



CAMPUS ANNOUNCEMENT

Dear Cañada Community,

We're back with another update on the Customer Relationship Management (CRM) tool currently being implemented across the district. Here's a high-level breakdown of some key informational points this month:

MATRICULATION PROCESS

The three colleges finalized the process maps coming out of the Matriculation Retreats that took place earlier in the summer. Here's what that entailed:

- Employees created the communication flows associated with the various steps of the Matriculation process like Orientation, Assessment/Placement, Counseling and Registration.
- The colleges are now working on the email and phone messages that will go out to the students as part of the process of getting students through the enrollment steps needed to register in their first semester of courses. For example, if a student hasn't signed up for an orientation after so many days, they would receive an email with the details and an offer of assistance in signing up. If after a few more days they haven't signed up for the orientation, the student would receive a phone call from a member of their Success Team. NOTE: The district is in the process of contracting with a texting solution so that text messages can go out as part of the CRM.
- Success Navigators were identified at each college. Success Navigators, an integral part of the students' Success Team, help students navigate the matriculation process. Students will be assigned to success navigators based on how they answer certain questions in the CCCApply Admissions Application. For example, a student over 25 years old might be assigned to a certain Success

Navigator, whereas STEM student might be assigned to another Success Navigator.

ENROLLMENT Rx

- One of our implementation partners, Enrollment Rx, will be onsite in mid-August for the final touches prior to launching some initial Phase One components of the CRM; the Request for Information (RFI) forms and Tour Request Forms.

As we move forward with the CRM implementation, we will continue to provide informational updates about the process. If you have any questions about the CRM, the implementation, or specific solutions or vendors, please direct your questions to Dean [Max Hartman](#).