Large University Adopts Salesforce EDA Student Enrollment Automation

COMPANY OVERVIEW

Ashford University, now known as The University of Arizona Global Campus, is an online university "operated in affiliation with the University of Arizona. In 2020, Ashford University was acquired by the University of Arizona, becoming the University of Arizona Global Campus. The school is an open enrollment institution serving working adults and offers associate's, bachelor's, master's, and doctoral degrees in more than 50 degree programs online. The university consists of five colleges: the Division of General Education, the Forbes School of Business & Technology (FSBT), the College of Education, the College of Health, Human Services, and Science, and the College of Liberal Arts.

COMPANY PROFILE

LOCATION	*Phoenix, AZ, USA*
EMPLOYEES	*1000+ employees*
INDUSTRY	*Education*
COMPETITOR	*All Higher Ed and Vocational Schools*
SOLUTION(S)	*EDA*

CHALLENGES

- **Manual Enrollment Process** led to inefficiencies and long enrollment cycle.
- **CampusVue** leading to manual reporting process which was costly, slow and inaccurate,
- **Assignment of Advisors** was a complex manual task
- **No one source for Student 360 view** led to advisors using multiple system during Enrollment process
- **Manual Activity workflows** leading to inefficient follow-ups

SOLUTION IMPLEMENTED

- Created Enrollment Service on Salesforce EDA. All applications were sent to Salesforce where checks were performed, follow up tasks are created and upon application completion, application sent to SIS. Two way sync with SIS kept the updates on both systems in sync.
- Created custom logic for Advisor links so the right advisors are assigned to students automatically
- Synced Courses, Class Updates onto Salesforce so enrollment records can refer to them
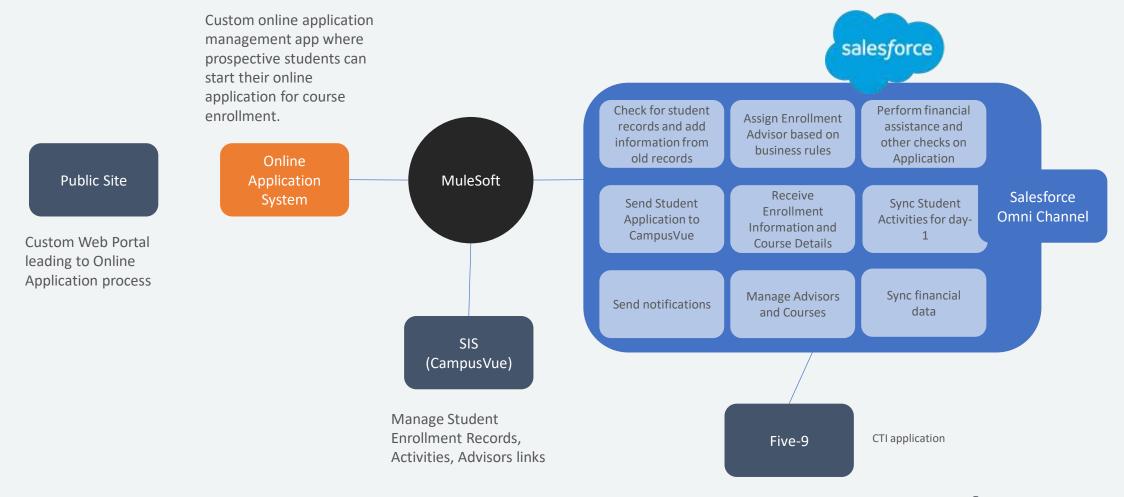- Used Salesforce for Notifications and Follow-up workflows

RESULTS

- Fully automated Enrollment process which cuts down errors, the time to respond to the applicants and creates accurate reports on the enrollment records.
- Less manual effort for application checks, task follow ups and advisor allocations
- Student 360 degree view of student Enrollment at one place
- Task workflows are fully automated through emails and SMS notifications from Salesforce

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