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# Revolutionizing Communication Strategies with Salesforce

Caitlin Madison, Executive Director of Communications, Marketing and Public Relations

[iltexas.org](http://iltexas.org)

Patrick Yurgosky, President  
[yurgoskyconsulting.com](http://yurgoskyconsulting.com)



# Forward Looking Statements



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# Thank you



# Caitlin Madison

Executive Director of Communications,  
Marketing, and Public Relations



International Leadership of Texas



# Patrick Yurgosky

President



Yurgosky



# International Leadership of Texas

Free | Public | K-12 | Charter



The mission of International Leadership of Texas is to prepare students for exceptional leadership roles in the international community by emphasizing servant leadership, mastering the English, Spanish and Chinese languages, and strengthening the mind, body and character.

## Ten years of educational excellence

- 21 Campuses in Texas - Dallas, Fort Worth, College Station, Houston, Cleveland
- 22,000 Students
- Class of 2022 (650 students) earned more than \$90,000,000 in merit-based scholarships





The Salesforce K-12 leader



Yurgosky is the premier technology, strategy, and analytics company serving data-driven organizations. We work with many of the largest and most innovative organizations in the world to identify and build data-focused technology that enable them to achieve their missions and surpass customer expectations.

**Our mission is to transform our clients so much that they can't imagine a better way of operating.**



# Background/History

A lottery - a decade in the making

From ping pong balls to a sophisticated system that can grow with our charter.



# Challenges

Multiple challenges facing an expanding school



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## Lottery

- Multiple systems – data silos, inefficient, no visibility
- Security concerns – on-premise, small firm, contractors

## Communication

- Deliverability issues – messages not being delivered or marked as spam
- Not able to communicate on parent-preferred channels – SMS and email
- Lack of customization – reliant on a single person/firm





# Where Are We Now?

## Building a best-in-class platform



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ILTexas successfully ran a televised lottery on March 2, 2023.

### Lottery

- Secure – best-in-class security within salesforce
- Customized – aligned with ILTexas' needs
- Reliable – all communication was properly sent and received

