1.INTRODUCTION

1.1 OVERVIEW

A CRM application for school management is a software tool designed specifically to help schools manage their administrative and operational process. It provides a centralized platform for storing and managing data related to students,parents,teachers,academic performance,financial transactions,and other important aspects of school management.

* STUDENT INFORMATION MANAGEMENTS:

The CRM application can store and manage information related to students such as personal details,academic performance,attendance records,health information,etc. This helps school administrators to have a 360-degree view of each student,and allows them to make informed decisions about their education.

*PARENT COMMUNICATIONS:

With a CRM application,schools can easily communicate with parents through email,SMS,or even automated notifications. This helps to keep them informed about their child's academic progress, school schedule, and more other important events or announcements.

*ADMISSION AND ENROLLMENT MANAGEMENT:

When it comes to managing admissions and enrollment ,a CRM application can make the process smoother and more efficient. It can keep track of students applications, acceptance status, and waiting lists, and allow easy communication with prospective students and their families.

*TEACHER MANAGEMENTS:

A CRM application can also manage teacher details, such as personal information, assignment details, and professional development. This allows the school to have a comprehensive view of each teacher, and helps in making decisions about staffing and curriculum.

*REPORTING:

CRM applications can generate rep[orts that provide insights into students performance,financial data, and other key areas of school management. This helps administrators to analyze and evaluate the effectiveness of their teaching and administrative staff, and make informed decisions for improvement.

Overall, CRM applications can provide a comprehensive solution for managing all aspects of school managements, increasing efficiency, improving communication, and enhancing students outcomes.

1.2 PURPOSE:

The main purpose of a CRM application for a school is to manage and organize the relationship with its students, parents, teachers, and other stakeholders. This can

include tracking communications with the parents and students, managing enrollment and admissions,scheduling appointments with teachers or counselors, tracking academic progress, and maintaining financial records. By using a CRM application, schools can streamline their administrative process, improve communication with stakeholders, track students data in real-time, and ultimately enhance the overall educational experience.

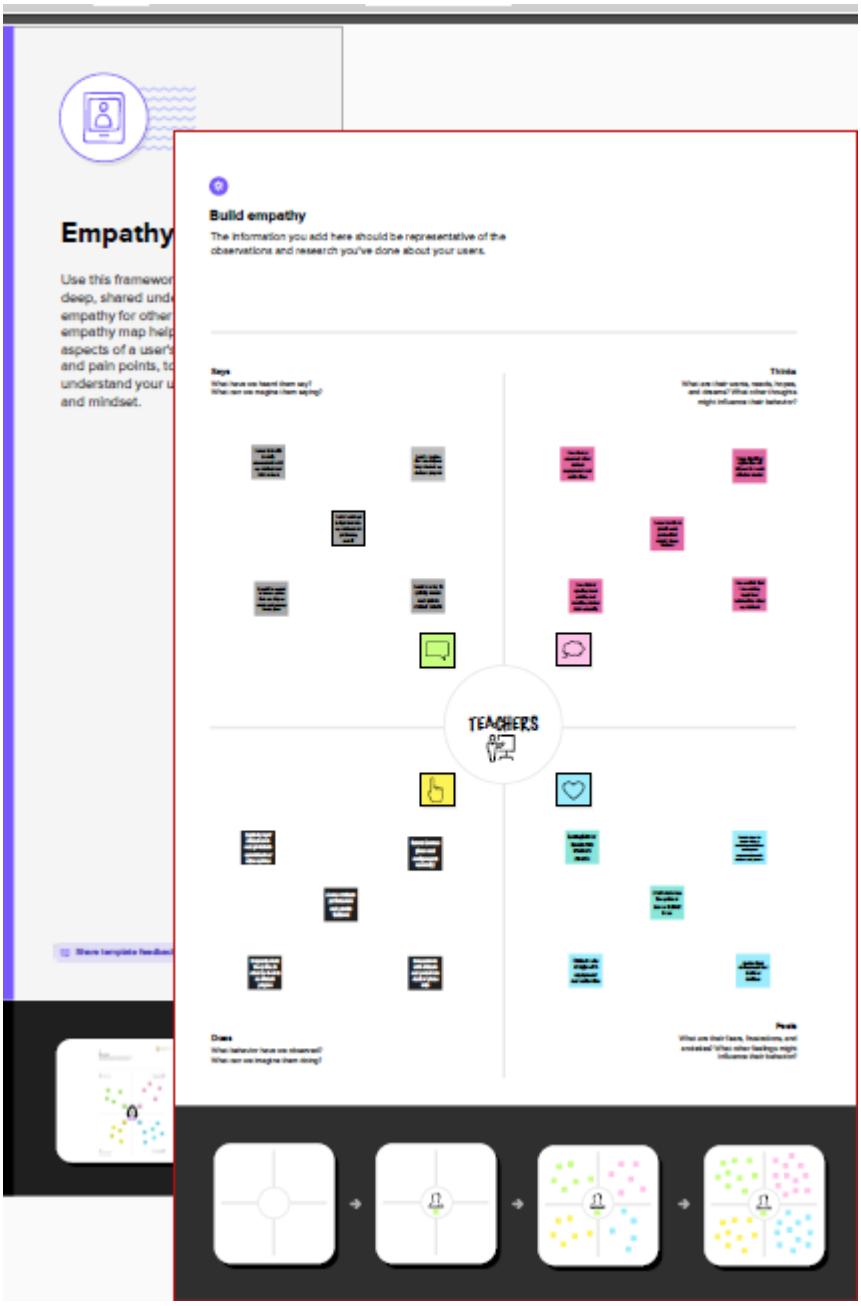
EXAMPLES:

1. **IMPROVING ENROLLMENT AND ADMISSIONS PROCESS**
2. **ENHANCING PARENT AND STUDENT COMMUNICATION**
3. **TRACKING ACADEMIC PROGRESS**
4. **MANAGING FINANCIAL INFORMATIONS**

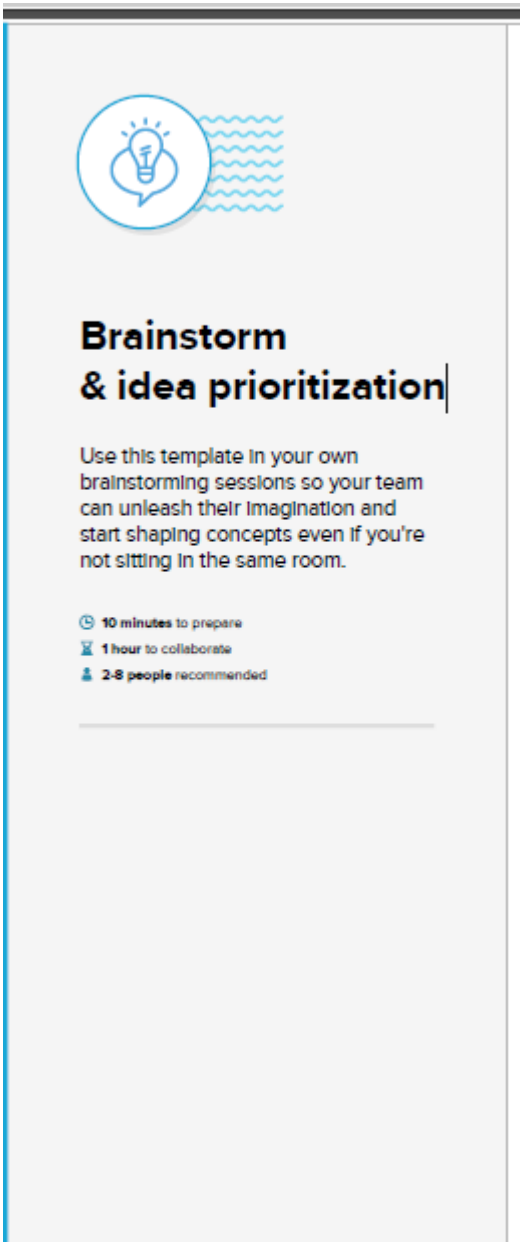
Overall,a CRM application can provide schools with a wide range of benefits from their operations, enhance students outcomes, and build stronger relationships with parents and students.

Problem Definition & Design Thinking

2.1.EMPATHY MAP



2.2. BRAINSTORM & IDEA PRIORITIZATION



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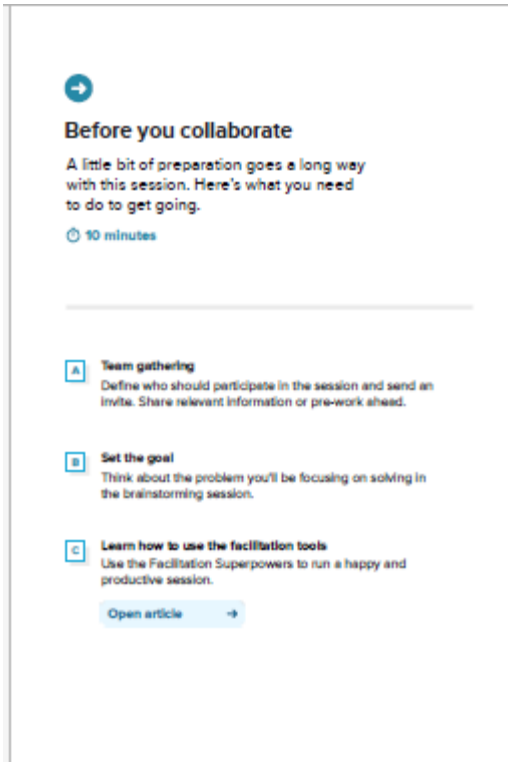
Project Report Template



