

# Capstone Project

## Title: CampusConnect360 – Unified Student Journey Platform

### Problem Statement

Educational institutions face challenges in managing the entire student lifecycle efficiently. Processes such as admissions, academics, fee management, mentorship, and alumni engagement are often handled in isolated systems, leading to inefficiency and lack of transparency. CampusConnect360 aims to provide a unified Salesforce-based platform that integrates these processes into a single streamlined solution, offering improved efficiency, stronger alumni connections, and actionable insights.

### Requirement Gathering

- Capture institution needs across admissions, academics, mentorship, fees, and alumni.
- Identify integration points for student lifecycle in Salesforce.
- Prioritize automation for high-effort manual processes like admission approvals and fee reminders.

### Stakeholder Analysis

- Students – Require access to admissions, academics, fee tracking, and graduation details.
- Faculty/Mentors – Need to track student performance and provide guidance.
- Administrators – Require dashboards for admissions, academics, finance, and alumni engagement.
- Alumni – Need networking opportunities, event participation, and ways to contribute (donations, mentoring).

### Business Process Mapping

- Admissions → Course Enrollment → Academic Records → Fee Management → Graduation → Alumni Engagement.
- Map existing manual workflows (application reviews, payment tracking) to Salesforce automation (Flows, approvals, reminders).
- Enable centralized dashboards for real-time progress tracking.

### Industry-specific Use Case Analysis

- Higher education increasingly uses CRMs like Salesforce Education Cloud for lifecycle management.
- Current gaps include limited alumni networking and poor integration of mentorship features.
- CampusConnect360 uniquely integrates alumni engagement and mentorship alongside academics and fees.

## **AppExchange Exploration**

- Analyzed Salesforce Education Cloud and Student Success Hub.
- Found strong academic and student success features but limited alumni integration.
- CampusConnect360 differentiates itself with alumni hub, donation tracking, and mentorship modules.