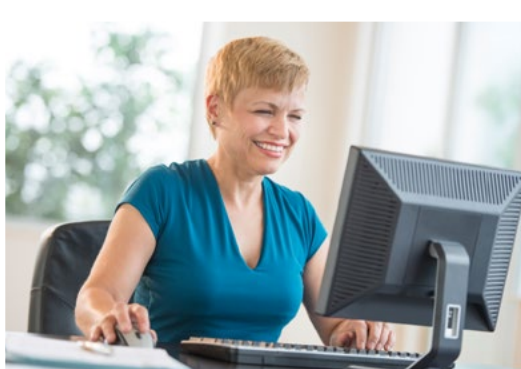
# BUILD YOUR SCHOOL BRAND

Between already-established social networks, your website, and other online assets, it's important to maintain consistency so you can establish a clear online brand presence. Community Cloud makes customization easy, with multiple options to seamlessly extend your school identity into new channels. Customizing the look and feel of your community allows you to better connect with prospects, students, alumni, faculty, and staff in the most meaningful ways for each group and reinforces your brand.

Keeping your Community current and fresh is central to making it a thriving, repeated destination for members. So it is important to be able to manage your Community's content easily and keep it consistent with your school's brand. There is no need to reinvent the wheel when it comes to empowering your community with rich content. Use material you already have by integrating data and incorporating third party and custom apps. Updating is easy so you can always keep up with the changing needs of members.



Imagine a unified view of every interaction prospects, students, alumni, donors and affiliates have with your department or institution.



## BREAK DOWN SILOS

There are so many different departments that need to work together to make a campus run smoothly, which can consequently make collaboration challenging. But you want to make sure constituents have a seamless and frictionless experience, regardless of which department or channel they are interacting with.

So long silos! Next time you have a question for the financial aid team, development team, or any other department, don't send an email—post the question to a Community and get crowd-sourced answers from people you might not expect—answers that become a resource for others to view as well. Follow people, groups, reports, objects and more so you are interacting with others, who have similar interests, and openly sharing ideas. By operating more transparently, you'll be amazed at how much faster you can accomplish goals and keep everyone internally marching to the same drum.

Here are just a few examples:

### Recruitment

When recruiting top talent, the last thing you want is to have different departments bombarding a prospective student with disjointed information. Use Communities to streamline the recruiting process, connecting departments like financial aid, athletic recruiting, and admissions. Make cross-departmental collaboration easy so you can create a unified approach to recruiting the best students and create a positive experience



for the prospective student. Communities can also connect prospects with existing students and alumni, who serve as some of your best brand advocates.

## Student Success

If a student is overwhelmed with school and struggling to adjust to campus life, you naturally want to help. Using a Community, create a team to intervene and ensure a student's success. Allow an RA to help with any housing issues, a faculty member to recommend tutoring groups, peers to provide the student with advice, and an advisor to oversee the student's overall success—all from within a single, easy-to-use Community. Don't make helping students harder than it needs to be. Use Communities to provide a forum for students to ask for help, so you can in turn provide fast and efficient support.

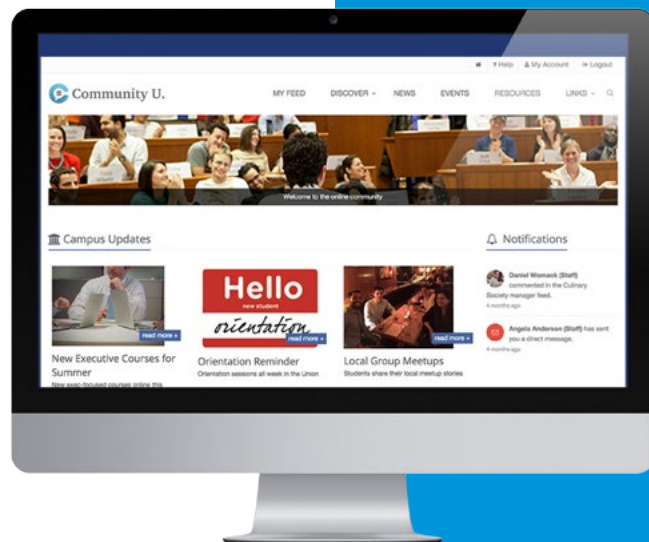
## Marketing

Collaborate with all the right people to update campaigns, share files, and track payments—all in one single, comprehensive experience to help you manage marketing campaigns more effectively, from kickoff to completion. And use your Community to promote campus events and constituent involvement in campus life.



