GOVERNMENT ARTS & SCIENCE COLLEGE, KADALADI

DEPARTMENT OF MATHEMATICS

PROJECT TITLE:

A CRM APPLIICATION FOR SCHOOLS & COLLEGES

SUBMITTED BY:

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DEPARTMENT OF MATHEMATICS,

GOVERNMENT ARTS & SCIENCE COLLEGE, KADALADI.

1.INTRODUCTION:

1.1 OVERVIEW:

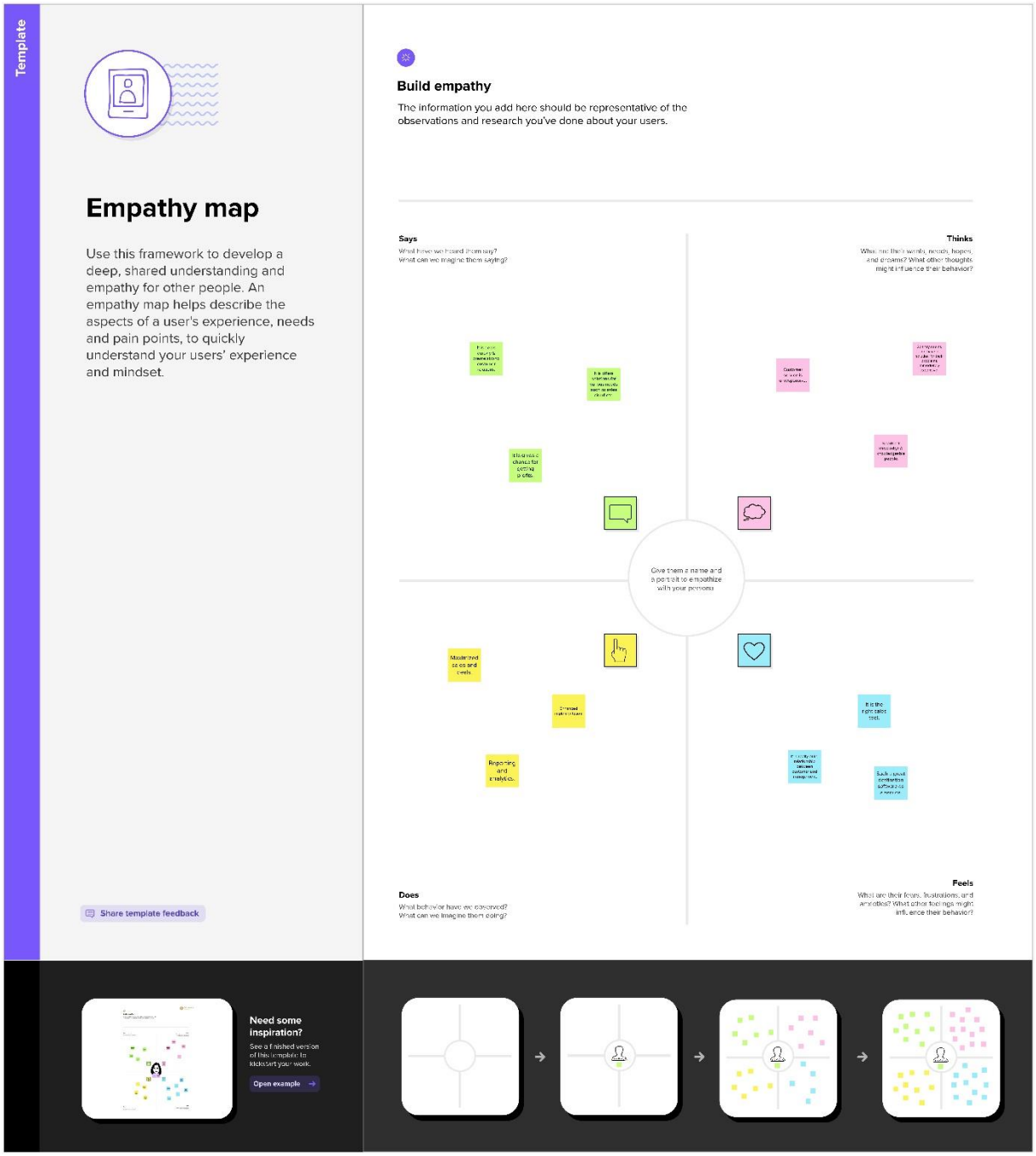
A CRM (Customer Relationship Management) application designed specifically for schools and colleges is a software tool that helps educational institutions manage and analyze their interactions with students, parents, and other stakeholders. It enables schools and colleges to streamline their administrative processes, improve communication with students and parents, and build stronger relationships with their stakeholders. The CRM application for schools and colleges can help automate many of the routine tasks involved in managing student data, such as enrollment, attendance, grades, and academic progress. It can also provide an effective platform for managing communication with students and parents through email, text messaging, and social media. The application can also help schools and colleges track student engagement, identify areas for improvement, and develop targeted strategies to improve student retention and success. By collecting and analyzing data on student performance and behavior, schools and colleges can gain insights into the factors that influence student success and adjust their programs and policies accordingly.

1.2 PURPOSE:

A CRM application can automate many of the routine tasks involved in managing student data, such as enrollment, attendance, grades, and academic progress. This can help reduce the workload on administrative staff, save time and resources, and improve operational efficiency. The application can provide an effective platform for managing communication with students and parents through email, text messaging, and social media. This can help schools and colleges to communicate important information more quickly and efficiently, as well as to provide updates on student progress, academic events, and other relevant news. By collecting and analyzing data on student performance and behavior, schools and colleges can gain insights into the factors that influence student success and adjust their programs and policies accordingly. This can help them build stronger relationships with students and parents, as well as to identify areas for improvement and develop targeted strategies to improve student retention and success.

2. PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:



2.2 IDEATION & BRAINSTORMING MAP:

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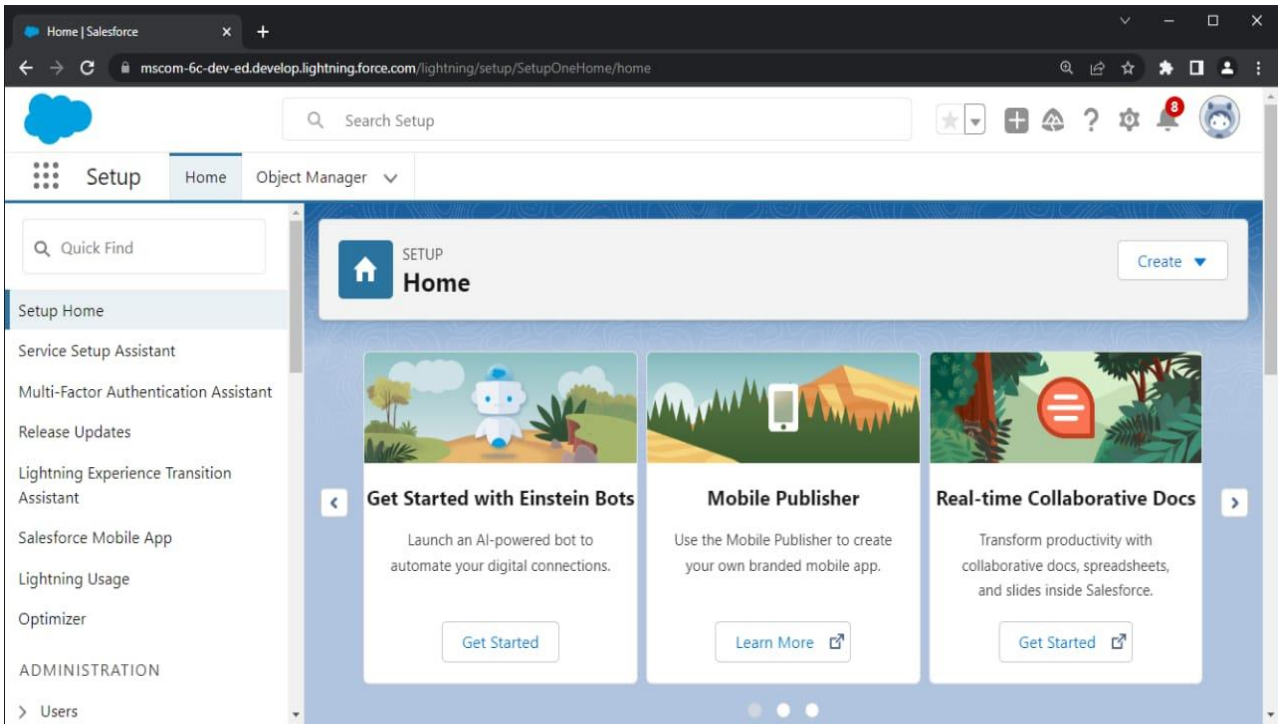
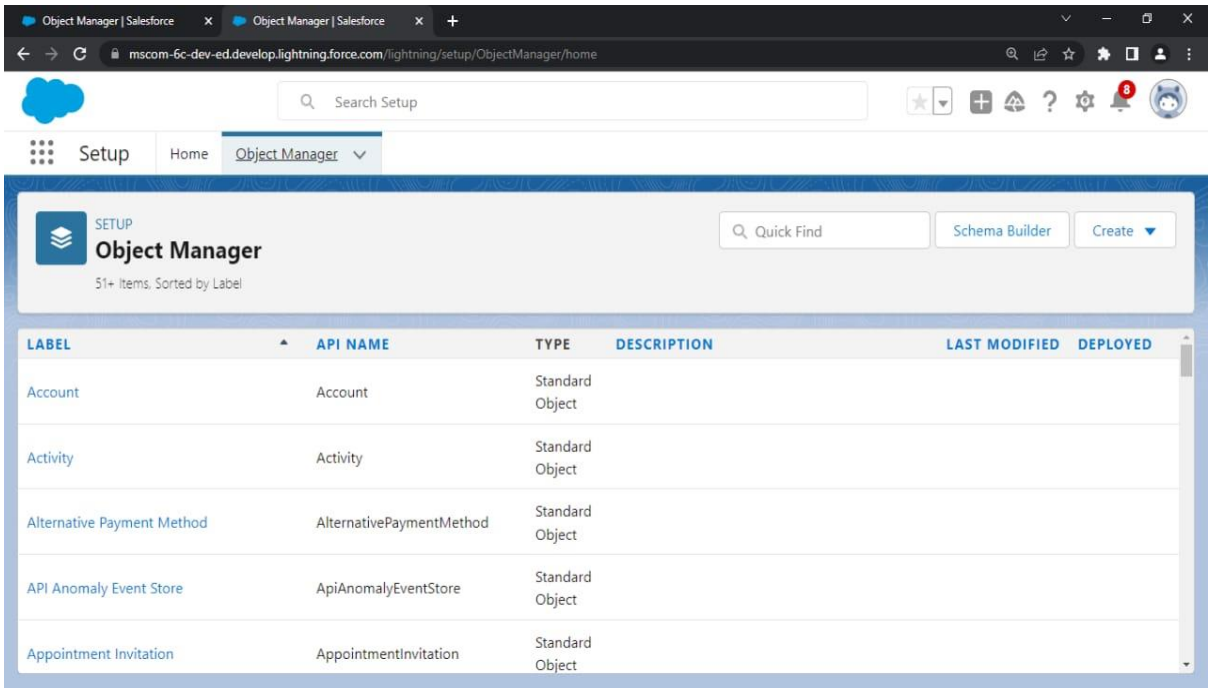
3. RESULT:

DATA MODEL:

Object name	Field Label	Data type
School object	➢ Address ➢ District ➢ State ➢ School ➢ Number of students ➢ Highest Marks	➢ Text Area ➢ Text Area ➢ Text Area ➢ Text Area ➢ Roll-up summary ➢ Roll-up summary
Student object	➢ Phone Number ➢ School ➢ Result ➢ Class ➢ Marks	➢ Phone ➢ Master-Detail Relationship ➢ Pick list ➢ Number ➢ Number
Parent object	➢ Parent Address ➢ Parent Address	➢ Text area ➢ Phone

Activity & Screenshots:




