# **Salesforce Project Documentation**

**Project Title:** CampusConnect – Student Attendance & Engagement Hub  
 **Industry:** Higher Education  
 **Project Type:** B2C Salesforce CRM Implementation  
 **Target Users:** Teachers, Administrators, and Students

## **Phase 1: Problem Understanding & Industry Analysis**

### **1. Requirement Gathering**

To understand the pain points and expectations, requirement gathering sessions were conducted with **faculty members, administrators, and students**. Key findings:

* **Faculty:**
  + Current manual process of attendance is **time-consuming**.
  + No easy way to **send alerts** when students have low attendance.
  + Difficult to maintain engagement records for events.
* **Administrators:**
  + Require **centralized dashboards** to monitor attendance trends across departments.
  + Need real-time data to take action on **low-performing or irregular students**.
  + Lack of automated reports makes **decision-making slow**.
* **Students:**
  + No transparency in viewing attendance percentage.
  + Limited access to participation history in events/workshops.
  + Often unaware of **attendance shortages until it’s too late**.

**Conclusion:** The college needs a **centralized Salesforce-based CRM** for attendance tracking, alerts, engagement monitoring, and analytics.

### **2. Stakeholder Analysis**

| **Stakeholder** | **Needs/Expectations** | **Salesforce Solution** |
| --- | --- | --- |
| Faculty | Quick & simple attendance marking, automated alerts | Screen Flow for daily attendance, record-triggered flow for alerts |
| Administrators | Dashboards for attendance & engagement trends | Custom reports and dashboards |
| Students | Transparency in attendance & event participation | Student portal/view with real-time data |

### **3. Business Process Mapping**

**As-Is Process (Current Manual System):**

* Attendance is recorded in registers/Excel.
* Consolidation happens monthly → leads to **errors & delays**.
* Event participation is **not systematically recorded**.
* Alerts/notifications depend on faculty remembering to inform students.

**To-Be Process (Proposed Salesforce System):**

* Faculty use a **Lightning App / Flow** to mark daily attendance.
* **Automated alerts (Email/SMS)** triggered when attendance < 75%.
* Event participation recorded in **Event\_\_c object**.
* **Real-time dashboards** for administrators to track attendance and student engagement.

### **4. Industry-Specific Use Case Analysis**

* Many universities rely on **manual systems**, which often fail to scale.
* Global trend → adoption of **CRM-based Education Management Systems**.
* Salesforce Education Cloud provides a solid base, but **CampusConnect will extend it** with:  
  + **Attendance tracking with automation**
  + **Student engagement monitoring**
  + **Event participation analytics**
  + **Real-time dashboards for decision-making**

This makes the solution **unique** compared to existing CRMs that focus only on admissions or academic records.

### **5. AppExchange Exploration**

To enhance the project, relevant AppExchange tools were explored:

* **Document Management Apps** → for uploading student records, ID proofs, and certificates.
* **Email/SMS Integration Apps** → for automated communication with students and parents regarding attendance.
* **LMS Connectors** → to sync data with Learning Management Systems for courses and assignments.

Only cost-effective and education-specific apps will be shortlisted during implementation.