## SPOTLIGHT

# CORNELL UNIVERSITY'S COLLEGE OF AGRICULTURE AND LIFE SCIENCES



At Cornell University's College of Agriculture and Life Science (CALS), the traditional process for on-boarding new students was information-heavy and lacking in personal engagement. Students received several emails over the course of a summer and were told to reach out if they had questions. Consequently, the CALS Student Services team wanted to move from an information-based experience to a community-based experience, and to provide a high level of support during the stressful period of course enrollment. The College launched Community Cloud over the summer of 2014. "By engaging our students in this online forum, we significantly increased interaction—we had more than 2,700 posts and comments in a 10-week period," said Rebecca Joffrey, Director of Interactive Services. CALS student service staff reported a 48% decrease in call volume during this same period.

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– Rebecca Joffrey, Director of Interactive Services



# MAKE IT PERSONAL

If you've ever signed up for a social network and then been completely overwhelmed by the insider jargon and functionality, you'll appreciate how important it is to make finding the people, groups, and content you need easy and intuitive.

Community Cloud learns from your interests and behavior, then automatically suggests which people you should follow, groups you should join, and content you should know about. This makes onboarding new users easier than ever and fosters deeper engagement within your community. And don't forget: deeper engagement breeds loyal constituents.

Here's a quick breakdown of three key personalization functions in Community Cloud:

## Influencers

Find out who the key influencers in your institution are so you can follow their interests, listen to what they're talking about, and collaborate with them on ideas, files, cases, and more. By identifying, following, and engaging key influencers, you make campus-wide alignment seamless and instantaneous. Cross-departmental collaboration happens faster and more frequently when enabled by greater transparency and visibility across the organization.





## Groups

Groups are an essential part of any successful community, providing a structured space for discussion and activity across your institution. You can create groups based on courses, projects, areas of interests, clubs, departments—whatever groups make the most sense to you. Within a group, you can share files and records, integrate video, and enable discussion; and you can adjust your group to be private or public. You can create a course group, for example, where the professor can share course materials; students can ask questions of each other, the TA, and the professor; project teams can collaborate on a joint project; students can ideate—all leading to a vibrant learning environment that continues to grow outside of the classroom.

## Recognition

People love to be recognized for their contributions and accomplishments. You can encourage community participation by highlighting and rewarding the most active members using level badges, endorsements, and leaderboards. Community members get credited for their involvement and the institution gets more insight and feedback—it's a win-win!



# INCREASE ORGANIZATIONAL INTELLIGENCE

Sharing ideas—and supporting documents—is the best way to increase your institution's overall intelligence. You need to make information and documents easily accessible to the right people at any time of day, from any device, in real time.

But that's only the beginning. Community Cloud marks the start of a revolution in file collaboration, wherein storage will become smarter, with powerful metadata, social graphs, and analytics that auto-assign files to relevant people, groups, cases, student records, and donor opportunities. And access will become faster and more streamlined, regardless of where you are or what device you're using—without compromising security.

To attract top students, recruiters need to be able to easily locate prospect information, school assets, and territory data. Marketing managers need the ability to create, organize, and tag content to make using it easy. Student support teams must be able to quickly locate knowledge articles in real time, while on a support call. With a cloud-based system for smart file storage, departments can speed the flow of information through the institution and accelerate growth.



# TAKE IT MOBILE

Whether it's a recruiter out in the field or a dean running across campus to a meeting, everyone needs access to information on demand. You don't need us to tell you about the importance of speed and mobility in not only today's higher ed environment, but in the private sector as well. With the Salesforce Mobile App, you can collaborate anywhere, on any device, and maintain your single sign-on capabilities. Not all devices are created equal, so Community Cloud is device-responsive, optimizing your experience for your laptop, smartphone, or tablet. No more excuses! Stay up to speed with what's going on in your Community and take action based on real time information—all while on the go.







## SPOTLIGHT

### WESTERN GOVERNORS UNIVERSITY

At brick-and-mortar universities, making friends and finding study partners can be as easy as sitting next to someone in the same class. But as an online university, Western Governors University (WGU) has to think of different ways to facilitate true connections and relationships with both students and mentors. WGU deployed Communities in three areas: enrollment, active students, and student services. Community Cloud allows students to engage directly with an online course and interact with fellow students and mentors. Analytics from these interactions allow WGU to create student profiles, help curb course drop rates, and improve graduation rates.

“The fact that we’re able to use Salesforce from the point at which a student wants to come to the University all the way through gives us a 360 view of everything that’s going on.”

– Dave Perry, Salesforce Program Manager

Create a culture  
of collaboration  
internally.