Object Manager | Salesforce
Object Manager | Salesforce
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Search Setup
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SETUP
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51+ Items, Sorted by Label
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Create
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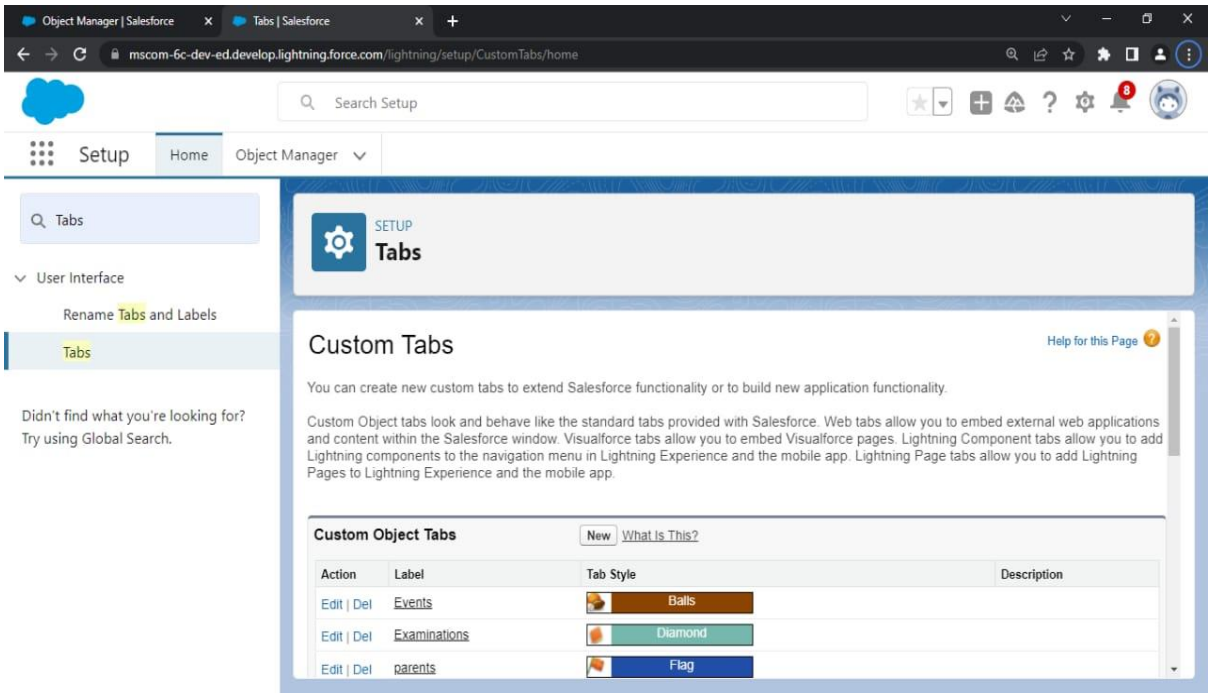
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Tabs | Salesforce
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Search Setup
Setup
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Object Manager
Tabs
User Interface
Rename Tabs and Labels
Tabs
Didn't find what you're looking for?
Try using Global Search.
SETUP
Tabs
Custom Tabs
Help for this Page
You can create new custom tabs to extend Salesforce functionality or to build new application functionality.
Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.
Custom Object Tabs
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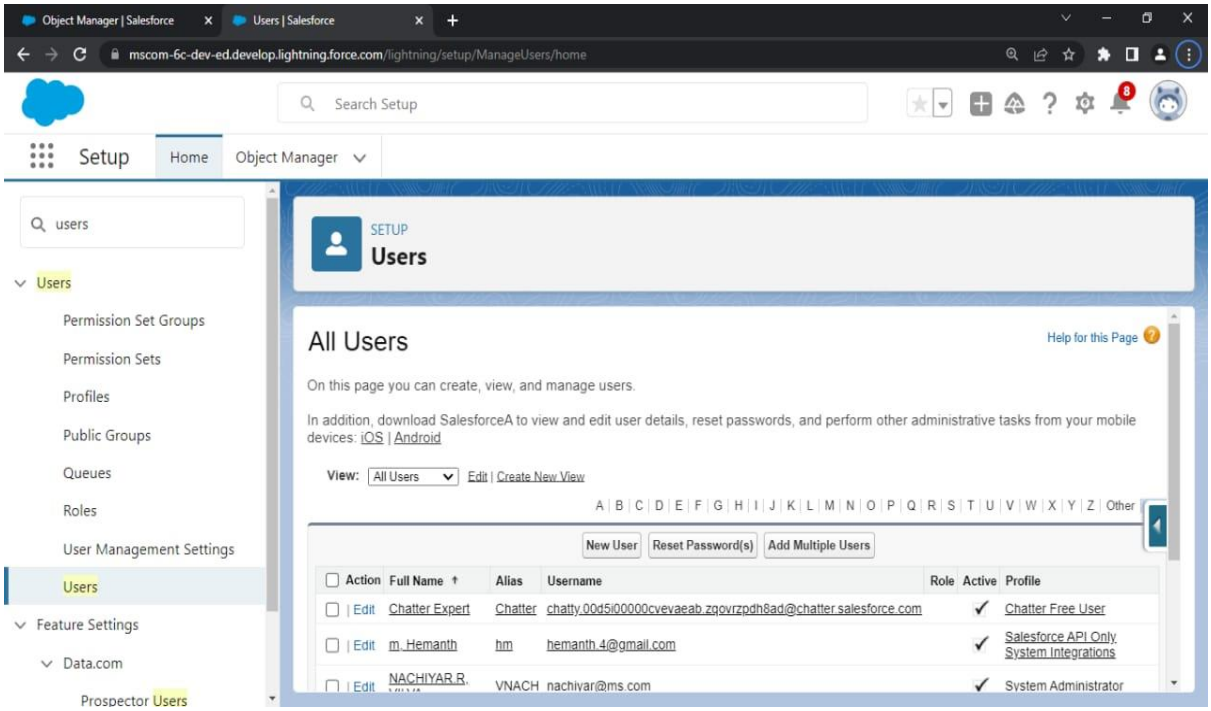
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Prospector Users
SETUP