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

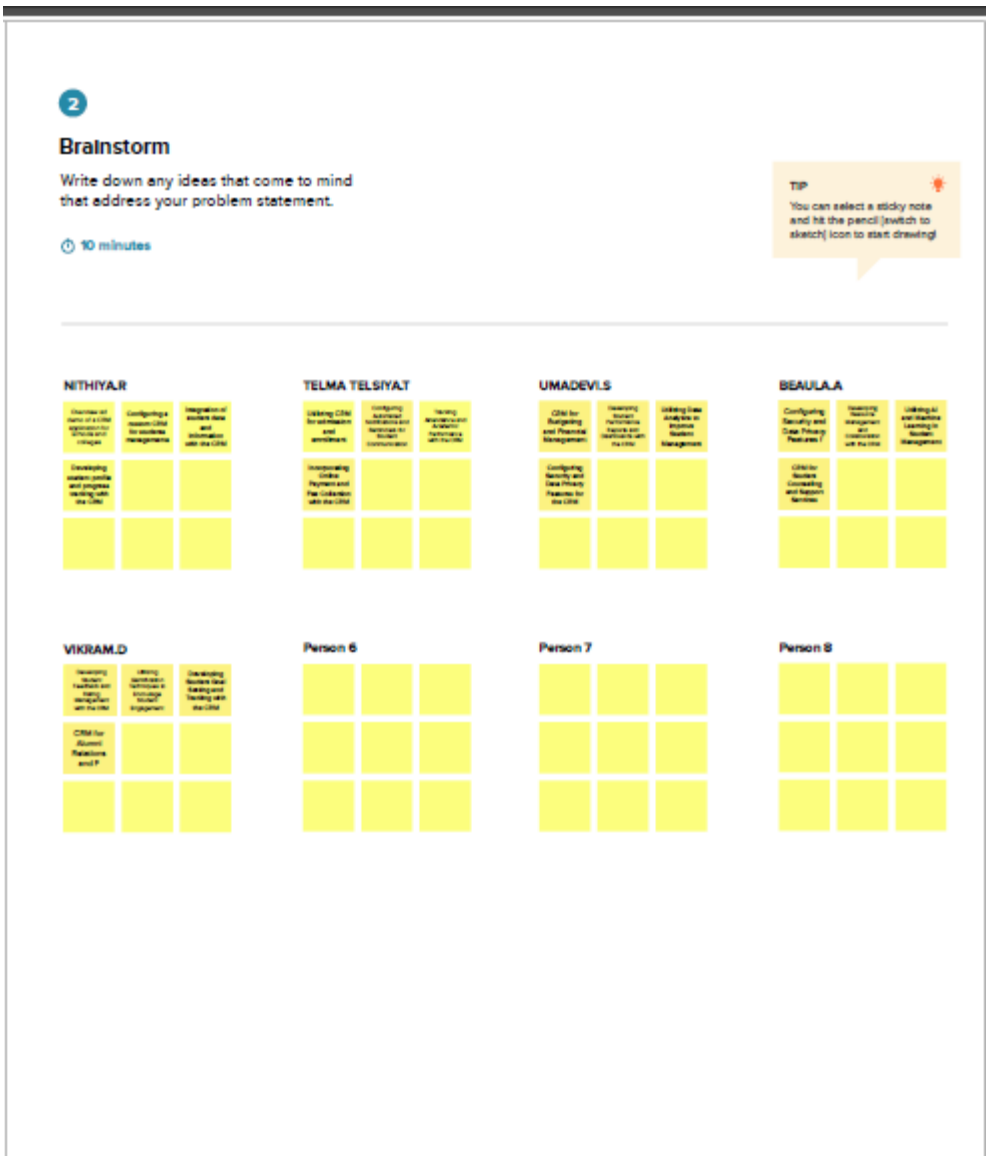
5 minutes

[redacted]

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.


2
Brainstorm
Write down any ideas that come to mind that address your problem statement.
10 minutes
TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!
NITHIYA.R
TELMA TELSIYAT
UMADEVI.S
BEAULA.A
VIKRAM.D
Person 6
Person 7
Person 8

3

Group Ideas

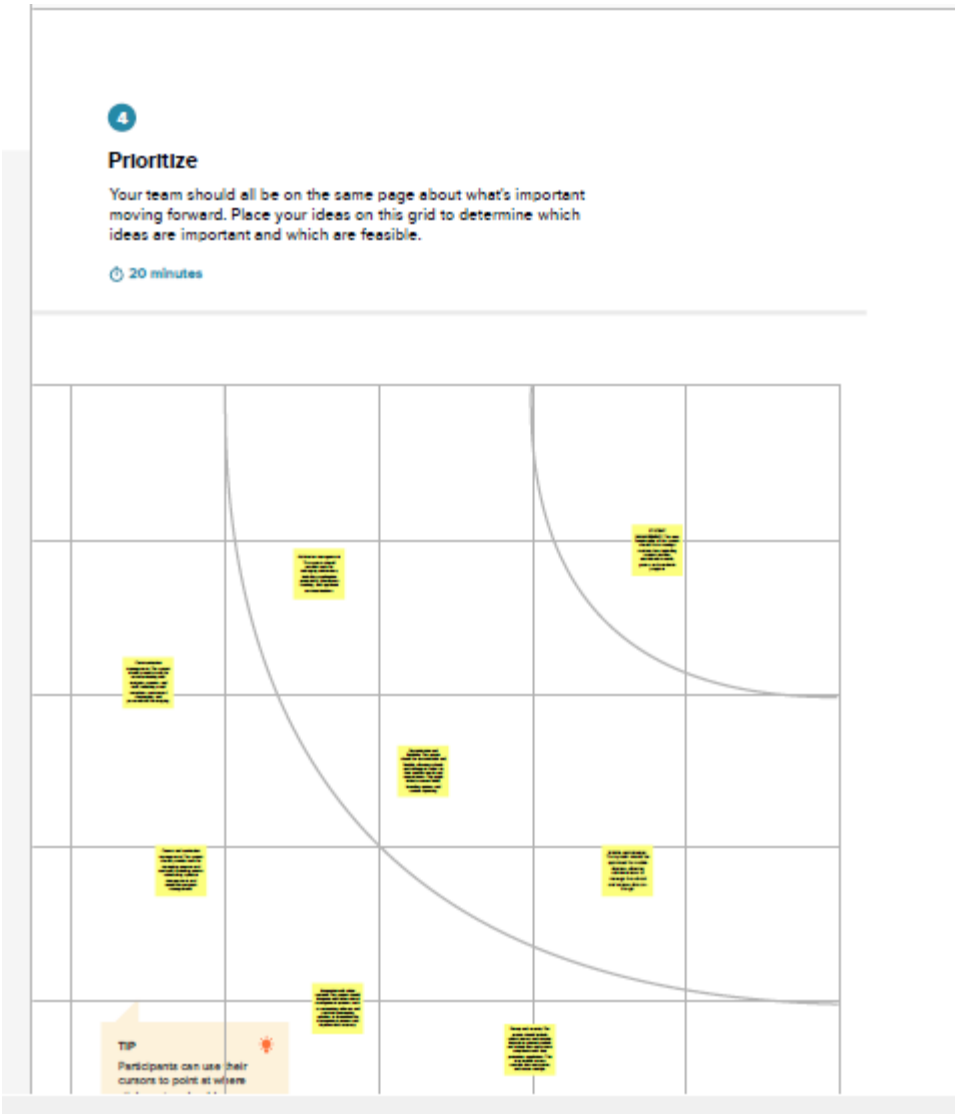
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Project Report Template



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Project Report Template

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

2.RESULT

1.1 Data Model:

<table>
<tr><td>Object name</td><td>Fields in the Object</td></tr>
<tr><td>School</td><td>
<table>
<tr><td>Field label</td><td>Data type</td></tr>
<tr><td>Address</td><td>Text Area(255)</td></tr>
<tr><td>District</td><td>Text Area(255)</td></tr>
<tr><td>State</td><td>Text Area</td></tr>
<tr><td>School websites</td><td>Text Area</td></tr>
<tr><td>Phone Number</td><td>Phone</td></tr>
<tr><td>Number of students</td><td>Roll-up summary(COUNT student)</td></tr>
<tr><td>Highest Marks</td><td>Roll-up summary(MAX students))</td></tr>
</table>
</td></tr>
<tr><td>Student</td><td>
<table>
<tr><td>Field label</td><td>Data type</td></tr>
<tr><td>Phone Number</td><td>Phone</td></tr>
<tr><td>School</td><td>Master-Detail Relationship</td></tr>
<tr><td>Results</td><td>Picklist</td></tr>
<tr><td>Class</td><td>Number(18,0)</td></tr>
<tr><td>Marks</td><td>Number(18,0)</td></tr>
</table>
</td></tr>
</table>