## DIFFERENT TYPES OF COMMUNITIES

You engage with many different types of constituents, who are all in various stages of their respective lifecycles. This can seem chaotic—but no need to worry! You can build and foster different types of Communities to cater to unique needs and run it all on the same flexible platform. Community Cloud is flexible and robust, so it can be used to build different types of communities that all leverage the same technology and features.

Here are some examples of Communities catered to distinct constituent groups:

### Applicant Community

Provide applicants all the information about programs and services they may need throughout the application process. Moreover, allow applicants to engage 1:1 with fellow applicants, current students, alumni, and faculty and staff to get questions answered and seek advice. Communities eliminate manual data entry with online applications that feed applicant data directly into Salesforce for your admissions team to use. Applicant to-do lists within the Community also make it easier than ever for applicants to stay on top of outstanding items. Providing an easy-to-use, always-accessible wealth of information in a highly interactive environment helps build your brand, reinforce a positive perception of your school, and sets you apart from competing institutions.



## Student Community

Community Cloud takes student success to the next level. Use Communities to create a one-stop-shop for all of your students' service needs, where they can find answers to questions, log a case with an advisor, sign up for events, buy tickets to the game, or read up on important campus information—all in one place. Students can also collaborate on coursework and share ideas on projects to generate amazing results.

## Alumni Community

Bring your alumni together, creating an alumni directory that links alumni and hiring corporations for networking and coordinating around career services. Promote upcoming events on- or off-campus, like homecoming and reunions, and organize alumni travel study trips. Share information about topics of interest and stay relevant with alumni. Make it easy for alumni to give back to your university by incorporating online donation options directly into the community as well.

## Staff & Faculty Community

Replace your intranet with a social intranet, creating one place with information about all sorts of topics such as campus and academic services, HR benefits, and IT issues. Create a one-stop service shop for internal constituents and allow faculty and staff to collaborate on internal processes. Communities can also establish a breeding ground for faculty idea generation around programs like grants and research.



## Students

Students have a front-end platform that makes it easy to navigate the school's resources. Empowered with instant access to people, ideas and information, they can focus less on logistics and more on value-added activities that help them to achieve their individual goals.

## Faculty & Administrators

Faculty and staff have a single point for engagement and a means to interact more effectively with students, increasing rates of retention and success. The social front end combined with a data-driven back end opens up new opportunities for reporting and analytics on student activity and behavior.





## GET STARTED BUILDING YOUR COMMUNITY TODAY WITH UNITY

Community is critical in creating a positive student experience, improving retention and making your school successful – but building community is just plain hard. Unity takes a fresh approach. Built on the Salesforce Community Cloud and designed specifically for higher ed, Unity is a powerful social tool that helps you generate engagement, foster collaboration and connect your campus.

This one-of-a-kind tool allows you to deploy a private, branded community for your constituents that looks and feels more like your favorite social media platform than a piece of corporate software. Say goodbye to outdated portals, inflexible case management tools and static knowledgebases – Unity is the new one-stop shop for your students.

Conversations that are happening today in endless email chains and external social channels are now taking place on a private social network that you can monitor and report on. Unity encourages community engagement while meeting individual learning needs.



# Connect & Empower Your Community



## Start Engaging, Fast

Unity's out-of-the-box functionality is already customized for higher education, making it quick and easy to add your branding and start engaging in a fully functional community.

## Administer Easily With The Intuitive Interface

Unity's out-of-the-box functionality is already customized for higher education, making it quick and easy to add your branding and start engaging in a fully functional community.

## Get Valuable Insights About Your Students

A student's level of engagement is an indicator of their success. Monitor student engagement and progress to find and support those learners that need some extra attention.

## Tailor To Your Users

Configure community roles and user profiles for a more personal experience. Include fields like major and class year and change any features to fit your school's unique personality and style.

## Built-In Search

Give students, faculty and staff the ability to search through news, events, updates, hashtags and topics to find the people, groups, conversations and resources they need.



GET STARTED!  
CONTACT US.

LEARN MORE ABOUT UNITY

ALREADY USING SALESFORCE?  
DOWNLOAD UNITY ON THE APPEXCHANGE

# CONCLUSION

It doesn't matter how big or small your university or college is – everyone can benefit from simplifying all of the processes that keep your campus running smoothly. With Salesforce Community Cloud, reimagine your campus community. Find everything you need in one secure location, collaborate seamlessly, and build stronger relationships with your prospects, students, alumni, faculty, and staff.

Learn more about the Community Cloud at [www.salesforce.com](http://www.salesforce.com) to start creating a community that transforms the way you engage constituents.