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All Users
Help for this Page
On this page you can create, view, and manage users.
In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: iOS | Android
View: All Users
Edit | Create New View
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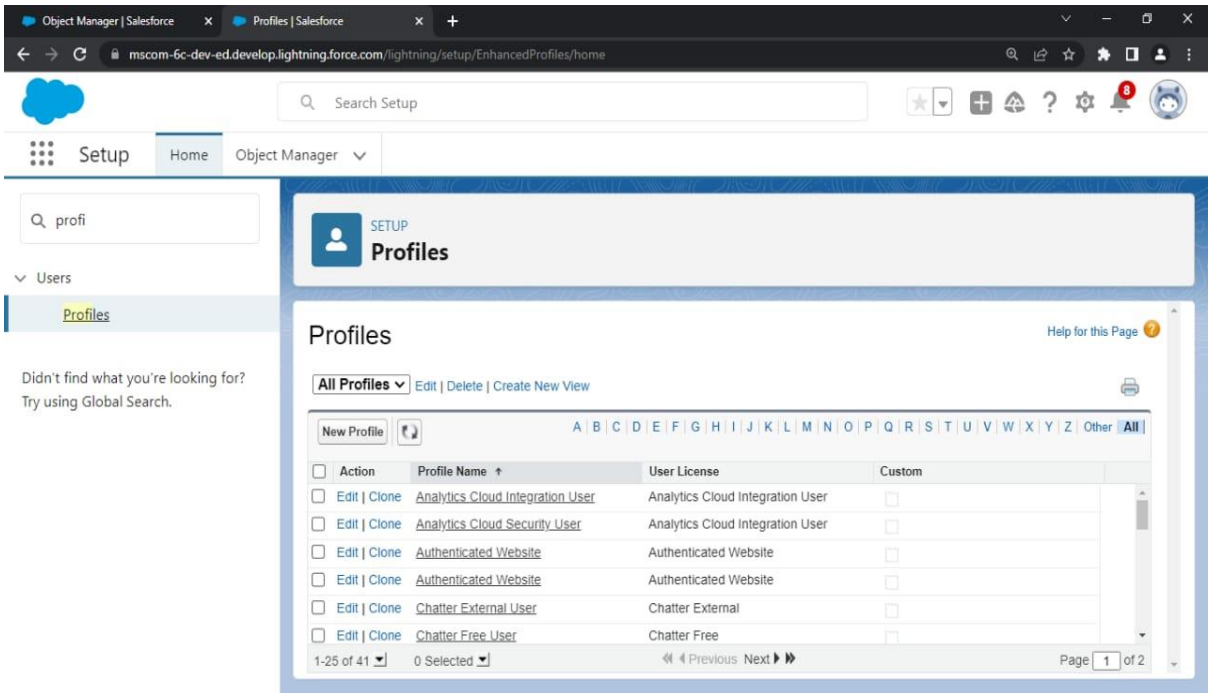
System Administrator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Didn't find what you're looking for?
Try using Global Search.
SETUP
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Help for this Page
All Profiles
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New Profile
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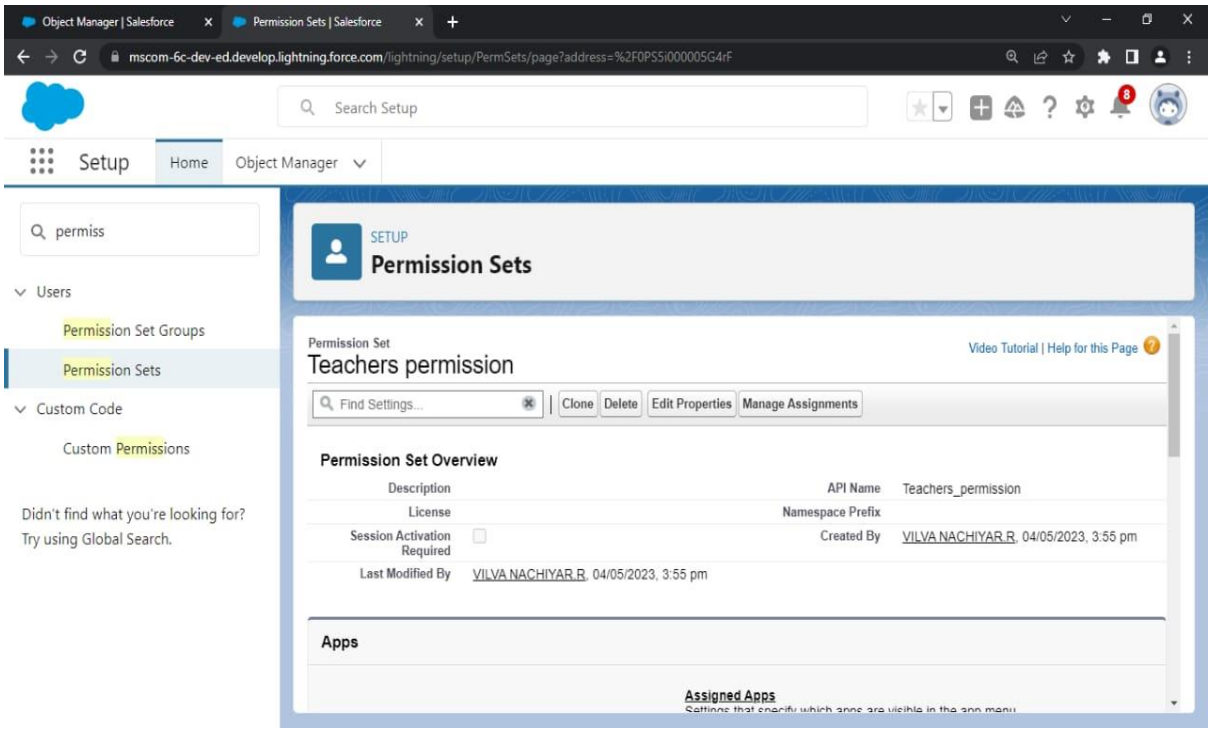
Previous
Next
Page 1 of 2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Permission Sets | Salesforce
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Didn't find what you're looking for?
Try using Global Search.
SETUP
Permission Sets
Permission Set
Teachers permission
Video Tutorial | Help for this Page
Find Settings...
Clone
Delete
Edit Properties
Manage Assignments
Permission Set Overview
