

WHITE PAPER

HOW HENNEPIN TECHNICAL COLLEGE INCREASED NEW STUDENT ENROLLMENT BY 30%:

A CASE STUDY ON INSTITUTIONAL RETURN ON INVESTMENT (ROI) UTILIZING SALESFORCE AND SERVIO CONSULTING

This white paper explores the key elements of Hennepin Technical College's Salesforce implementation and highlights the significant role played by Servio Consulting, their implementation partner.

Executive Summary

Increasing Enrollment at Hennepin Technical College: A Case Study in Salesforce Implementation chronicles the remarkable transformation driven by the strategic deployment of Salesforce under the leadership of CIO Shannon Thomas. Partnering with Servio Consulting, the college enhanced recruitment strategies and operational efficiencies, achieving a significant 30% increase in new student enrollment and a 25% increase in overall enrollment. Shannon Thomas's visionary approach not only modernized administrative processes but also personalized student interactions, leveraging Salesforce's customizable features to streamline communication channels. This successful implementation not only optimized staff productivity through automation but also positioned Hennepin Technical College as a leader in utilizing CRM technology to foster student engagement and institutional growth.

Introduction

Hennepin Technical College has recently experienced a remarkable transformation, achieving a 30% increase in new student enrollment and a 25% increase in overall enrollment. This success is attributed to the strategic implementation of Salesforce, which has provided the college with the tools necessary to enhance its recruitment processes, streamline administrative tasks, and personalize student interactions. This white paper explores the key elements of Hennepin's Salesforce implementation and highlights the significant role played by their Servio Consulting, their implementation partner.

Background

Shannon Thomas, the youngest CIO in Minnesota State and the longest-standing female CIO, has been a pivotal figure in Hennepin Technical College's transformation. Starting her career at the college as a Project Manager, Shannon quickly showcased her exceptional leadership abilities and technical expertise, which propelled her into the role of CIO. With 15 years of experience in CRM systems, she possesses a deep understanding of how technology can drive organizational success. Shannon's approach goes beyond mere implementation; she focuses on aligning technological capabilities with the college's long-term vision. Her ability to build strong relationships, both within the college and with external partners like Servio Consulting, has been instrumental in the successful Salesforce implementation.

Shannon Thomas' leadership has driven Hennepin Technical College's technological advancements, significantly increasing enrollment and improving student engagement. Her vision for a student-centered system leveraging cutting-edge technology has transformed the college's approach to recruitment and administration.

Choosing Salesforce

Hennepin Technical College's decision to adopt Salesforce was driven by its need for a robust, customizable, and scalable CRM platform. Shannon stated, "Salesforce has given us the customization and the scalability that we've needed to grow it at our own pace." This flexibility has been crucial in adapting to the college's unique requirements and ensuring that the system could evolve alongside the institution's growth.

The Role of Servio Consulting

Selecting the right implementation partner was equally critical. Hennepin Technical College chose Servio Consulting after a thorough evaluation process. Shannon recalled, "Servio has been the best partner I've had for any implementation." This collaborative approach ensured that challenges were addressed promptly and effectively, fostering a productive and enjoyable working relationship.

Implementation Success

The implementation of Salesforce at Hennepin Technical College was meticulously planned and executed. Shannon Thomas and her team emphasized the importance of clear requirements and comprehensive coverage in the scope of work. As Shannon noted, "When I looked at the SOW from Servio, it covered everything that we had wanted where the other ones didn't."

One of the key features that contributed to the success of the Salesforce implementation was automation. Shannon highlighted, "The automations and just lifting that administrative burden... it's a lot easier to use than some of the other tools I've seen." These automations have significantly reduced the manual workload for staff, allowing them to focus on more strategic tasks and improving overall efficiency.

Impact on Enrollment

Since the implementation of Salesforce, Hennepin Technical College has witnessed remarkable improvements. New student enrollment rates surged by 30% with a 25% increase in overall enrollment, a testimony to the effectiveness of the new system in attracting and engaging prospective students. The integration of communication channels has enhanced the personalization of interactions, fostering stronger relationships with stakeholders. Shannon Thomas communicated this as making a big difference for their students.

Building the Salesforce Platform

Hennepin Technical College has continued to build its Salesforce platform, completing nine projects to date. These projects have not only enhanced the functionality and scope of the CRM but also delivered significant returns on investment (ROI) by increasing enrollment and improving operational efficiencies. Each project has been a strategic step toward optimizing the platform to better serve the needs of the students and the administration. The focus has been primarily on the admissions lifecycle, with supplemental projects aimed at consolidating systems on the platform and reducing additional third-party spend.

Conclusion

Hennepin Technical College's success story demonstrates the transformative potential of Salesforce when paired with the right implementation partner. Through careful planning, strategic execution, and a focus on collaboration, Hennepin has not only modernized its administrative processes but also achieved substantial gains in student enrollment. Shannon Thomas's visionary leadership and the productive partnership with Servio have been pivotal, establishing a new standard for other institutions to emulate. By harnessing Salesforce's capabilities and fostering a strong, cooperative relationship with their implementation partner, Hennepin Technical College has developed a scalable, efficient, and student-centric system that supports institutional growth and enhances community service.