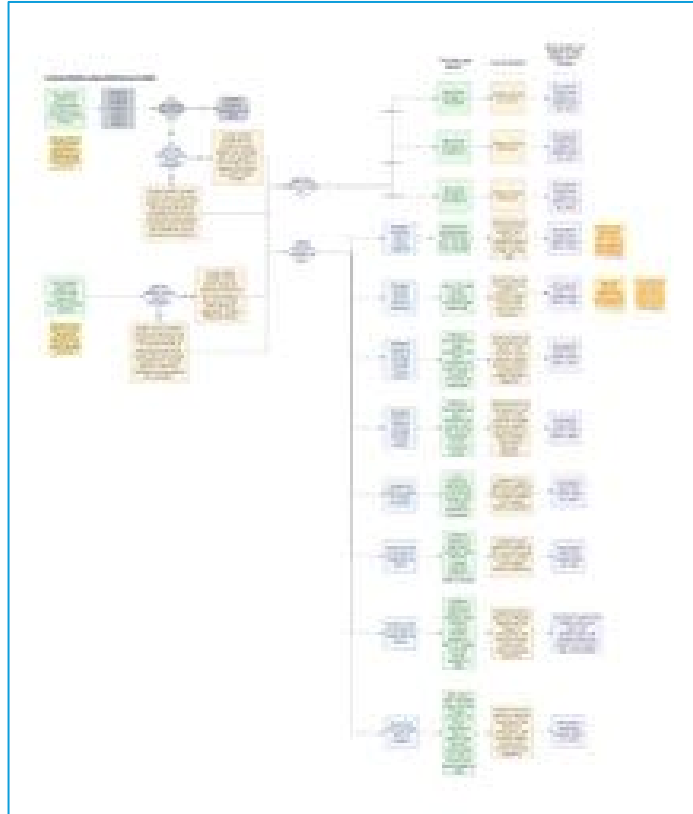
### Everything is integrated

- Skyward (SIS)
- Texas Student Data Systems (TSDS)
- Data Lake



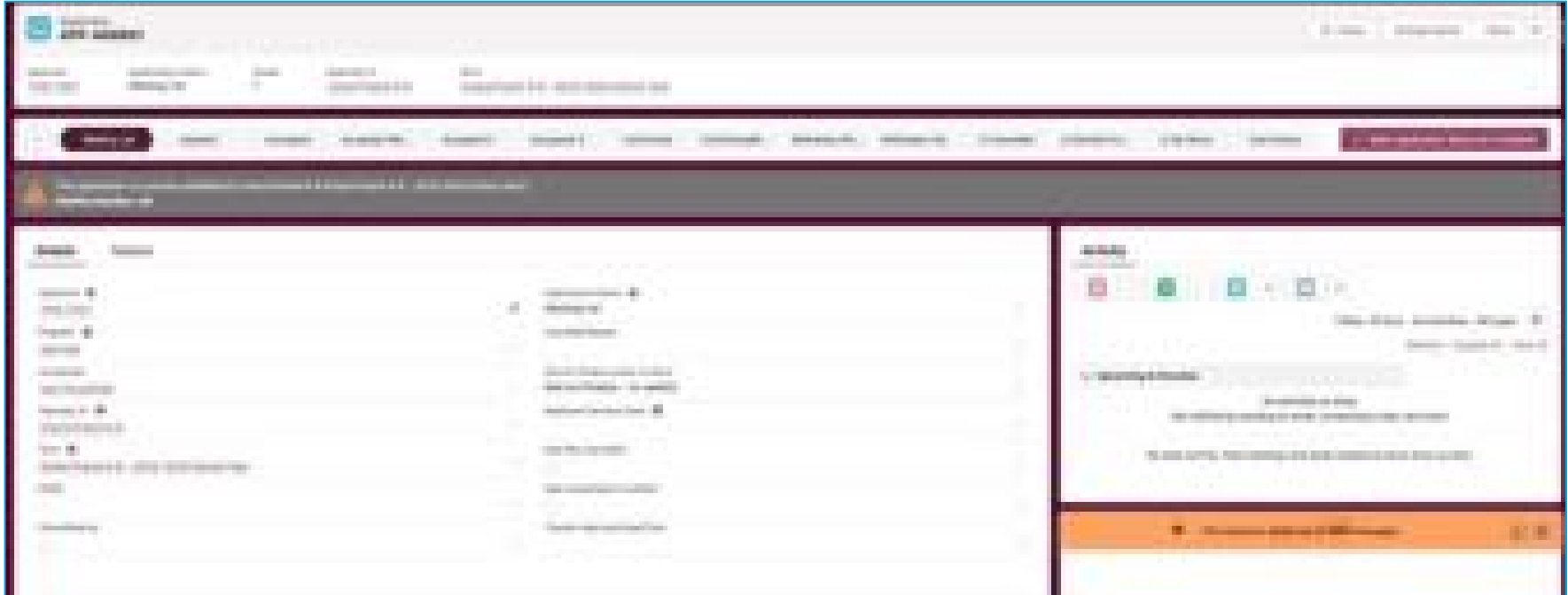
# Defined Sophisticated Workflow

Aligning on process was key to ensure compliance



# Waitlist Management

Weighting, rankings, and tranches



# Communication with Constituents

Building a best-in-class platform



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## Communication is centralized in Salesforce

- One place to view all parent communication

## Parent-preferred communication

- SMS and Email
- Multiple languages – English and Spanish

## Documented, Reportable & Tailored

- Communication preferences, deliverability, and content can all be audited and monitored and managed in one place.



# Communication Drives Higher Enrollment

Communication is automated, clear, and frequent





**CONGRATULATIONS PARENTS AND STUDENTS!** You are officially part of the International Leadership of Texas Family! We are honored to serve you and your child. Admission has been accepted to Grand Prisms 4-6 for Grade 5.

Please complete the following steps by 03/11/2023 to finalize your child's enrollment for the 2023-2024 school year.

**Step 1: Begin Enrollment** by scheduling a campus enrollment appointment here. Be sure to select your accepted campus. Please make one appointment per family per campus if multiple children are accepted.

**R-6**

Enrollment Checklist	March 2 <sup>nd</sup>
2 <sup>nd</sup> & 3 <sup>rd</sup> + siblings	March 2 <sup>nd</sup> & 3 <sup>rd</sup>
4 <sup>th</sup> & 5 <sup>th</sup> + siblings	March 2 <sup>nd</sup> & 3 <sup>rd</sup>
All grades 4-6	March 3 <sup>rd</sup>
2 <sup>nd</sup> & 3 <sup>rd</sup> + siblings	March 2 <sup>nd</sup> & 3 <sup>rd</sup>
3 <sup>rd</sup> & 4 <sup>th</sup> + siblings	March 2 <sup>nd</sup> & 3 <sup>rd</sup>
All grades 4-6	March 3 <sup>rd</sup>
Saturday Enrollment Event (all grades)	March 3 <sup>rd</sup>
Grade 7 siblings	March 2 <sup>nd</sup> , March 3 <sup>rd</sup> , & March 3 <sup>rd</sup>
All grades 4-6	March 3 <sup>rd</sup> & March 3 <sup>rd</sup>



# Results



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Incredible feedback is already coming in from families

## Easier Scheduling

In order for a student to enroll, they're required to schedule an appointment with a campus registrar to complete their documentation and process. The reliability and ease of communication through Salesforce has provided a better overall experience for our families and our registrars.

## More Engagement

The "You're Accepted" email is one that every parent or guardian anxiously awaits on Lottery Day. With increased reliability and communication channels, we've seen an excellent turnout of enrollment appointments in the first few weeks of the enrollment period.



**As an ILTexas parent myself, I understand how important it is that we make the application, lottery, and enrollment process as seamless and easy as possible for our families and our staff. By working with Salesforce and Yurgosky, we've been able to create a system that gives all stakeholders an incredible experience.**

*Aaron Thorson, Chief Operating Officer*



# Next Steps:

Growth and Scale – expanding schools and enrollment

New Projects – leveraging more of the platform

**New Student Enrollment: Account Request**

This form is the first step to enrolling your new student online. Please fill this request so account that you will create login to a secure online Enrollment system. Complete required fields to request an account to enroll your students. Complete all optional information (date of birth, and gender) and submit your information to our administrators.

Please fill the name of the legal parent/guardian of the student you want to enroll:

\* Guardian Legal First Name:

\* Guardian Legal Last Name:

Guardian Legal Middle Name:

Guardian Legal Home Phone:  \* Guardian Legal Home Mobile:

Guardian Email Address:

\* Guardian Email Address:

\* Guardian Primary Phone Number:

Submit (\*) denotes a required field

[Click here to request Online Enrollment Account Request](#)





Education  
Summit 2023

# Share your feedback.

Scan this QR code to  
provide feedback on  
this session and help  
make our event content  
even better.



# Thank you