Description
API Name
Teachers_permission
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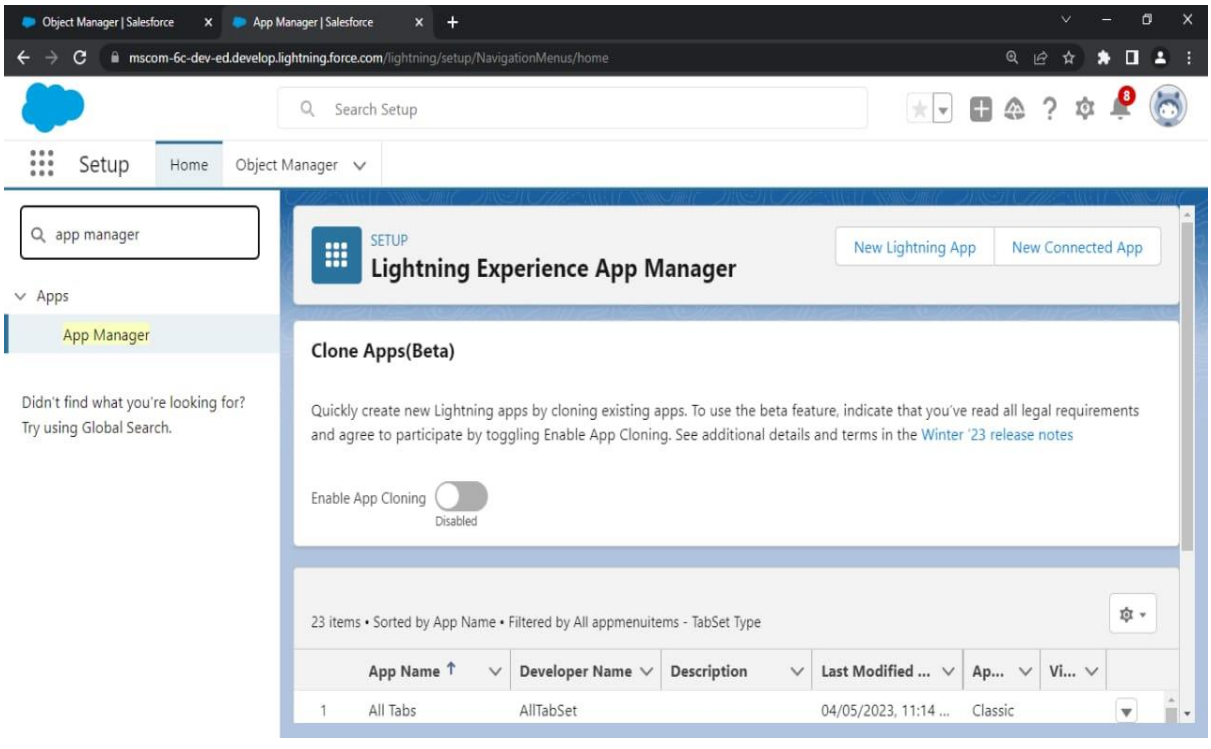
Assigned Apps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Apps
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Didn't find what you're looking for?
Try using Global Search.
SETUP
Lightning Experience App Manager
New Lightning App
New Connected App
Clone Apps(Beta)
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the Winter '23 release notes
Enable App Cloning
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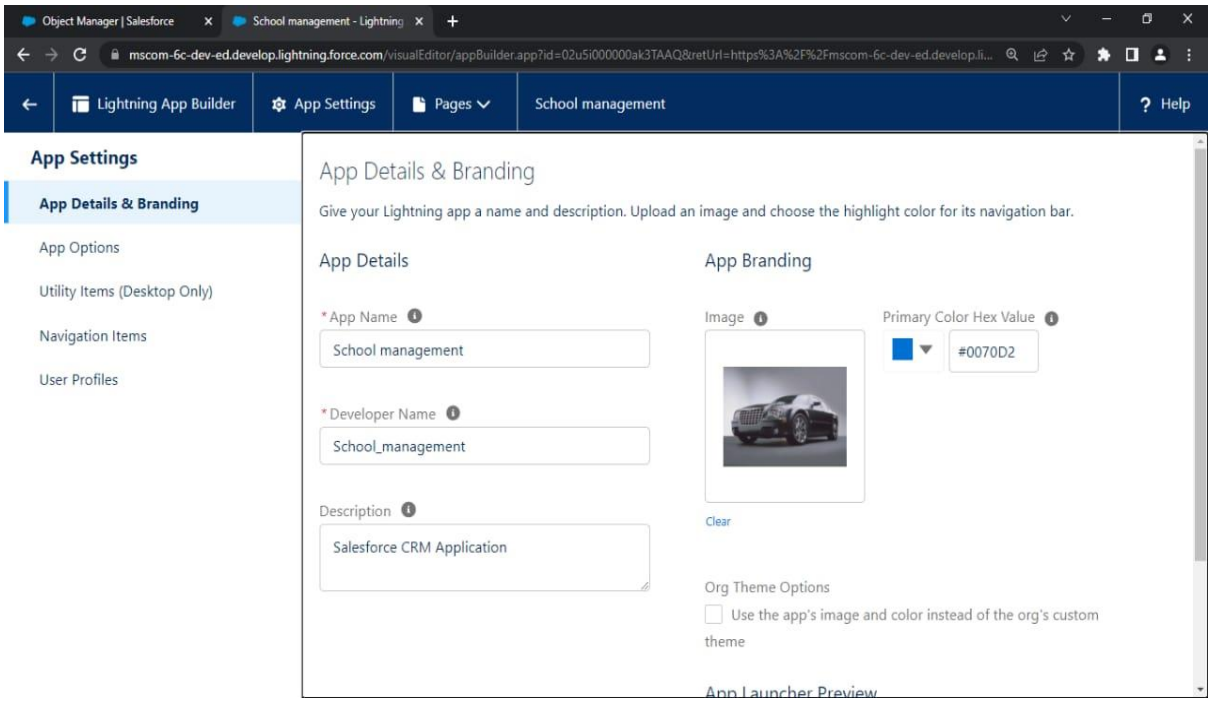
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School management - Lightning
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Lightning App Builder
App Settings
Pages
School management
Help
App Settings
App Details & Branding
App Options
Utility Items (Desktop Only)
Navigation Items
User Profiles
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
Salesforce CRM Application
Image
Primary Color Hex Value
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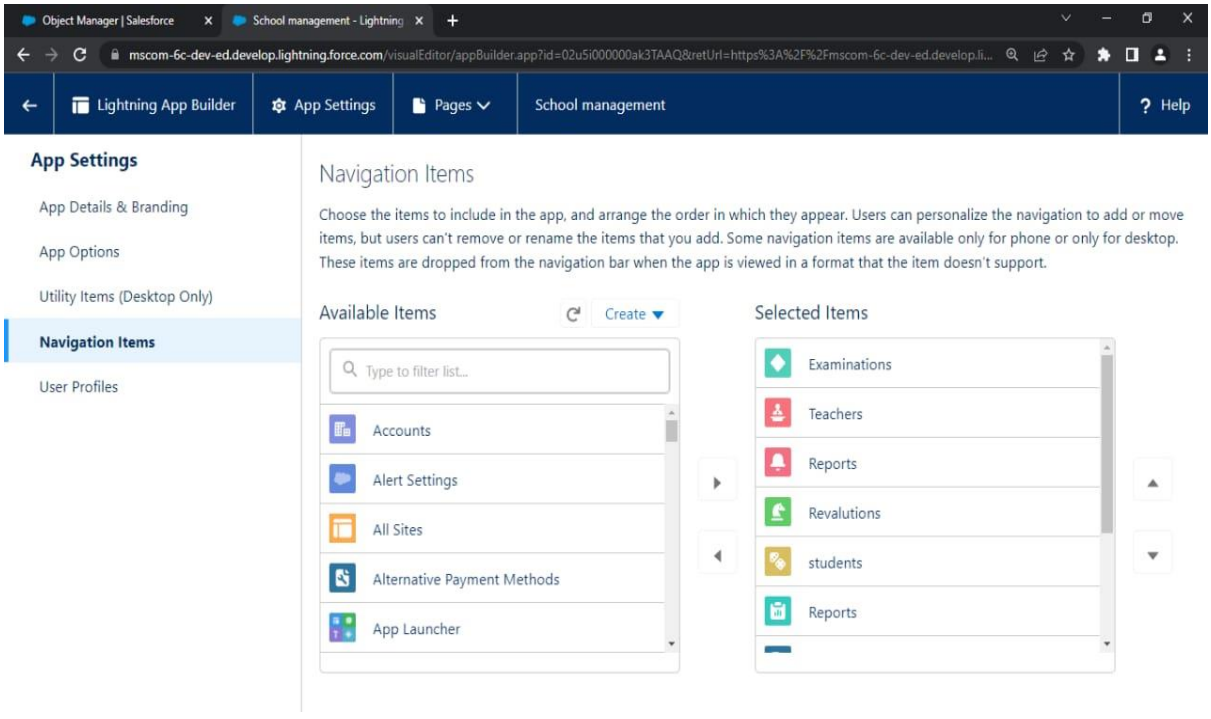
Clear