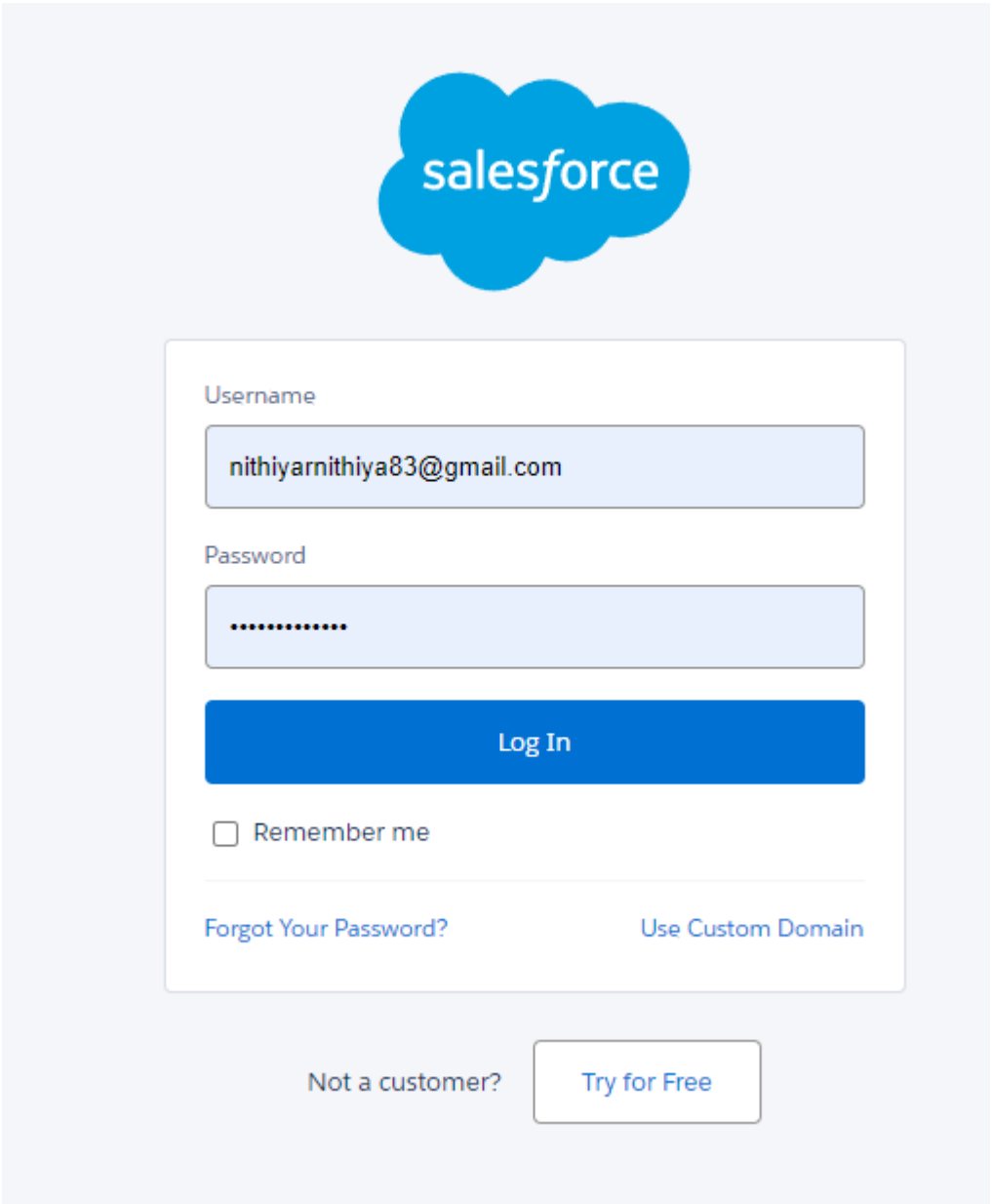
Parent	

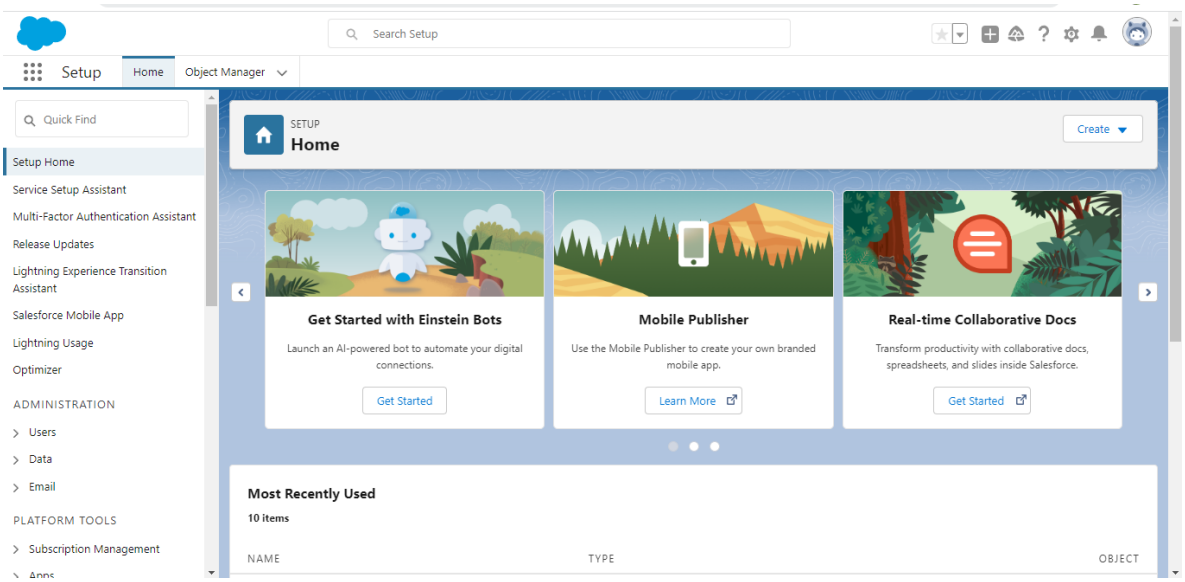
Field label	Data type
Parent Address	Text Area(255)
parent name	Text(80)
Parent Number	Phone

Activity & Screenshot

Milestone-1:

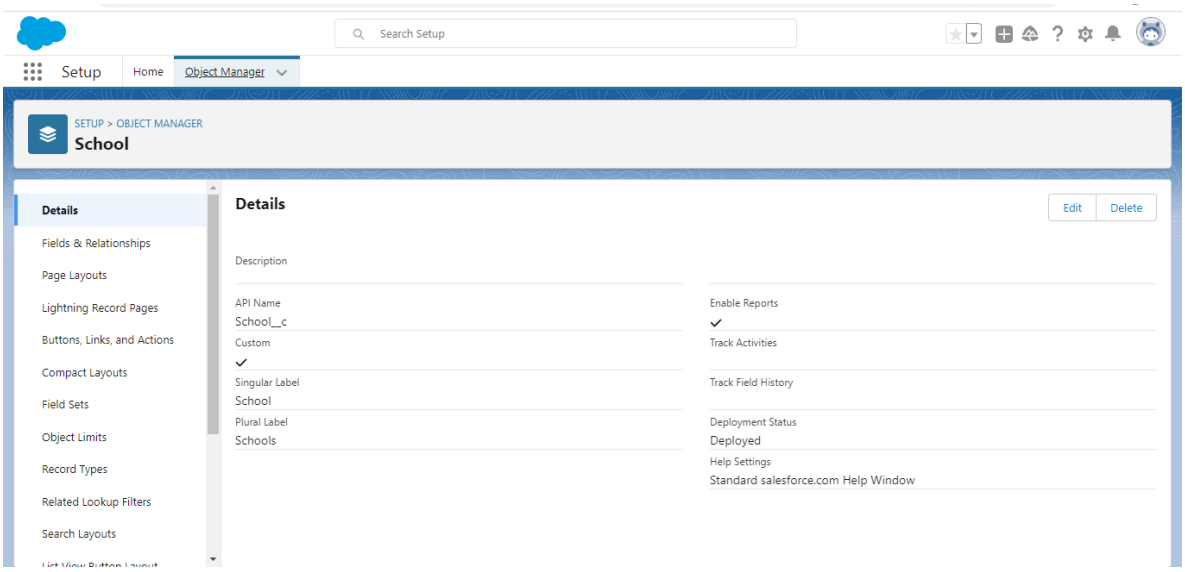
Activity :Creating Developer Account



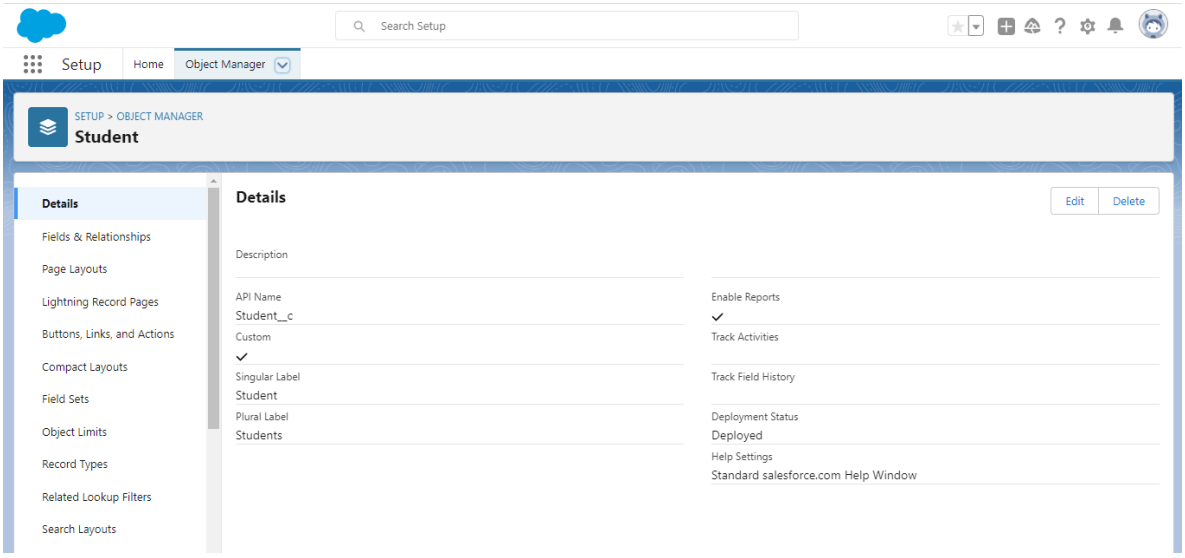


MILESTONE-2:OBJECT

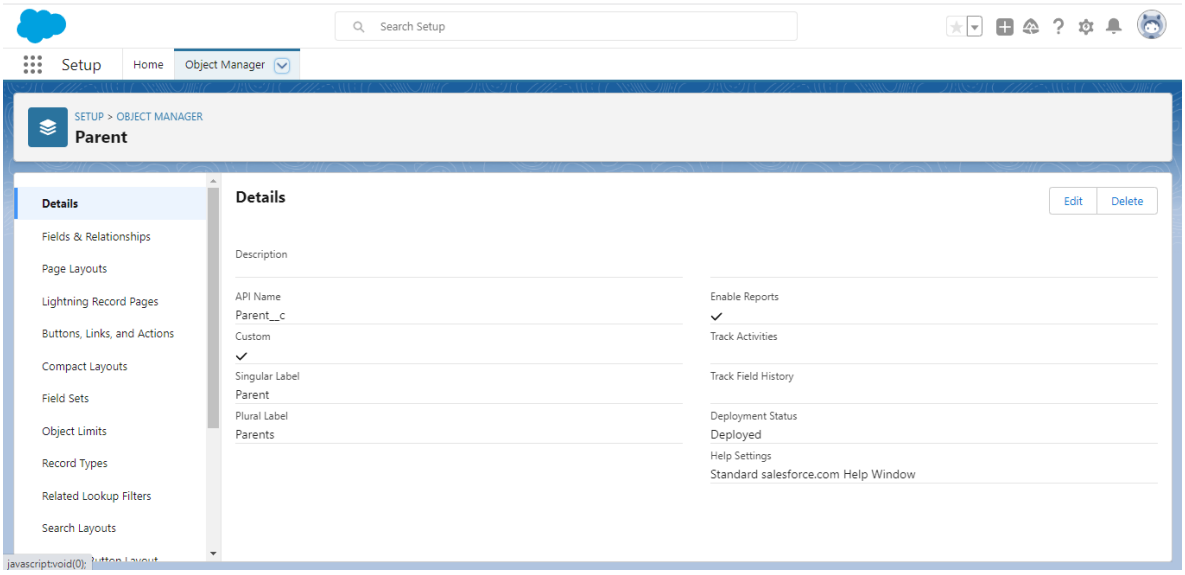
Activity:CREATION OF SCHOOL OBJECT



Activity-2:CREATION OF STUDENT OBJECT

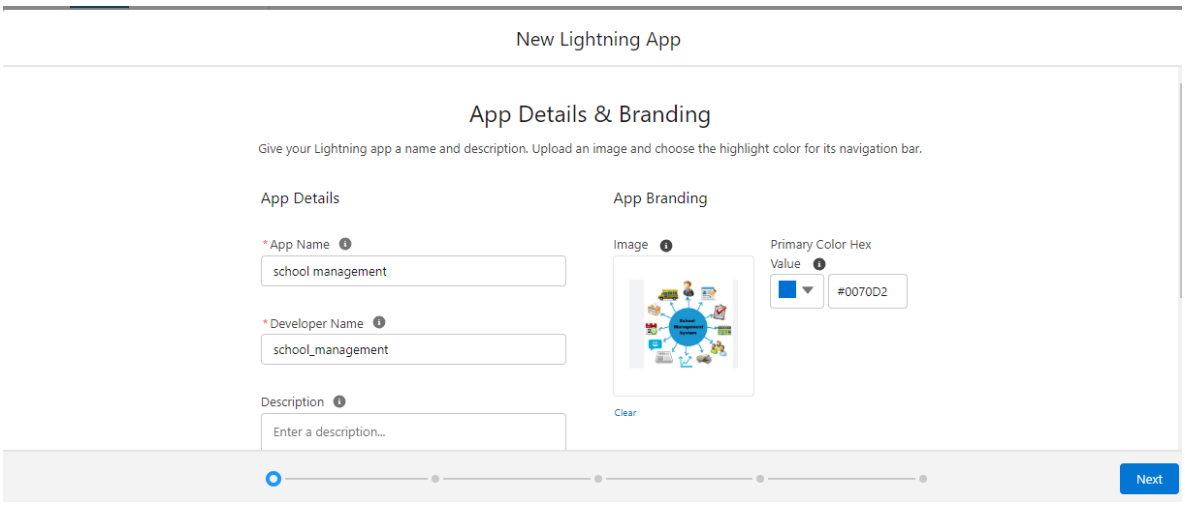


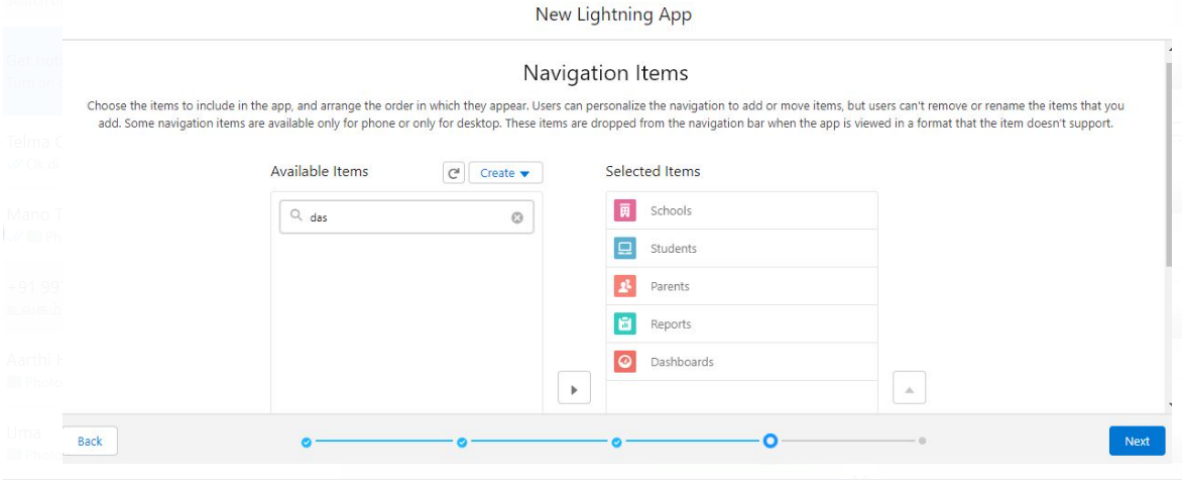
Activity-3:CREATION OF PARENT OBJECT

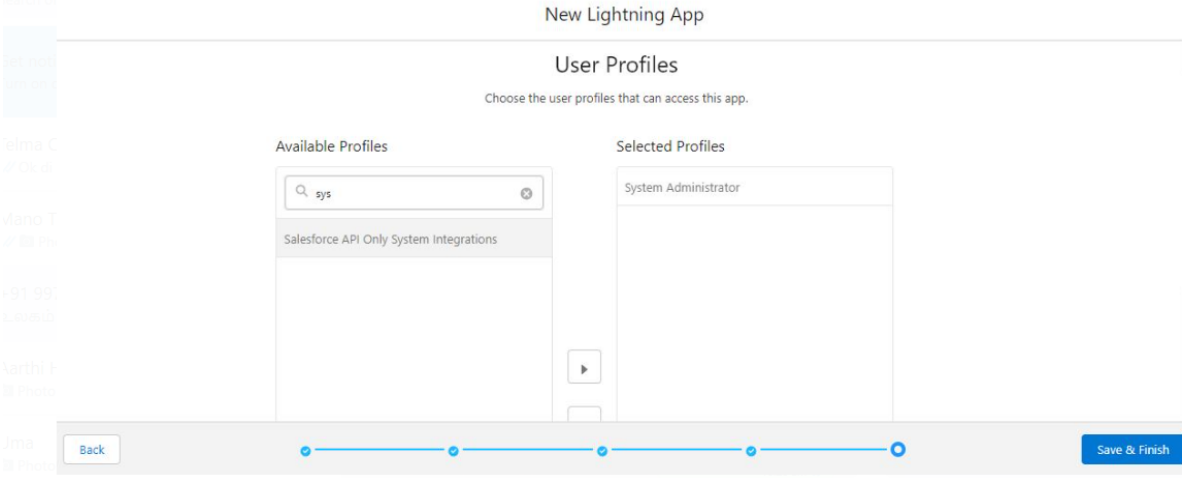


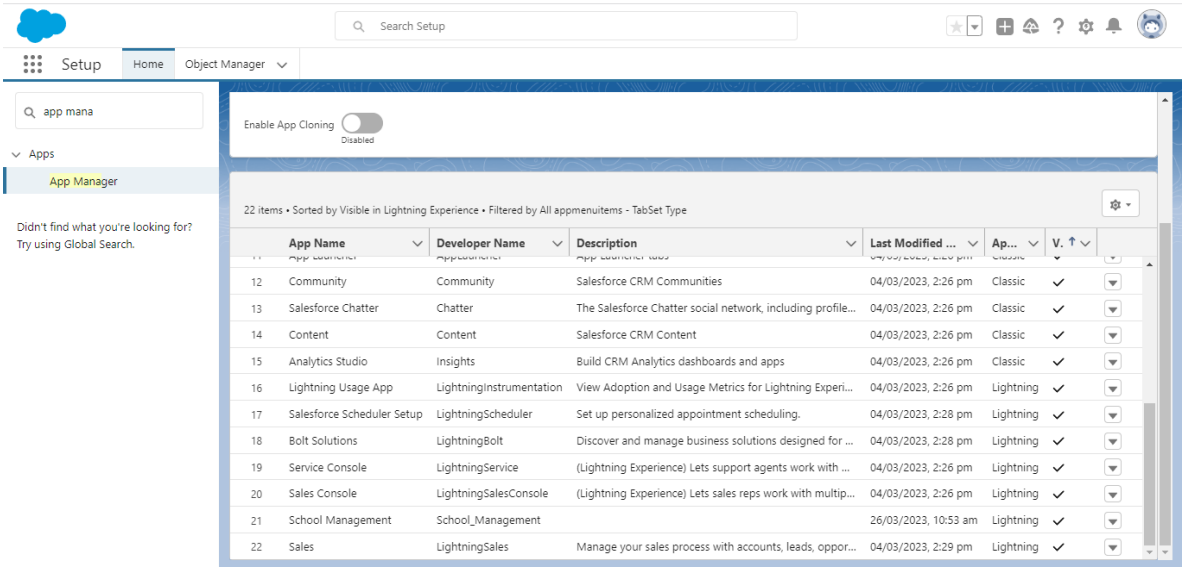
MILESTONE-3:LIGHTNING APP

Activity


New Lightning App
App Details & Branding
Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.
App Details
App Branding
* App Name
school management
* Developer Name
school_management
Description
Enter a description...
Image
Clear
Primary Color Hex Value
#0070D2
Next


New Lightning App
Navigation Items
Choose the items to include in the app, and arrange the order in which they appear. Users can personalize the navigation to add or move items, but users can't remove or rename the items that you add. Some navigation items are available only for phone or only for desktop. These items are dropped from the navigation bar when the app is viewed in a format that the item doesn't support.
Available Items
Create
das
Selected Items
Schools
Students
Parents
Reports
Dashboards
Back
Next

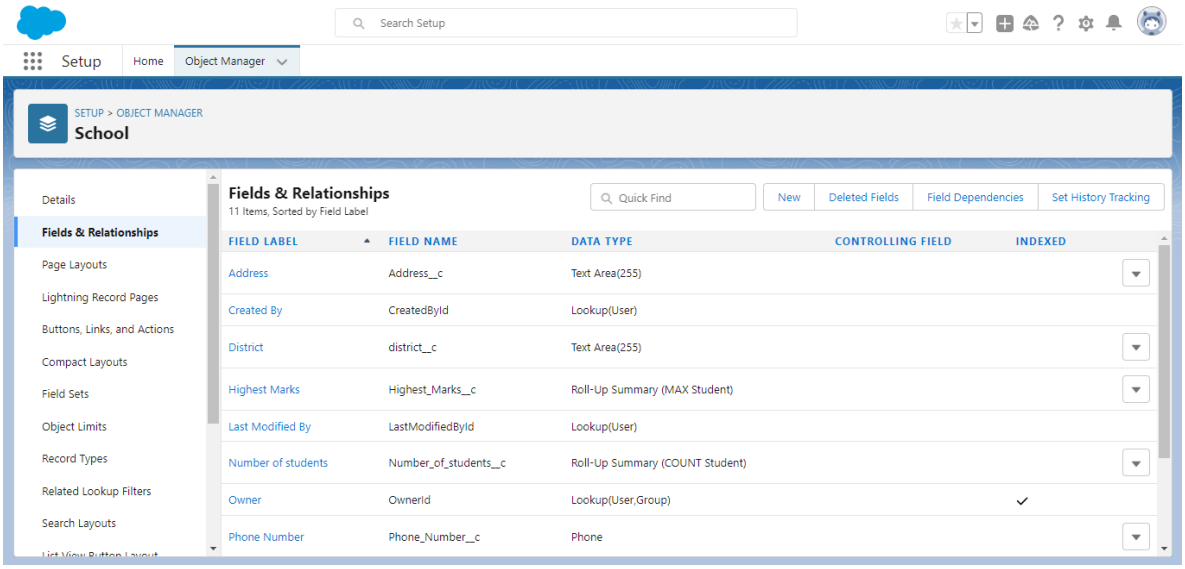

New Lightning App
User Profiles
Choose the user profiles that can access this app.
Available Profiles
sys
Salesforce API Only System Integrations
Selected Profiles
System Administrator
Back
Save & Finish

