



roundCorner

CaLARTS

California Institute of the Arts Replaces Multiple Systems with Advancement Connect

“ Having roundCorner as our partner is exactly what we need at CalArts. Their passion for higher ed and their constant innovation with Salesforce transforms the way we fundraise. ”

Korey Janse, Director of Advancement Services at California Institute of the Arts

Challenges

Before deploying Advancement Connect, the California Institute of the Arts (CalArts) used multiple systems across the institution. Fundraising was managed in Raiser's Edge and graduate data in Colleague.

Due to poor database management in CalArts' previous systems, users had access to every component of the systems which led to a lack of data integrity. As a result of the systems' lack of automation, the CalArts team did not have the tools needed to be proactive in their engagement strategies around Prospects, Donors, and other Constituents. Additionally, outdated user interfaces led to a poor user experience, and therefore minimal user adoption. None of the systems were used to the fullest extent, and mostly served as a quick look-up tool.

Solutions

roundCorner recommended CalArts to implement the full Advancement Connect suite, consisting of the Bios, Prospect Management, and Giving packages.

Data integrity was a major challenge, so legacy data were cleansed and migrated from multiple systems into Advancement Connect. This enabled staff at CalArts to have a single source of truth for constituent and fundraising data, allowing for improved collaboration and transparency across the institution. roundCorner also customized CalArts' process automations, freeing up valuable time for staff while giving them the opportunity to focus more on their core mission.

An important aspect of the transition to Advancement Connect was user adoption. During and after the implementation, roundCorner provided the team with high-touch end-user training. Over 20 users were brought up to speed, empowering them with the confidence they need to use their new technology and achieve a greater impact.

roundCorner established a new foundation for CalArts and enabled future innovation needed to provide the best learning environment for the next-generation of students at CalArts.



About CalArts

California Institute of the Arts (CalArts) was founded with the intent to bring different art forms together and allow them to cross-pollinate, in the process fostering collaboration and sparking innovation. As an internationally recognized school for the performing and visual arts (film, theater, art, dance, music and writing), the CalArts artistic philosophy places an emphasis on an exploration of new paths beyond conventional boundaries.

About roundCorner

roundCorner enables enterprise nonprofits, universities and foundations to unlock faster time to value on the Salesforce® platform with fundraising and grant management applications. roundCorner is a Salesforce Platinum App Innovation Partner and the only Salesforce.org Platinum App Partner for the enterprise nonprofit and higher education markets in North America.

In 2016, roundCorner committed to integrate corporate philanthropy by joining Pledge 1%, a movement that encourages companies to contribute a portion of their future profits to support philanthropic organizations in their communities.