Org Theme Options
Use the app's image and color instead of the org's custom theme
App Launcher Preview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Lightning App Builder
App Settings
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App Settings
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App Options
Utility Items (Desktop Only)
Navigation Items
User Profiles
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
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Accounts
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All Sites
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App Launcher
Selected Items
Examinations
Teachers
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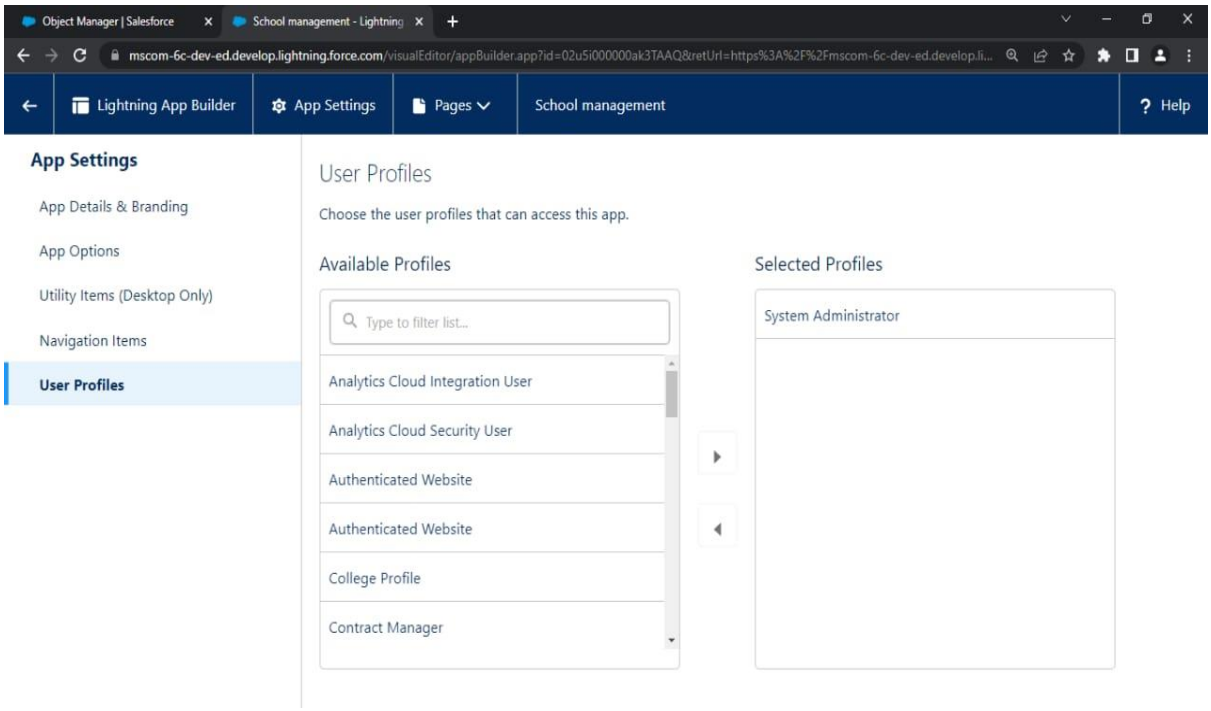
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Lightning App Builder
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App Options
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User Profiles
User Profiles
Choose the user profiles that can access this app.
Available Profiles
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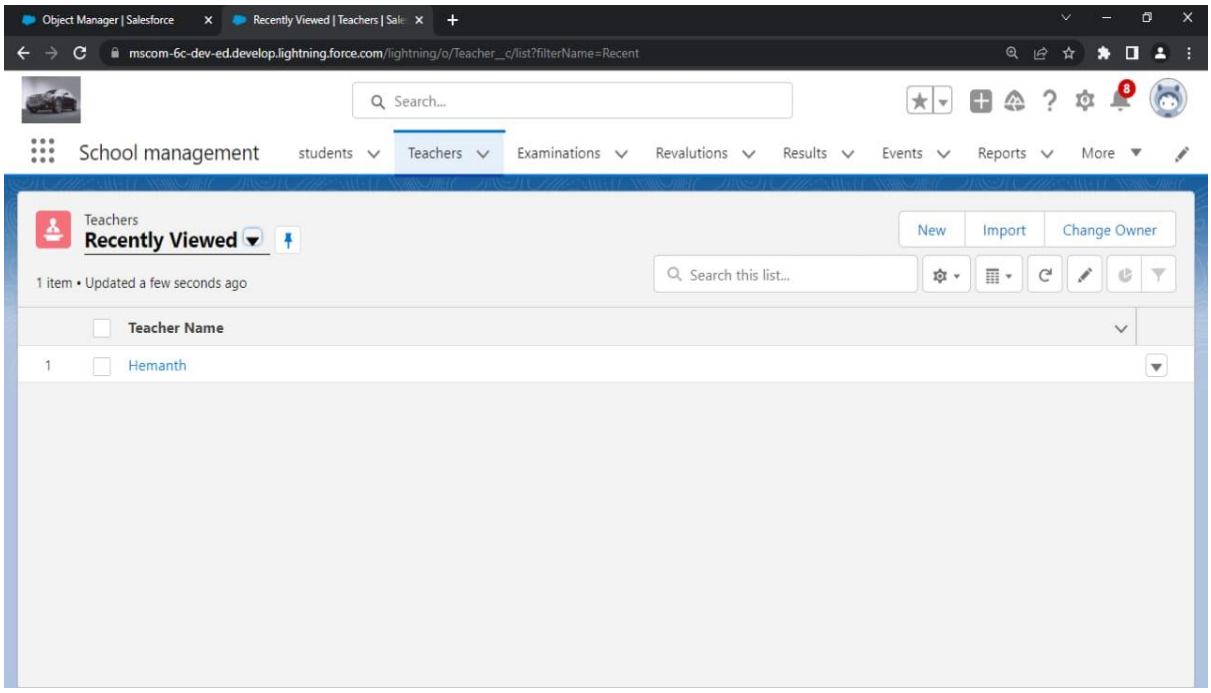