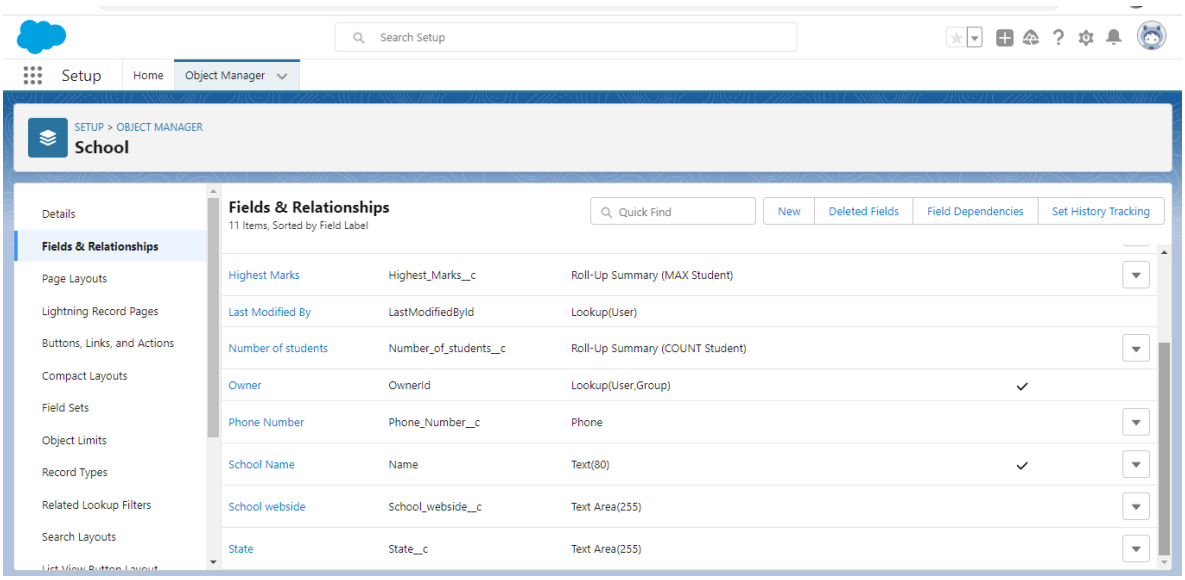


MILESTONE-4:CREATION OF FIELDS AND RELATIONSHIP

Activity-1:

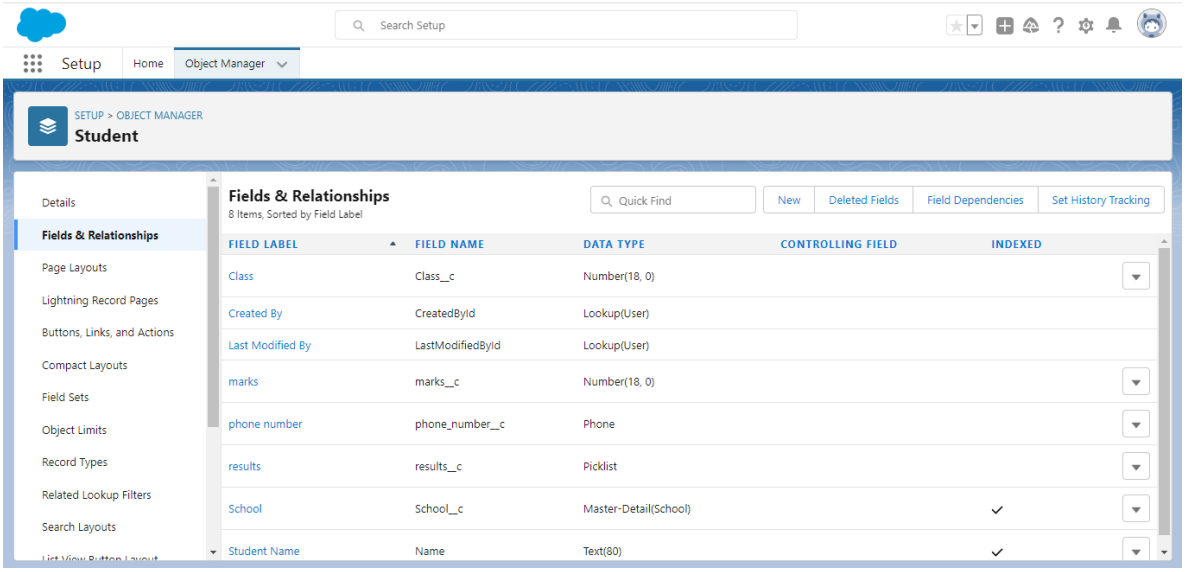
CREATION OF FIELDS FOR SCHOOL OBJECT:





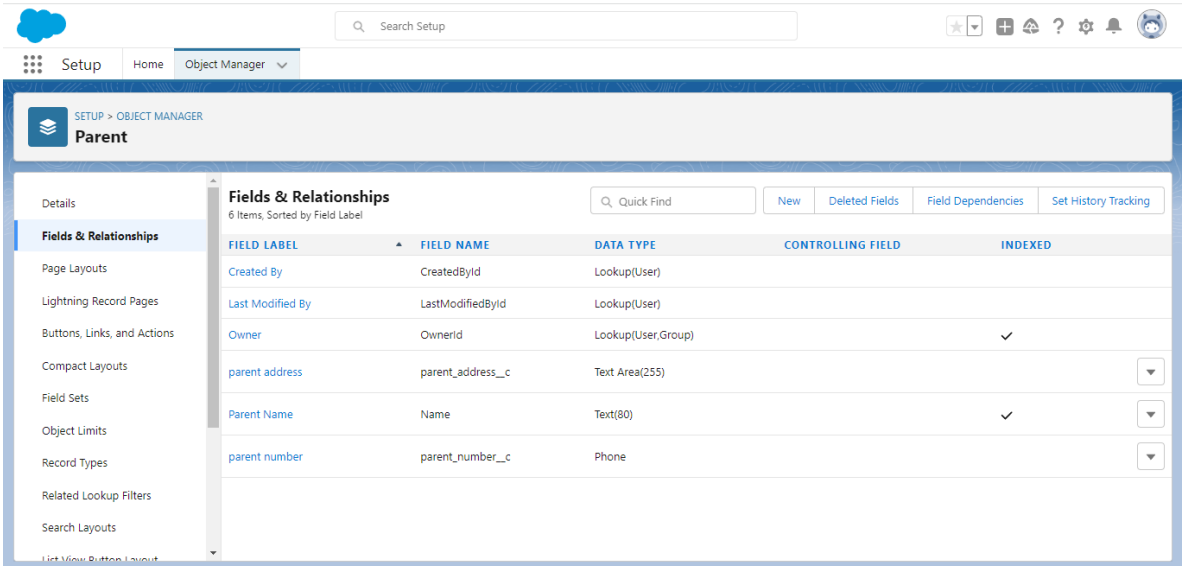
Activity-2:

CREATION OF FIELDS FOR STUDENT OBJECT:



Activity-3:

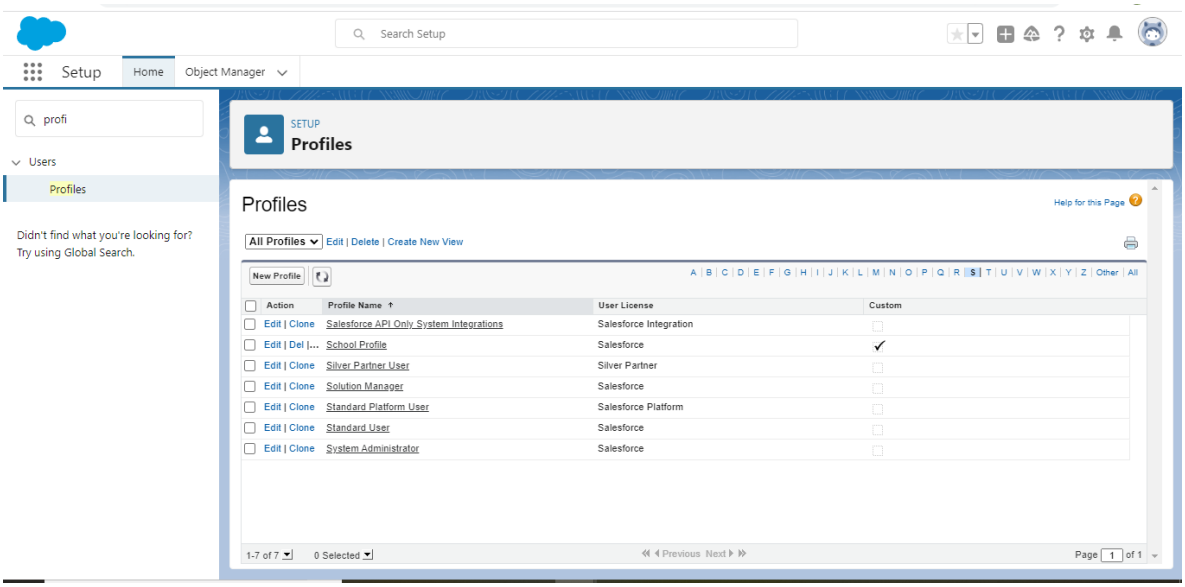
CREATION OF FIELDS FOR PARENT OBJECT:

