

Success Story

Georgia State University: Government & Community Affairs

Industry: Higher Education

Location: Atlanta, GA

Project: Salesforce Implementation, Data Migration, Custom Data Model Design, 3rd Party App Integration, Training

Institutional Overview



Georgia State University's Office of Government & Community Affairs (GSU: GCA) is the bridge between the university and local, state, and federal government. They act as the university's voice, securing resources and advocating for policies that benefit Georgia State's students, faculty, and research endeavors.

The Challenge

GSU: GCA was using a shared Salesforce instance that lacked the customization and functionality needed to effectively manage their unique engagement processes.

Workarounds and limited administrator access hampered efficiency and user trust in the system.

The Solution

LogicSpree partnered with GSU: GCA to implement a dedicated Salesforce Unlimited Edition environment. We designed a tailored data model to align with GSU: GCA's specific relationship-building priorities, allowing them to track government offices, officeholders, staff, preferences, engagement history, and more.

Additionally, we integrated the Leadership Connect app to provide real-time information on officials and streamlined data migration from the previous Salesforce instance.

Our team delivered comprehensive training to ensure a seamless transition and user adoption.

The Result

With the new, customized Salesforce environment, GSU: GCA experienced a transformation in their engagement capabilities. The Executive Director remarked that this was the solution he had envisioned all along.

The GSU: GCA team can now:

- **Efficiently** research current, past, and potential government officials at all levels
- **Visualize** career trajectories of officeholders, eliminating duplicate records and providing a comprehensive view
- **Develop** and track detailed engagement campaigns with precision
- **Easily** plan and delegate engagement activities across the team

The new Salesforce environment has empowered GSU: GCA to build stronger relationships with government officials, ultimately advancing the university's policy goals.