Analytics Cloud Security User
Authenticated Website
Authenticated Website
College Profile
Contract Manager
Selected Profiles
System Administrator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Teacher Name
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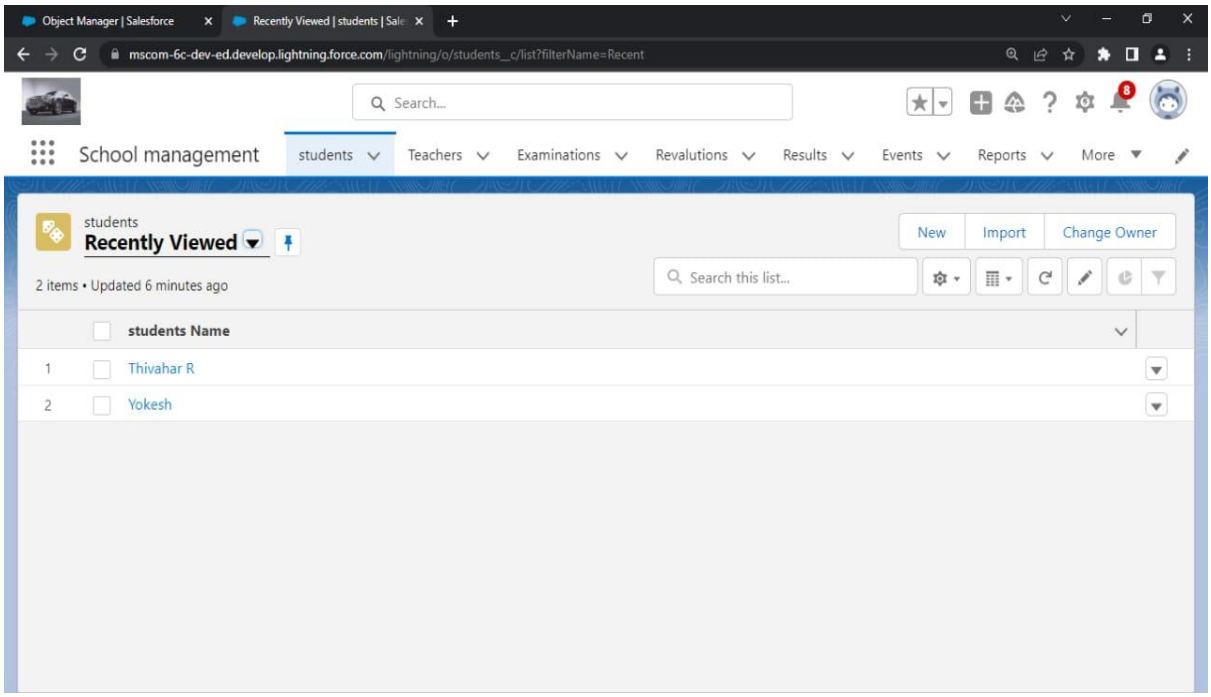
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Thivahar R
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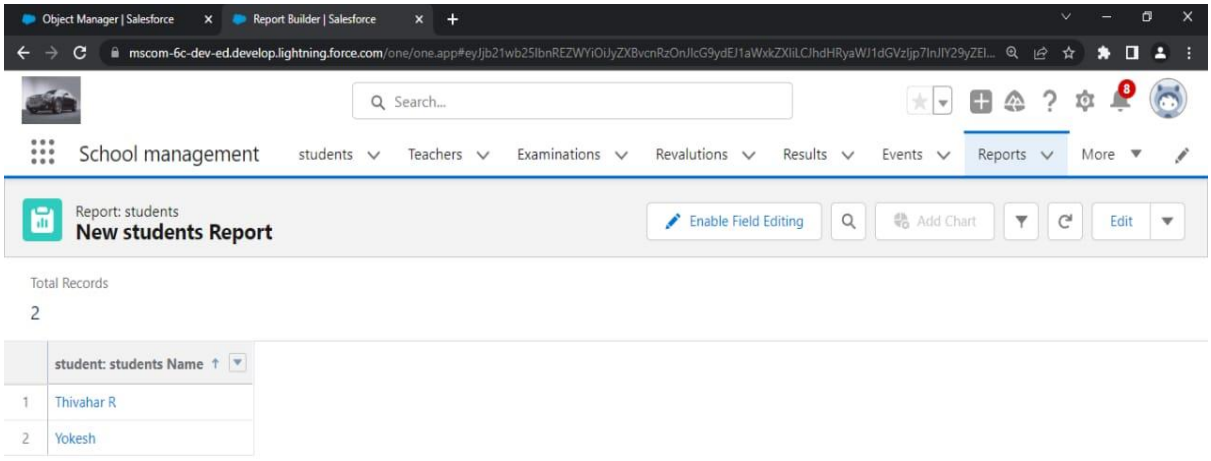
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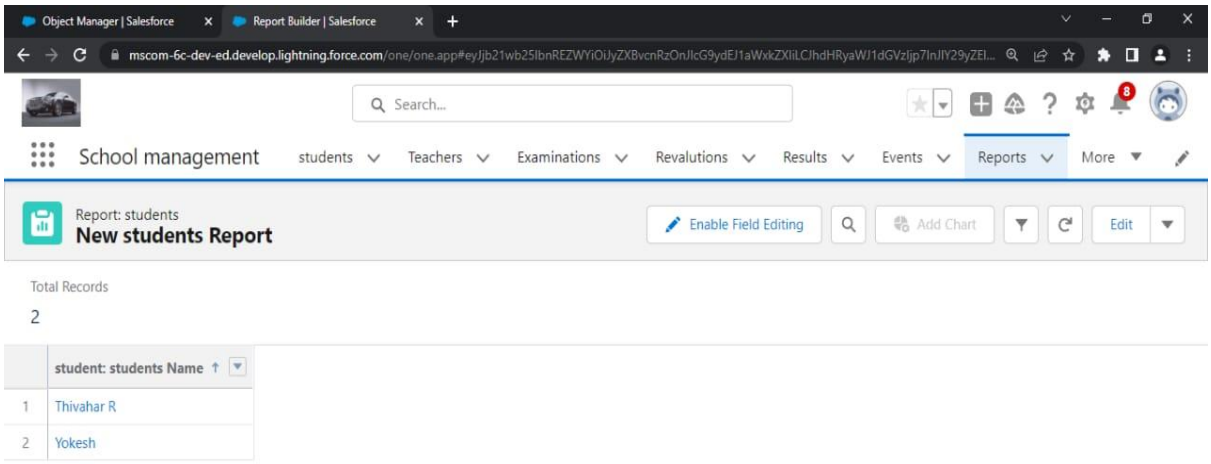
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Search...
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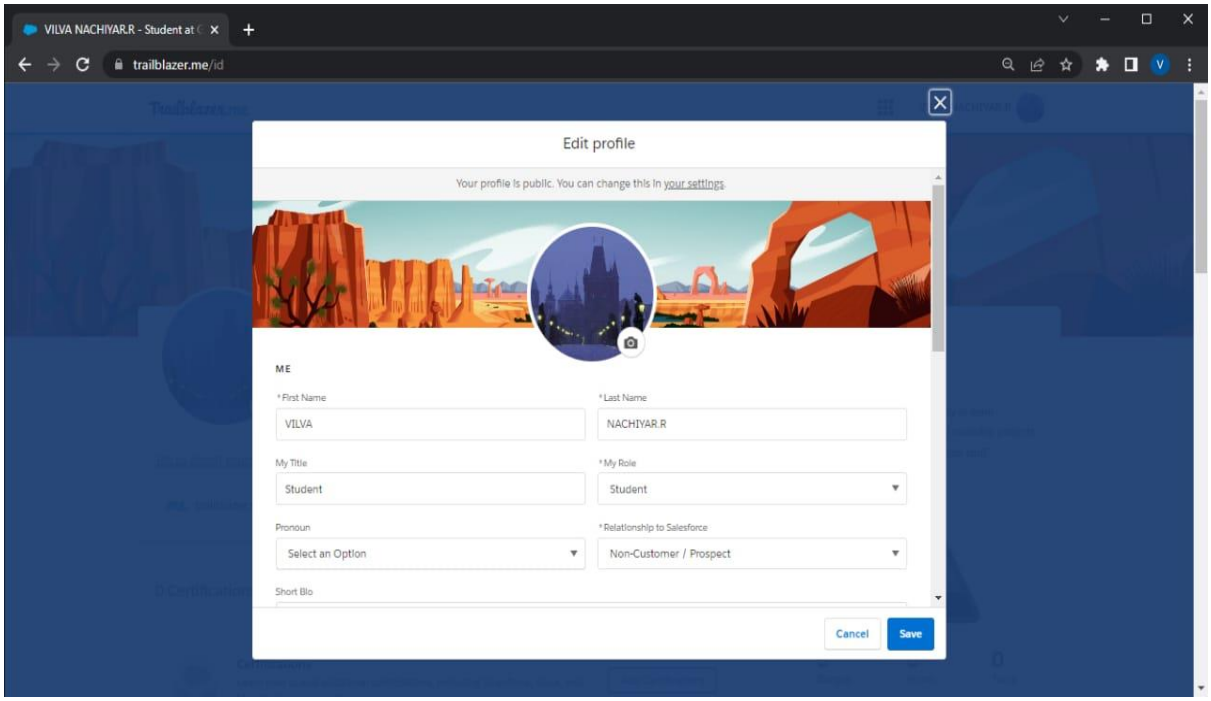
VILVA NACHIYAR.R - Student at
trailblazer.me/id
Edit profile
Your profile is public. You can change this in your settings.
ME
*First Name
VILVA
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NACHIYAR.R
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Student
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Select an Option
*Relationship to Salesforce
Non-Customer / Prospect
Short Bio
Cancel
Save