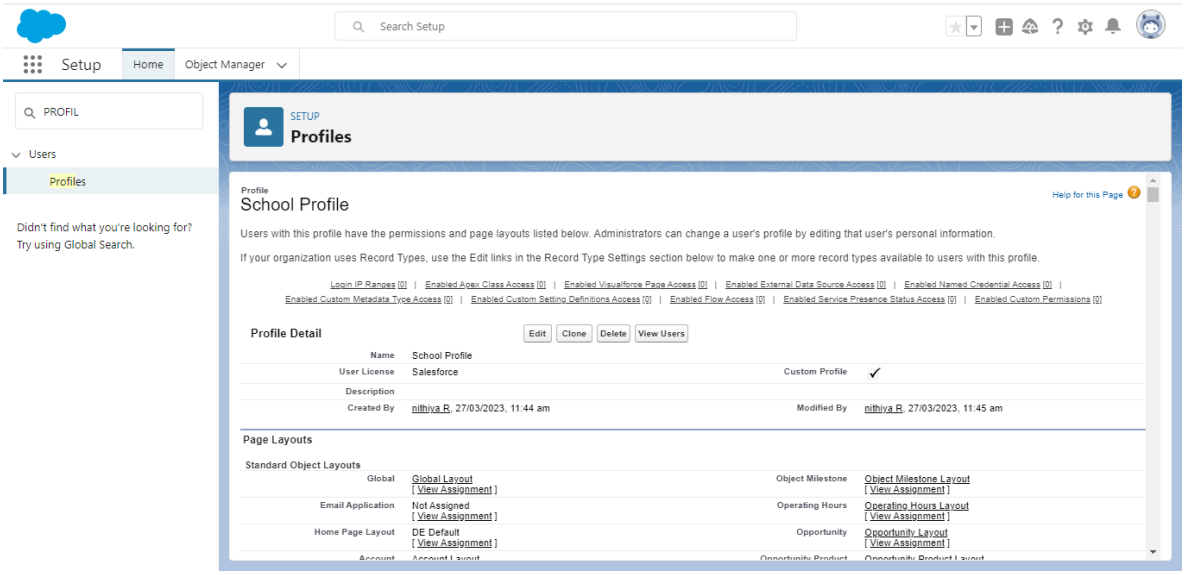


MILESTONE-5:PROFILES

Activity:

CREATION OF PROFILES

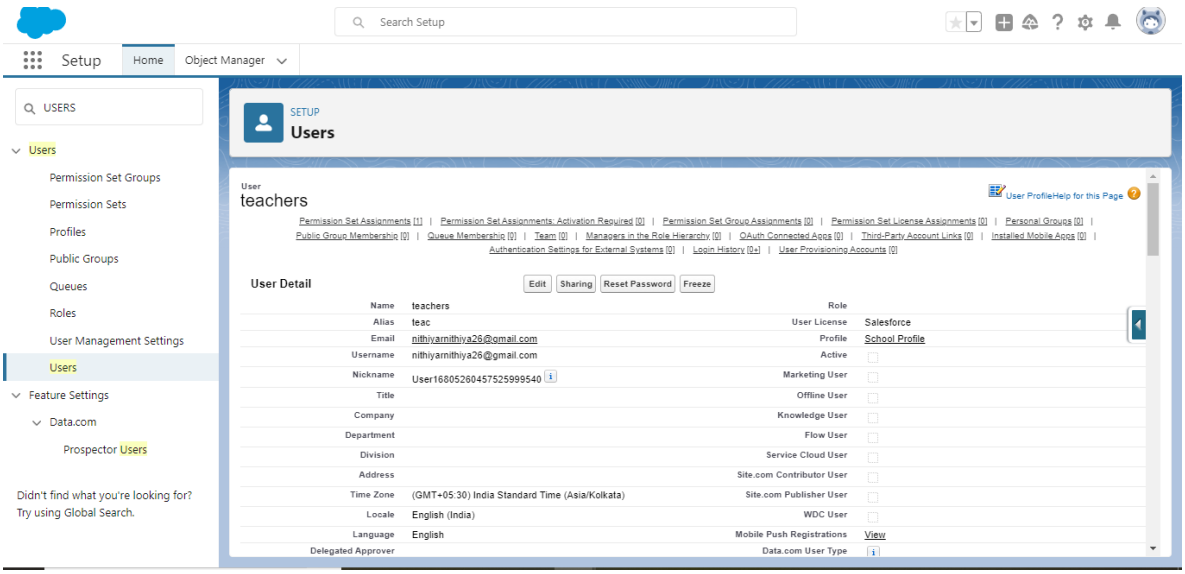




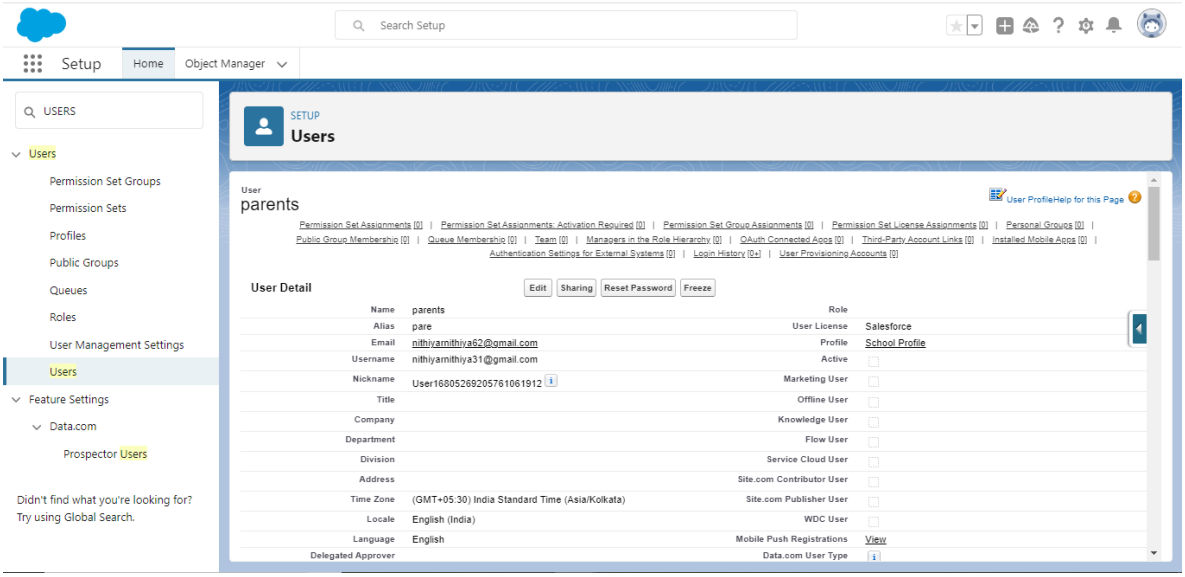
MILESTONE-6:USERS

Activity:CREATING AS USERS

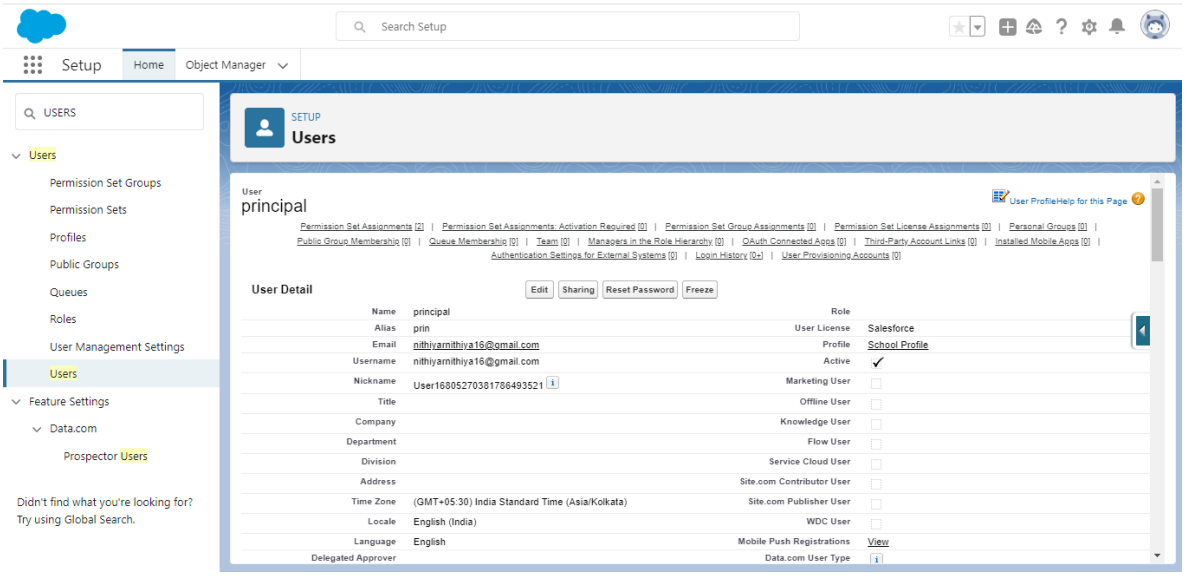
1)TEACHERS:-



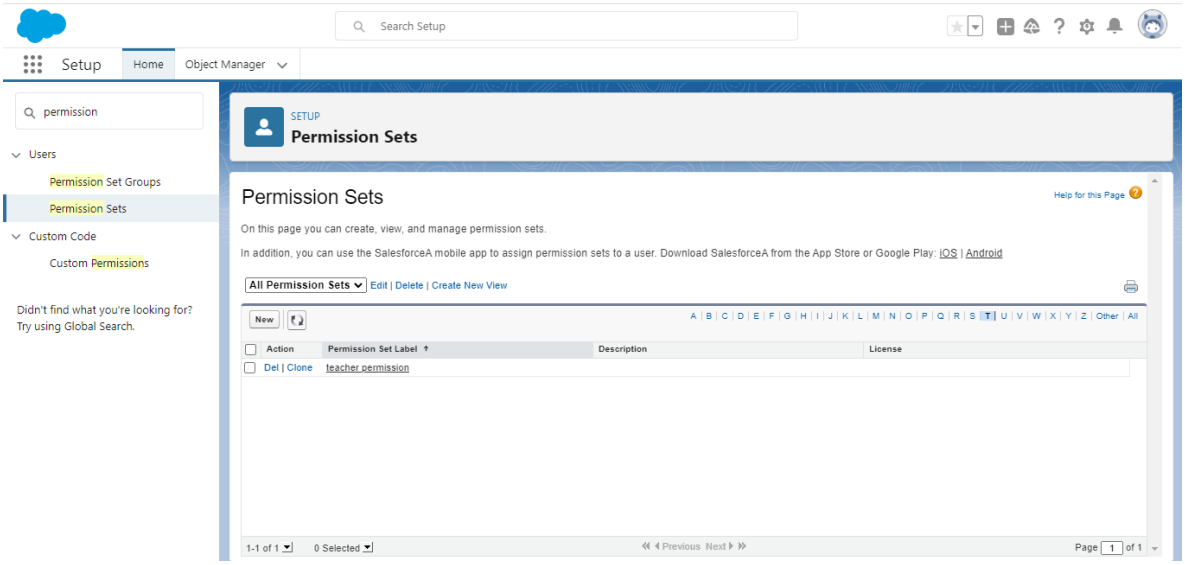
2)PARENTS



3)PRINCIPAL

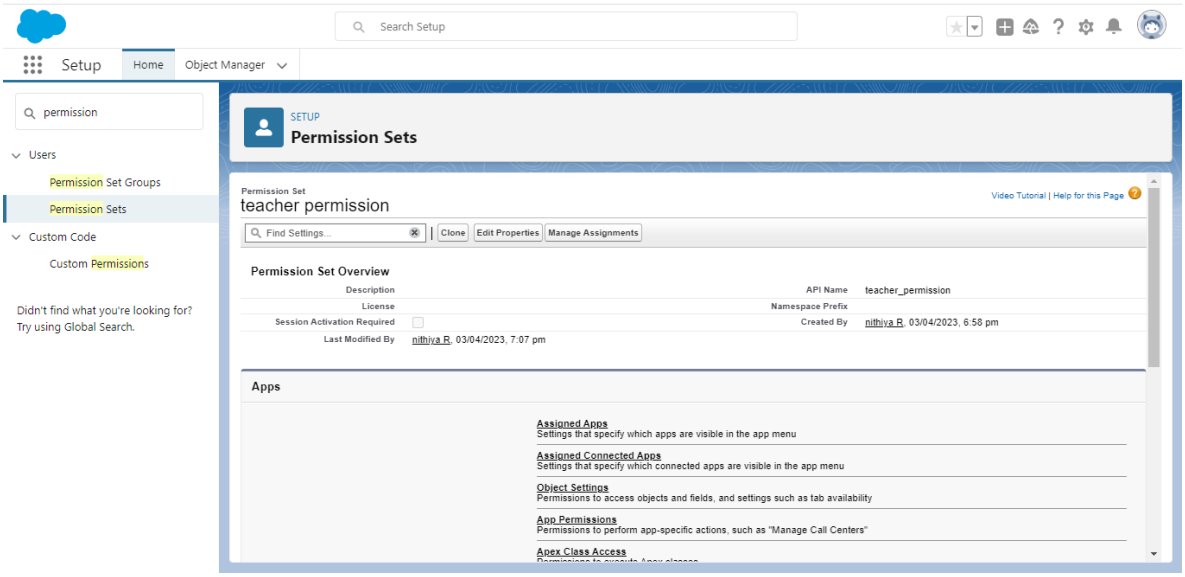


MILESTONE-7:PERMISSION SETS



Activity-1:

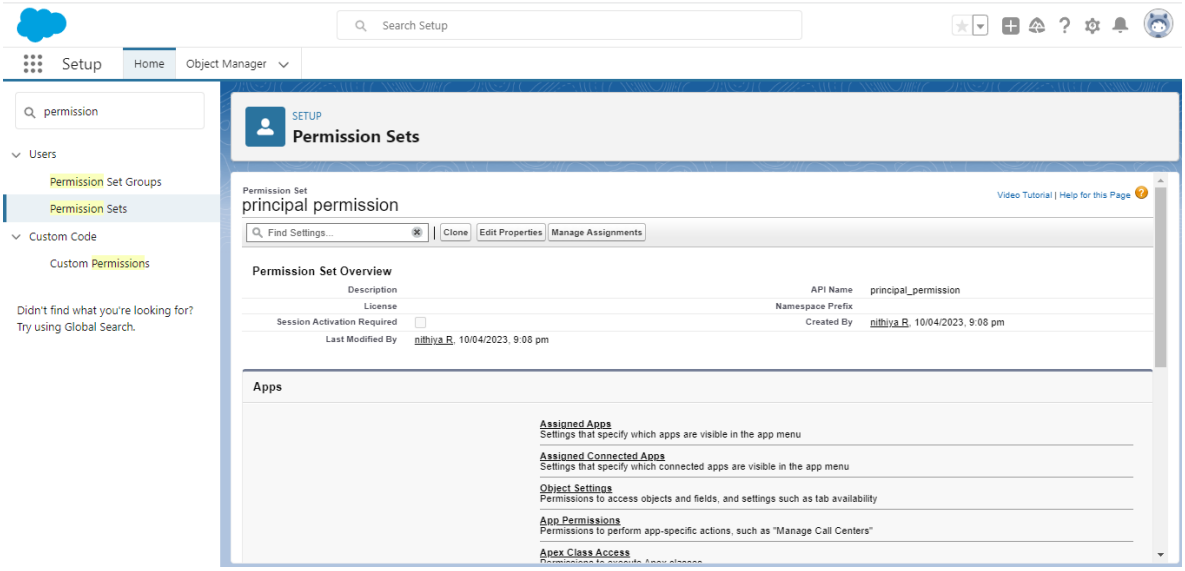
PERMISSION SET 1:Teacher Permission



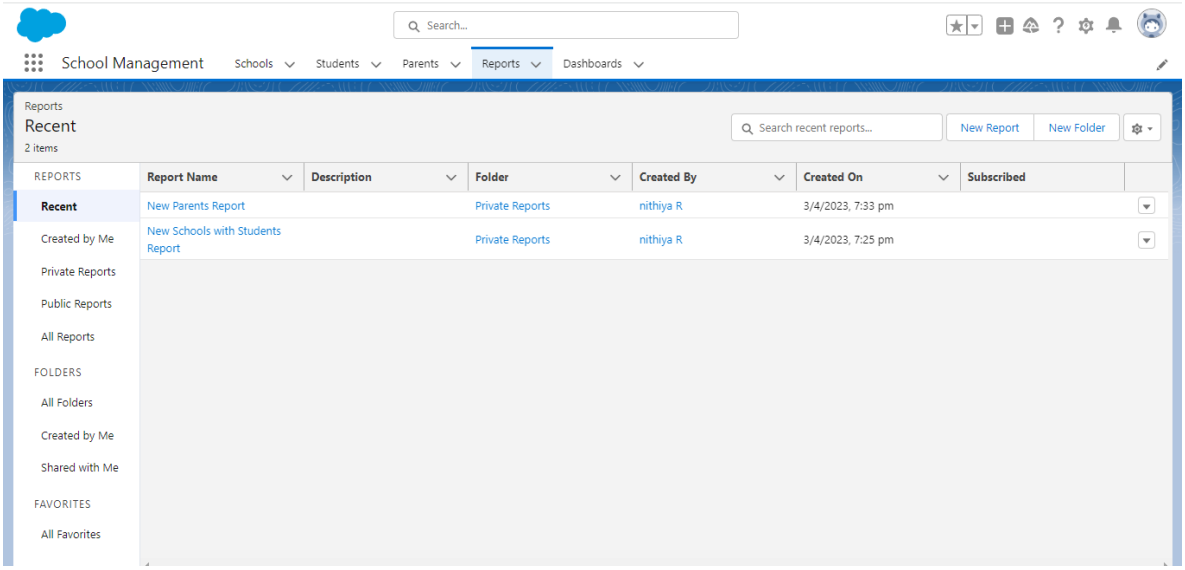
Activity-2:

