EduConnect: Intelligent Student Success & Alumni Engagement Platform

Phase 1: Problem Understanding & Industry Analysis

1.Requirement Gathering

1.1 Primary Stakeholder Interviews

Conduct structured interviews with:

Academic Leadership (2-3 interviews)

- University President/Dean

- Academic Vice President

- Registrar

1.2 Student & Alumni Surveys

- Create online surveys to gather quantitative data:

- Current Student Survey (Target: 500+ responses)

1.3 Document Current Processes

Create detailed process maps for:

- Student Enrolment and onboarding
- Academic advising workflow
- Career Counselling process
- Event planning and management
- Alumni outreach and communication
- Donation collection and acknowledgment

2. Stakeholder Analysis

2.1 Stakeholder Mapping Matrix

Stakeholder Group	Power Level	Interest Level	Influence Strategy	Primary Concerns
University President	High	High	Partner	ROI, Institutional Reputation
Academic Deans	High	High	Partner	Student Success, Faculty Adoption
IT Director	High	Medium	Collaborate	Security, Integration, Maintenance
Faculty	Medium	Low	Inform	Minimal disruption, Easy adoption
Students	Low	High	Consult	User experience, Privacy
Alumni	Low	Medium	Inform	Value-added services, Privacy
Staff (Admin/Support)	Medium	High	Collaborate	Ease of use, Training

3. Business Process Mapping

3.1 Current State Process Maps

- Create detailed flowcharts for:

- Student Risk Identification (Current State)

- Alumni Engagement (Current State)

3.2 Future State Process Design

- Design optimized processes using Salesforce capabilities:

- Student Risk Identification (Future State)

3.3 Process Improvement Opportunities

Identify and prioritize:

- Elimination of manual data entry
- Automation of routine communications
- Real-time reporting and dashboards

4. Industry-specific Use Case Analysis

4.1 Higher Education Industry Research

Analyze industry trends and challenges:

Current Industry Statistics:

- 40% of students don't graduate within 6 years
- Alumni giving rates have declined 20% in the past decade
- 73% of students report feeling disconnected from career services
- Average student-to-advisor ratio is 300:1

Technology Adoption Trends:

- 85% of universities are investing in student success platforms
- Predictive analytics adoption growing 40% annually
- Mobile-first student experiences becoming standard
- Integration with social media for alumni engagement

4.2 Best Practices Identification

Document proven strategies:

- Start with high-impact, low-complexity use cases
- Invest heavily in user training and adoption
- Establish data governance policies early
- Create feedback loops for continuous improvement
- Measure and communicate success stories

5. AppExchange Exploration

5.1 Relevant AppExchange Solutions Research

Student Success Category:

EAB Navigate: Student success and retention platform

- Features: Early alert system, case management, analytics
- Cost: $15-25 per student annually
- Integration: Native Salesforce app

- Civitas Learning: Predictive analytics for student success
    - Features: Risk modeling, intervention recommendations
    - Cost: Custom pricing based on student population
    - Integration: API-based integration
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Fundraising & Alumni Engagement:

- Blackbaud Raiser's Edge NXT: Comprehensive fundraising platform
    - Features: Donor management, campaign tracking, event management
    - Cost: $3,000-15,000 annually
    - Integration: Third-party connector available

- CampusLogic: Financial aid and student financial wellness
    - Features: Document collection, loan counseling, financial literacy
    - Cost: $8-12 per student annually
    - Integration: Custom API integration required