

Innovating Student Engagement at Leeds School of Business



Leveraging technology to engage students is not new but doing it in a way that drives outcomes is truly innovative. The University of Colorado's Leeds School of Business, like many higher education institutions today, needed to make rapid changes to reach students in meaningful ways and achieve results. To accomplish this, they leveraged the power of Salesforce by working with Attain Partners.

This white paper will address ways in which working with an experienced Salesforce implementation partner can result in a near-seamless digital transformation process. Using a student-centric approach, we'll explore how Leeds transformed the career services student experience to deliver high-impact results.



Reach all Students = Job One!

During their 2012 implementation of Salesforce, Leeds' Director of CRM and Salesforce MVP, Joanna Iturbe, recognized the platform's potential to address their low engagement. She began a trusted relationship with Attain Partners to leverage the full power of the Salesforce platform over a series of projects from recruiting to student services. In 2014, Attain Partners worked with Leeds to reimagine and centralize its myriad of disparate student data sources. After successfully streamlining this valuable information, Leeds could now easily see the metrics for each student vastly improving the internal workflow—but they still hadn't transformed the student experience following graduation.

Recognizing the multi-faceted power of Salesforce, Leeds set an ambitious goal of increasing their job placement rates from 67% to more than 90%. They initially gained ground through the use of Salesforce and targeted student outreach, exceeding their 90% placement goal every year since 2015. By 2018, however, they began to see signs of communication fatigue and engagement began to dip.

The following challenges were identified:



Lack of an engaged student experience



Limited participation in the career interest survey



No formal process to hold students accountable on their career journeys



Giving Students a Voice

Leeds' Industry Coaches are the first line of support, mentoring students in need and preparing them for life after graduation. Limited availability and increased response times were negatively affecting students' overall perception of Leeds. As Leeds and Attain Partners had previously teamed to optimize its internal business processes with Salesforce, they once again turned to the trusted implementation partner in 2019 to develop Leeds360, a Salesforce Experience, to serve as their student support platform. Working together, they had successfully transformed the institution's digital experience—the next step was to completely reimagine the student experience. Leeds wanted to redistribute the power to give more autonomy to students, and create a more positive and convenient experience.

Attain Partners was up for the challenge of taking the Salesforce platform to the next level and thinking outside the box for how to best leverage its capabilities with Leeds' specific goals in mind.

After seven years of partnering with Leeds and implementing multiple projects, Attain Partners had helped Leeds achieve enterprise-level Salesforce use and could now use its intimate knowledge of the institution to tailor a custom solution to help achieve this next milestone—transforming the student experience and increasing engagement.

“Attain Partners is a top partner of Salesforce.org. When considering partners who understood admissions, change management, and success at our top universities, we knew we could not be successful in deploying new projects without their partnership, feedback, and aligned guidance.”

– David Averill,
Vice President, Global Alliances
Salesforce.org





Salesforce allowed students to interact with their own data in an intuitive and efficient manner. Attain Partners added FormAssembly to Leeds' solution set to let students self-report placement data directly in Leeds360. Additionally, they designed and set up

Salesforce reports and dashboards providing visibility into students who did not self-report, allowing Industry Coaches to easily craft targeted outreach campaigns to those students.

Leeds wanted to meet their students where they are, not where they thought they should be. To create a

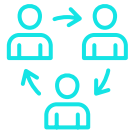
personalized experience and reach more of their students, Leeds directly engaged with and provided them ownership throughout the development process.

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A series of student-led projects explored the benefits of a consolidated platform. A pilot program, led by seniors in the Operations Management track, evaluated Leeds360 as part of their final project in the Project Management course.

Excited to support Leeds in this unique engagement effort, Attain Partners planned its design sprints around these student-focused programs. This ensured that all feedback could be evaluated and implemented effectively allowing Leeds to guarantee their students' voices were heard. By surveying over 300 students for their feedback and evaluating the results, Leeds developed a targeted plan for enhancing the Community.

Bringing it all Together



To directly address their students' needs and further increase engagement, Leeds worked with Attain Partners again in 2020 to implement the enhancements to Leeds360 as they had a deep understanding of Leeds' systems, goals, and the latest Salesforce technologies.



To address students' desires for a central information hub, Leeds selected Lightning Knowledge.



To increase engagement with Leeds Career Development, Live Agent was implemented. Students now have real-time access to their Industry Coaches without the need to make an appointment.



To build and foster a collaborative environment of information sharing, Groups and Chatter were set up. Led jointly by the Industry Coaches and Career Peers and structured around each area of emphasis, these Industry Groups provide students access to a communal hub where they can network with their peers.



Leeds is Maximizing Student Engagement

Through their innovative use of the Salesforce platform, trusted implementation partner relationship with Attain Partners, and their student-centric approach, Leeds has successfully maximized student engagement and gained the agility so desperately needed in today's ever-evolving education landscape.

To date, Leeds has seen the following improvements:



15%
increase in self-reporting
of placement data



25%
more interactions
with Industry Coaches



20%
reduction in student
response time

As a result of increased student engagement, Leeds made the following gains in their national rankings between 2014 and 2020:

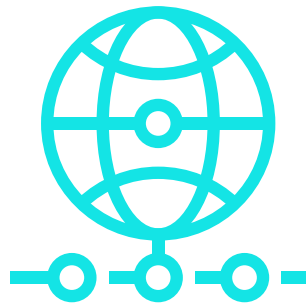
#62 (up from #90)
Best Graduate
Business Schools

#20 (up from #22)
Best Undergraduate
Business Programs at
public universities



What's Next for Leeds?

Leeds continues to work with Attain Partners and reap the benefits of investing in the Salesforce platform, including automating several of its business processes that previously were done manually. It has consolidated dozens of databases and spreadsheets and is much closer to having a single source of truth with its Salesforce platform. Also, by consolidating and onboarding so many users, collaboration across internal teams has never been easier and more efficient.



“You can do some incredible things with Salesforce. If you have a vision, Attain Partners can help you realize it. Salesforce Experience provides higher education institutions a scalable means of creating engaging, collaborative student support portals. We have the results that prove it.”

– Joanna Iturbe
Enterprise CRM Director
University of Colorado





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Serving more than 70 of the top 100 U.S. research institutions and 100% of Ivy League schools, Attain Partners has completed 900+ Salesforce projects and counting. More than just consultants, Attain Partners team members serve as trusted advisors and partners



dedicated to helping institutions execute their visions and missions with purpose to achieve remarkable results.

If your school is looking for ways to leverage the power of Salesforce to improve internal operations and/or student engagement, contact Attain Partners today at 703.857.2200 or info@attainpartners.com.

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