Trailhead profile public URL:

Team Lead: http://trailblazer.me/id/mmari495

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4. ADVANTAGE & DISADVANTAGE:

ADVANTAGE OF POPULATION:

Streamlined administrative processes:

The application can automate many of the routine tasks involved in managing student data, such as enrollment, attendance, grades, and academic progress. This can help reduce the workload on administrative staff, save time and resources, and improve operational efficiency.

Improved communication:

The application provides an effective platform for managing communication with students and parents through email, text messaging, and social media. This can help schools and colleges communicate important information more quickly and efficiently, as well as provide updates on student progress, academic events, and other relevant news.

Enhanced student support:

By collecting and analyzing data on student performance and behavior, schools and colleges can gain insights into the factors that influence student success and adjust their programs and policies accordingly. This can help them build stronger relationships with students and parents, as well as to identify areas for improvement and develop targeted strategies to improve student retention and success.

Better data management:

The application can help schools and colleges to manage student data more effectively, ensuring that it is accurate, up-to-date, and easily accessible. This can help schools and colleges make informed decisions about student support services, academic programs, and other key areas of operation.

Increased collaboration:

The application can facilitate collaboration between different departments and stakeholders within a school or college, helping to improve communication and coordination across different areas of the institution.

Improved decision-making:

By providing a centralized platform for data collection and analysis, the application can help schools and colleges make informed decisions about their operations, academic programs, and student support services.

DISADVANTAGE OF POPULATION:

Cost:

Implementing a CRM application can be costly, and may require ongoing maintenance and support. This can be a significant investment for schools and colleges, particularly for smaller institutions with limited resources.

Implementation time:

Implementing a CRM application can be time-consuming, and may require significant effort to integrate with existing systems and processes. This can create a disruption in operations and require significant time and resources from staff.

Training:

Staff may require training on how to use the CRM application effectively, which can add to the cost and time required for implementation. This can also create a learning curve for staff and impact productivity in the short term.

Data privacy and security:

The CRM application will contain sensitive information about students and other stakeholders, so it is essential to ensure that data privacy and security measures are in place to protect this information. This can require additional resources and investment to ensure that the application is secure and compliant with relevant regulations.

User adoption:

The success of a CRM application depends on staff and stakeholders adopting and using it effectively. If users are resistant to change or do not see the benefits of using the application, it may not be used as intended, which can impact its effectiveness.

Technical issues:

As with any software application, technical issues may arise, such as downtime, data loss, or compatibility issues with other systems. This can impact operations and require additional resources to resolve.

5. APPLICATIONS:

Student database:

A centralized database for storing information about each student's personal details, academic records, attendance, and communication history with the institution.

Communication tools:

Integrated communication tools, such as email and SMS, that enable staff and faculty to communicate with students, parents, and other stakeholders.

Analytics and reporting:

Robust analytics and reporting capabilities that provide insights into student performance, engagement, and satisfaction. This information can help institutions identify areas for improvement and track progress towards institutional goals.

Task management:

Task management features that enable staff and faculty to schedule appointments, set reminders, and manage documents related to student interactions and administrative tasks.

6.CONCLUSION:

CRM application for schools and colleges can be a valuable tool for managing and improving the institution's relationship with its students, faculty, and other stakeholders. Such an application can provide a centralized database for storing information about each student's academic progress, extracurricular activities, and communication history. This information can be used to personalize communications and outreach efforts, identify students at risk of dropping out, and track progress towards institutional goals. Additionally, a CRM application can streamline administrative tasks, such as scheduling appointments, sending reminders, and managing documents. This can free up time for staff and faculty to focus on more high-value activities, such as teaching, research, and student engagement. However, implementing a CRM application requires careful planning and consideration of the institution's needs, resources, and infrastructure. It may also require training for staff and faculty to ensure that they can effectively use the application and integrate it into their workflows.

7. FUTURE SCOPE:

Personalization:

As educational institutions increasingly focus on personalized learning and student-centered approaches; a CRM application can play a significant role in tailoring communication and support to individual students' needs and preferences. This could involve leveraging data analytics to identify patterns and trends in student behavior and interests, and using this information to create targeted and personalized communication and support.

Integration with other systems:

A CRM application can be integrated with other systems, such as learning management systems, student information systems, and financial systems, to create a seamless and comprehensive platform for managing all aspects of student engagement and support. This could enable more efficient and effective communication and collaboration among staff and stakeholders, as well as streamline processes and reduce administrative burden.

Artificial intelligence:

The use of artificial intelligence (AI) in a CRM application can further enhance personalization and streamline processes. For example, chatbots powered by AI could provide instant support and guidance to students, freeing up staff time and resources. AI could also be used to analyze large data sets to identify trends and patterns that may be difficult to detect manually.

Mobile optimization:

Given the prevalence of mobile devices among students and staff, optimizing a CRM application for mobile use could improve accessibility and convenience. This could involve creating a mobile app or optimizing the application for mobile browsers, enabling users to access and interact with the platform on the go.

Collaboration with other institutions:

A CRM application could facilitate collaboration and communication among educational institutions, enabling sharing of best practices and resources. This could create opportunities for cross-institutional research, joint programs, and other collaborative initiatives.