PERMISSION SET 2:Principal Permission

Project Report Template

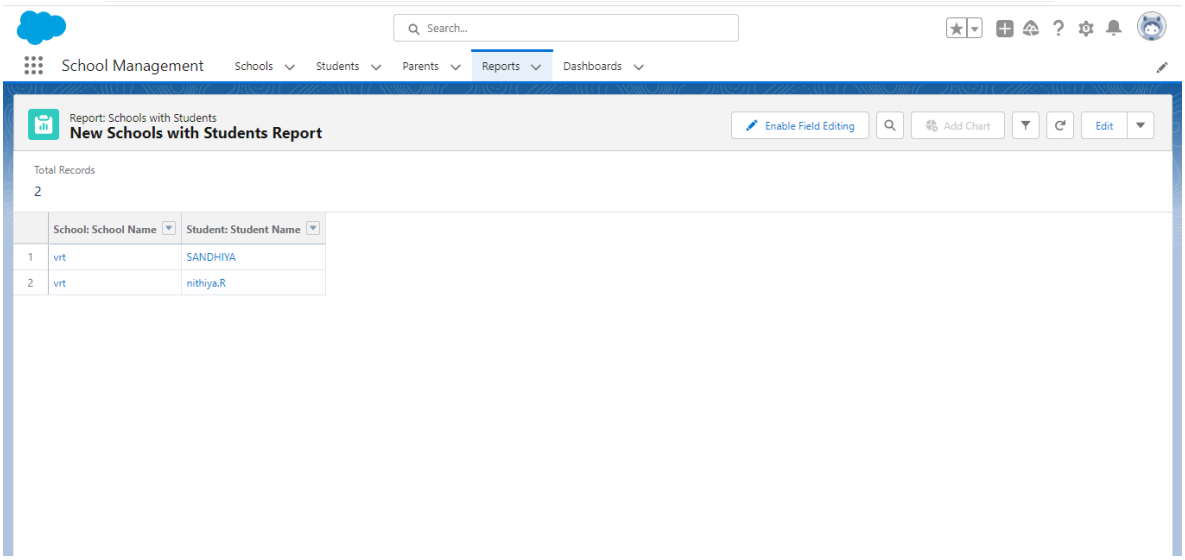


MILESTONE-8:REPORTS

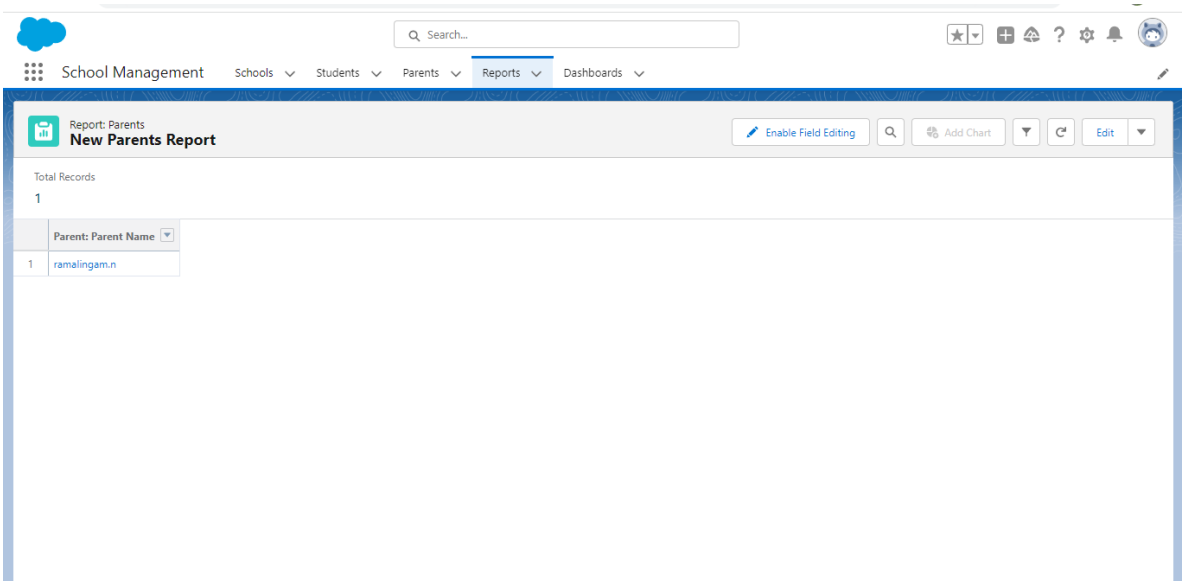


Activity:

1)SCHOOL WITH STUDENTS REPORT

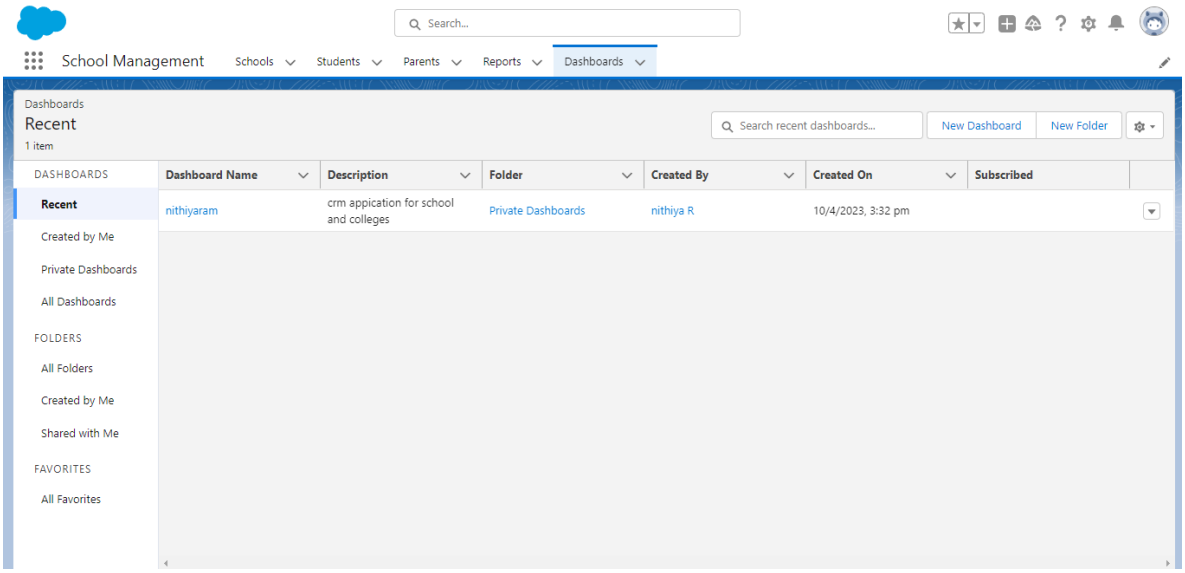


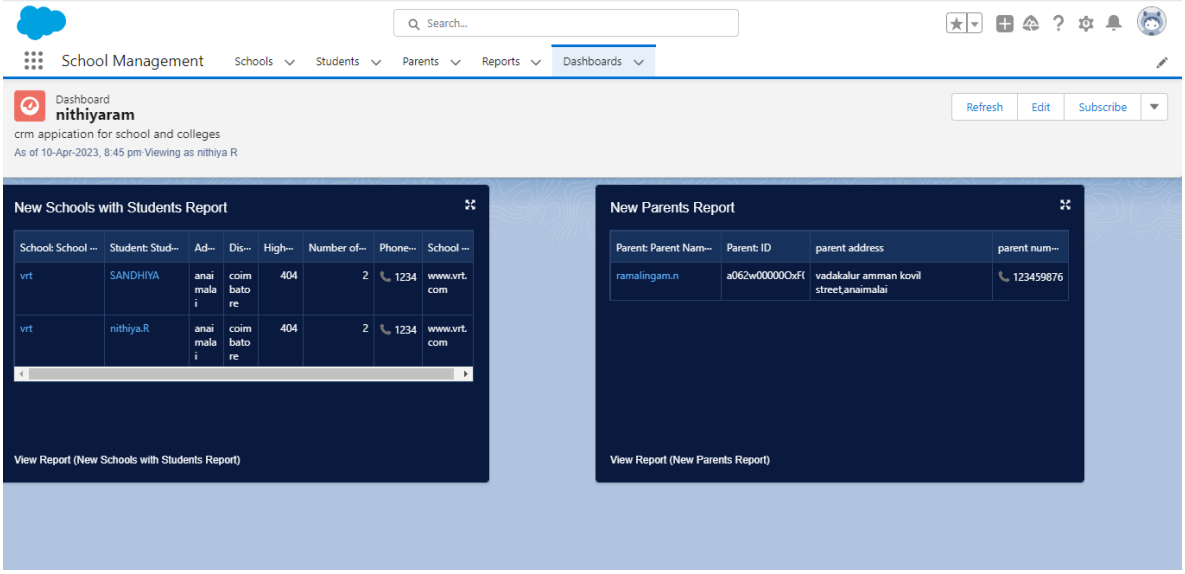
2)PARENT REPORT



MILESTONE-8:DASHBOARDS

Activity:





2.Trailhead Profile Public URL

Team Lead -TELMA TELSIYA.S

https://trailblazer.me/id/ttelsiyat

Team Member 1-NITHYA.R

https://trailblazer.me/id/nithr46

Team member 2-UMADEVI.S

https://trailblazer.me/id/umadevi41

TEAM 3- VIKRAM.D

https://trailblazer.me/id/vikrd

TEAM MEMBER 4-BEAULA.A

https://trailblazer.me/id/beula13

3)ADVANTAGES & DISADVANTAGE

ADVANDATES:-

***IMPROVED COMMUNICATIONS:**

With a CRM application in place,school administrators and teachers can communicate with parents and students through a single platform.

***ENHANCED DATA MANAGEMENT:**

This makes it easiest for schools to keep track of and make informed decisions regarding their academic per

***DATA ANALYTICS:**

This can help schools to improve their academic programs,attract more students, and stay ahead of the competition.

***INCREASED ACCOUNTABILITY:**

This helps to create a culture of excellence and motivates everyone to work harder towards the common goal of academic success

DISADVANTAGES:-

***COST**

CRM applications can be expensive to purchase,maintain and then implement

***DATA PRIVACY:**

Schools must ensure that their CRM applications are secure and compliant with data privacy laws to protect students' information from unauthorized access or misuse.

***TECHNICAL ISSUES:**

This can lead to delay in critical operations such as class scheduling,report generations and communications.

***INCOMPLETE DATA:**

This can lead to inaccurate reports for analysis and may hinder decisions-making

3.APPLICATIONS

STUDENT RELATIONSHIP MANAGEMENT:

A CRM application can help schools manage their relationship with students more effectively . This can include features like creating student profiles, tracking student behavior and academic progress, and monitoring student attendance.

Additionally,a CRM application for school can enhance communication between staff, students and parents.

EXAMPLE:

1.Streamlining administrative tasks and workflows

2. Enhancing communications between staff, students, and parents

3. Improving students engagement and academic success

4. Facilities data-driven decisions and student interventions

In this summary, there are many potential benefits to implementing a CRM application for school.

3.CONCLUSION

In conclusion, the use of a CRM application in school management can bring significant benefits to the learning environment. By collecting and centralized student data, teachers and administrators can make data-driven decisions and personalize the learning experience for each student.

This application can also enhance communication and collaboration among staff, students, and parents. With features such as messaging, scheduling, and progress

tracking, a CRM application can make administrative tasks more efficient and streamlined, leaving more time for teachers to focus on teaching and students to focus on learning.

Overall, a CRM application for school management can greatly improve the effectiveness and efficiency of a school operations, leading to a better student outcomes environment for all. As technology continues to play an increasingly important role in education, schools that embrace CRM applications as a way to manage and engage with their students will be better equipped to meet the challenge of the future. By using a CRM application in school managements, school can stay competitive, better serve their students, and help them to achieve academic and personal

3.FUTURE SCOPE

The future scope of CRM application for school management is promising, as technology continues to evolve and become more advanced.

1.AI AND MACHINE LEARNING:

With advancement in AI and machine learning, CRM applications could become even more personalized and intuitive, adapting to the needs of individual students and providing targeted support and resources.

2.INTEGRATED COMMUNICATION:

As school becomes more digitally connected, CRM application could integrate with various communication channel such as social media, messaging, and email to provide seamless and efficient communication be, students, and parent

3.ASSESSMENT AND ANALYTIC:

CRM applications coul;d incorporate advanced assessment and analytics and student success.

4.GAMIFICATION:

Gamification is a powerful tool that can be used to motivate students and make learning fun. Future CRM applications could incorporate gamification elements to make learning more engaging and interactive.

5.AUGMENTED REALITY:

With the rise of augmented reality technology, CRM applications could provide immersive and interactive learning experiences, making it easiest for students to visualize and understand complex concepts.

6.MOBILE OPTIMIZATION:

As mobile becomes increasingly prevalent, CRM applications for school management could become more optimizing for mobile devices, allowing teachers, students, and parents to access information and communicate from anywhere at any time.

Overall, as technology continues to evolve the future of CRM applications in school management is bright. By leveraging the latest advancements in AI, communication, assessments, and gamification, CRM applications can help schools better engage with students, promote academic success, and prepare them for the challenges of the future.