**Project Title: "WEForYOU-A academic and mental well-being support for students."**

**Industry:** Education

**Project type:** Customized Salesforce app to help students.

**Target Users:** Students, Student Mentor, Counselors, Deans.

**PROBLEM STATEMENT:**

   In today's rapidly growing world, University students are struggling to keep up with academics and are cultivating mental stress. They require help to excel in their academics and improve mental health. The help is still external. The Southern University came into conclusion the impact of the help will be greater when it comes from within or from the people they are closely tied to in their lives.

To tackle this University want to build a Salesforce CRM where:

1.Give 360 degree view to student that consists of academic records, risk factors, interactions with the mentor and counselors, solutions, tasks and plans that are curated for them.

2.Enable higher authorities to get real time dashboards and reports about the risk and retentions for decision making.

3.Automate the at-risk alerts about the student so that the mentor can act proactively.

4.Track the interactions to measure the effectiveness.

5.Enabling creation of personalized success plans.

## PHASE 1: PROJECT UNDERSTANDING & INDUSTRY ANALYSIS

### 1.REQUIREMENT GATHERING:

**Functional Requirements (**What the System need to do):

   i.    The Student Mentor need to have access to the academic records of the student and should get automated alerts when there is a risk in the student profile.

  ii.    The Student Counselor need to have access to the confidential notes that are from previous counselling sessions to access the student mental health.

 iii.    The University Dean need to have get real time dashboards and reports to make strategic decisions.

 iv.    A Student should be have a simple way to report well-being and get help.

**Data Requirements (**Data needed by the system):

i.    Student academic data: GPA, Major, Attendence, Credits and Backlogs.
ii.   Student interaction data: data about engagement of students in student gatherings and events, record about sessions with student counselors and mentors
iii.  Student well-being data: record of student self-reported stress levels,mood and social engagement levels.
iv.   Support plan data: track of personalized plans, tasks, due dates and goals.

**Non-Functional Requirements (**How the system should be):

i.    The student data should be secure and should be accessible to the concerned staff only. Like well being data to counselors only.
ii.   The Interface must be easy to navigate and should not be highly technical.
iii.  The alert system should be automated and trigger alerts in real time.

## 2.STACK HOLDER ANALYSIS:

The users of the app are: Students, Mentors, Counselors, Deans.

i.    **Student**: should be able to get help and should have easy to use interface to report their status.
ii.   **Mentors**: should be able to easily access the student academic data and should get alerts to act proactively.
iii.  **Counselors**: need access to confidential notes and student reported stress levels to give advices.
iv.   **Dean**: need real time dashboards and reports that help them make strategic decisions.

## 3.BUSINESS PROCESS MAPPING:

**How the system was before:**

i.    Suppose a month student ago grades started to decline and this information will be unnoticed in the student information system (SIS) for weeks.
ii.   They miss the interaction sessions with the counselors and the well being data is stored in separate system.
iii.  Now Student attempted a exam and the grades are low.
iv.   So, the Student mentor is now in reactive mode juggling all the records to know where the problem is.

**What our system will do now:**

i. The SIS pushes a nightly update of a student's low grade levels to Salesforce.
ii. The Risk Score on the student's Contact record automatically increases.
iii. An automated Task is created and assigned to the student mentor.
iv. The Mentor clicks the Task, which takes them to the student360View on the Contact record.
v. In a glance, the mentor sees the low attendance, a recent "high stress" well-being check-in, and notes from a previous career services meeting.
vi. The mentor immediately creates a "Proactive Success Plan" and reaches out to the student, intervening weeks earlier than before.

## INDUSTRY USE CASE ANALYSIS:

i. **First-Year Student Retention**: The first semester is the highest-risk period for student dropout. Our app can have a special Risk Score weighting for first-year students and trigger more sensitive alerts, helping mentors to focus on this critical period.

ii. **At-Risk Population Support**: The app can track specific cases like first-generation students, student-athletes, or international students, allowing the university to create targeted Success Plan templates for the unique challenges these groups face.

## APP EXCHANGE EXPLORATION:

i. **For Gamification:** Instead of building a complex points system in Apex from scratch, we can install a free app from the AppExchange that provides badges and leaderboards. This will save our development time.

ii. **For Surveys:** The Well-being Check-in can be implemented using Salesforce Surveys, which is a native tool. Or we could use a free app like Formstack to create more complex forms and surveys that feed data directly into our custom object.

iii. **For Appointment Scheduling:** In a real-world extension of this project, we want students to be able to book time with mentors. We wouldn't build this. We had to integrate a tool that can help students book the sessions like Sumo Scheduler.

## USE CASES:

**Student Profile Management:**

i. Use academic data (GPA, Attendance) with non-academic information (Support Interactions, Well-being Check-ins).

ii. Calculate and display a Risk Score on the student record based on multiple weighted factors.

iii. Maintain a complete history of all interactions a student has had with various support services.

iv. Provide a secure, confidential logging system for sensitive notes, accessible only to counselors.

**Proactive Intervention & Alerting**

i. Automatically generate a task for the assigned mentor when a student's Risk Score crosses a predefined limit.

ii. Send automated email alerts to mentor about changes in a student's status.

iii. Create a Success Plan records automatically when a student is at high-risk, saving mentors time.

**Success Plan Management**

i. Create personalized Success Plans for students, with actionable tasks and due dates.

ii. Track the progress and completion of each task within a Success Plan.

iii. Collaborate on Success Plans with other support staff when necessary.

**Student Engagement & Gamification**

i. Allow students to submit regular, simple well-being Check-in's via interface.

ii. Award points for activities like attending workshops, meeting with mentors, or completing well-being check-ins.

iii. Display a student's engagement points and earned badges on their profile to encourage participation.

**Report& Analytics**

i.    Dashboard for Student Mentors showing their assigned students by risk level and any overdue tasks.

ii.    Dashboard for University Leadership displaying key metrics like overall student risk distribution, retention forecasts, and support service utilization rates.

iii.    Report on the effectiveness of different intervention strategies by relating Success Plan activities with improvements in student GPA or Risk Score.